

2012-2013 Sponsorship Proposal prepared for:

# Brian White Racing

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# A LETTER FROM THE OWNER

Dear Sponsor:

Thank you for your interest in Team BWR for the 2012-2013 race season. As the leading Arenacross team in the northern Illinois region, we have a lot of great things going on here, and we would like to share them with you.

Exceeding most professional teams with eight riders, heads will turn when Team BWR takes to the track. This large team offers more opportunity for name recognition and visibility for your organization. Our riders are some of the best, both on the track and personally.

Since last year, we have decided to bring in sponsors that want to get involved in the motorsports industry. Some of these people have been a part of the motorsports scene before, and others are just getting their feet wet with their sponsorship. The opportunities for sponsorship are endless, and are much more attainable than other teams. We feel that your support is a key asset to make the team function smoothly this upcoming year.

After receiving "Team of the Year" we gained indispensable experience and with your help we look forward to further improving our team. We aim for excellence and look forward to bring a different aspect to the motorsports world. We will do this through our lively pit parties, rider appearances, and fan involvement.

Team BWR has big plans for this season and we hope that you can be a strategic partner in it. A sponsorship with our team will increase your visibility in the community, and will associate your name with one of the leaders in this dynamic and growing sport. Team BWR looks forward to another great year, with your help.

Please feel free to contact me or my team with any questions. We look forward to building a productive relationship together.

Best regards,

**Brian White**

Brian White  
CEO of Team BWR

# THE BACKGROUND

## HOW BWR STARTED MAKING GREAT PARTS FOR AREANACROSS

## Arenacross Background:

The sport of Arenacross has grown tremendously in the last 20 years, specifically it has spiked in the last five years. Arenacross is a motorsports event, in which people race dirtbikes on a professionally-built track indoors. This daring sport draws average crowds of 20,000 people. In the 2012-2013 season, racers will travel from Maryland to Texas racing at 10 tracks along the way.

## BWR Background:

In 2007 Brian White founded his performance shop, BWR (Brian White Racing) after suffering a season-ending wrist injury. White began to further explore the mechanics of the dirtbikes he passionately loved to race, and work on.

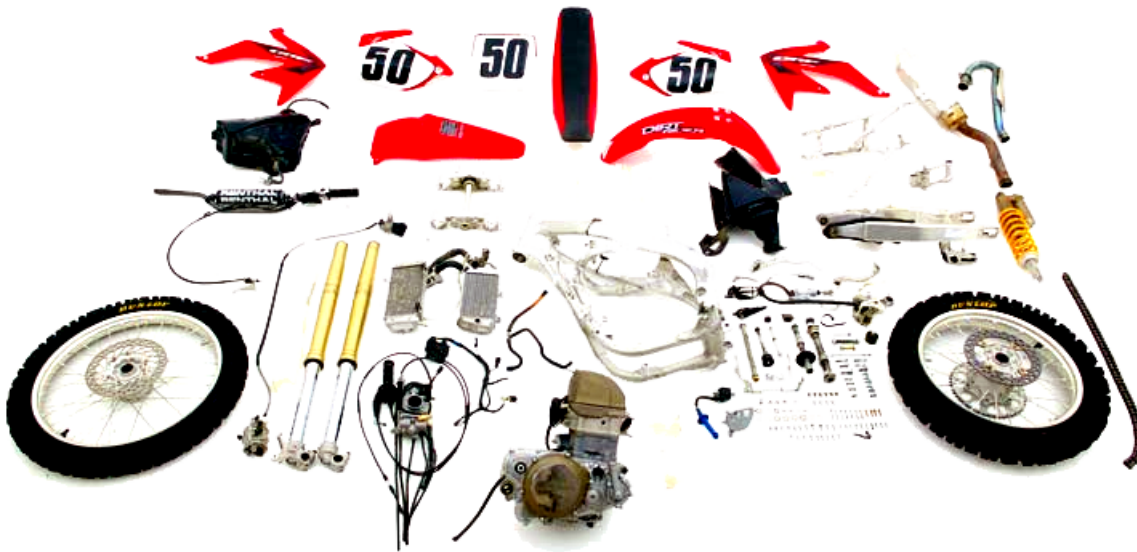
make faster. Through trial and error, countless hours with the dyno, and vicious track testing White put together several engine packages that maintain smoothness, and rideability while seriously improving peak horsepower, and torque. His work created the greatest performance dirtbikes available to your typical racer.

With supreme suspension packages, and heavy hitting motors, White came together with a full bike package that worked, and wanted more riders to try it. Thus pushed him to launch his own team.

The Arenacross team known as Team BWR was born in 2011 with riders of Kyle White, and Maxx Malatia. The 2011-2012 season

saw much success with several AX Lites class top 5's, one AX Lites win, and a AX class top 5. The success of 2012 led to an increased crew of people traveling with Team BWR on a regular basis. The success of 2012 culminated in Team BWR being named Arenacross 2012 Team of the Year.

Given the startling success of 2011-2012, the 2012-2013 season has serious potential for success. Team BWR has signed four riders and four support riders to lead the team to victory. Our partners and sponsors will be a significant part of this success.



White started small, working on his brother's dirtbikes with the studying of the suspension. After doing modifications, White put them to the challenge on the track with extensive testing. White came up with numerous custom suspension packages catered to rider style, skill level, and track conditions.

From there White started to pull apart the motor, and found a lot of parts he could

# THE NEED

Team BWR has the talent and the drive to be a top team for this upcoming race season. Being selected as Team of the Year was a major milestone that we were grateful to receive. With that in mind, we are preparing for this season to go above, and beyond what we achieved last year, and win a Championship title.

In order to attain that goal, we need to be backed by companies that want to be a part of what goes on at Team BWR. Also, we need companies that are ready to be exposed to the rapidly growing motorsports industry.

Last year, Team BWR was solely run out of the financial pockets of the White brothers. Both brothers worked a full time job, but their real passion was BWR. They drove across the country in a van loaded down with two bikes, spare

parts, and four people all crammed inside trying to live the privateer life. A privateer lifestyle consists of all funds for the race season to be solely provided by the racer themselves.

Team BWR was very successful with that privateer lifestyle. Just imagine what Team BWR could do being backed with company sponsorships. Team BWR wants to change up that privateer lifestyle, into a sponsorship backed race team. Having a full service 18 wheel semi to haul bikes and riders, companies like yourself are the only things left to come on board and be a part of this magnificent journey.

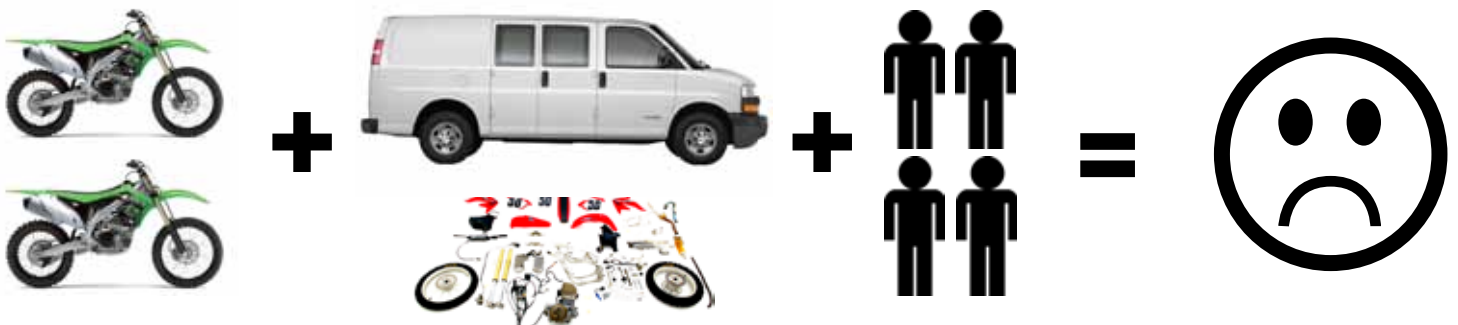
Team BWR needs people like you that want to branch out into motorsports, be a part of a professional award winning arenacross team, and truly see your sponsorship dollars benefit your company.

IT'S TIME TO TAKE

BWR TO THE NEXT LEVEL

IN ARENACROSS

Sponsor with Brian White Racing to be seen by thousands of people and improve visibility.



# SPONSORSHIP CLASSIFICATION

## FIND THE RIGHT SPONSORSHIP TIER FOR YOU

**W**e have many different classifications of sponsorship that you can get involved with here at Team BWR. From being a title sponsor, to a support sponsor, there is a section that can fit any sponsorship budget. Below are a list of the different classifications we offer. Do keep in mind that we can make up any custom sponsorship package and tailor it to a goal or objective your company is wanting to accomplish.

### **Title Sponsor:**

This sponsorship will showcase the team. This company name will be listed first in everything that is produced for the team. Ex: Team Title Sponsor/BWR/Honda. Recognition you receive from being a title sponsor is huge!

Biggest company name on semi trailer (20 ft x 10 ft per side).

Biggest company name on shroud of race bikes (Most sought after bike placement).

Biggest company name on front of pit polo (4"x3") and back of pit polo (10"x10").

Biggest company name on posters (4"x3") and at least 40,000 will be handed out.

First company listed in team videos. Price: \$75,000

**Associate Title Sponsor:** This sponsorship will follow right after the title sponsor. There will only be two associate title sponsorships available. Ex: Team Title Sponsor/Associate Title Sponsor/BWR/Honda.

Second largest name on semi trailer (10 ft x 8 ft per side).

Second largest name on shroud.

Second largest name on front of pit polo (2"x1.5") and back of pit polo (5"x5").

Second company listed in team videos.

Price: \$40,000

### **Gold Sponsor:**

These companies will receive the largest company logo on racers jerseys, as well as the prime locations on the front fender and swing arm of the race bike. Price: \$20,000

### **Silver Sponsor:**

These companies will receive the best locations on the rear fender and fork guard. They will also receive the second largest logo on the racers jerseys. Price: \$10,000

### **Bronze Sponsor:**

These companies will receive air box, swing arm, and rear fender locations on the race bike. Price: \$5,000 and below

### **Newsletter Sponsor:**

There will only be two newsletter sponsors, in which they will rotate each month and on each newsletter there will be only one exclusive sponsor. Price: \$3,500

### **Support Sponsor:**

For motorsports parts related companies that wish to not spend actual dollars, but sponsor by giving their products to the team, their sponsorship value will be determined by amount of product and the value it has to the team. Companies might be able to receive exclusivity to the product that they sponsor the team with. Other companies that can offer goods or services catered to their company will be taken into consideration as well.

*Custom sponsorship packages are available upon request.*





# CUSTOM SPONSORSHIP OPPORTUNITIES

NO TIER FOR YOU, HERE ARE CUSTOM CHOICES

**T**here are a vast amount of locations available for sponsorship. Having the team size Team BWR has, name recognition for your company will stand out with whatever you choose to sponsor.

**Pit Shirt Sponsorship:** There will be 20 Pit Shirts purchased for the team. These pit shirts will be worn at every race during the pit party.

**Value added component:** Name recognition during pit parties.

**Print Sponsorship:** During the pit party, riders will sign autographs for fans and will hand out their posters at every round.

**Value added component:** A minimum of 40,000 posters will be distributed during the AX season.

**Graphic Sponsorship:** At every race there will be a guaranteed amount of 6 race bikes, with the possibility of 4 extra ones. There are 30 locations available to have sponsors.

**Valued added component:** Name recognition will travel across the country.

**Gear Sponsorship:** At every race there will be a guaranteed amount of 5 riders wearing the exact same gear, with the possibility of 4 extra riders.

**Value added component:** TV and print media will be included from interviews, televising of races, articles in magazines etc.

**Semi-trailer Sponsorship:** During the AX season alone, this rig will travel over 25,000 miles. The graphics on the rig will be very eye catching offering a lot of exposure as it is a traveling billboard.

**Value added component:** Not only will the

rig travel the Arenacross series, but also the last 5 rounds of the Supercross series, and the 2013 Motocross series as well.

**Newsletter Sponsorship:** Team BWR will have a bi-weekly newsletter that will be sent out to fans and sponsors to update them on races and what's going on.

**Value added component:** Companies can offer special deals to help cross promote the team and their company via social media.





# CHAD COOK



Chad Cook was the AMA Arenacross Lites West Coast Champion for the past two years. Throughout Cook's career he has made many accomplishments thus far such as his two Championships, as well as a 2nd and 8th in points in 2008 and 2009.

Cook's name has been floating through the Supercross pits for the past two years as a rider to watch. Cook declined a few offers because he felt that he wasn't ready to make that jump, and he wanted to be 100% sure that he could leave his mark when he did.

Cook has had help from a couple different teams throughout his career, but he has never raced for a fully backed team such as Team BWR.

For those reasons we were persistent with signing Chad the team. How humble he is about his riding, and his results he produces brings him in as a great fit. We are looking forward to a great season with Cook running the number one plate on a BWR race bike.

Depending on training this winter, Cook may race the entire AMA Supercross West Coast series, as well as the AMA Arenacross series.

"Chad is the kind of rider I strive to have on the team, not only for his race performance, but the persona he gives off on and off the track," said Team Owner, Brian White.

## Highlights:

- 2008 AMA Arenacross Lites South Region – 2nd
- 2009 AMA Arenacross Lites Central Region – 8th
- 2010 AMA Arenacross Lites West – 32nd
- 2011 AMA Arenacross Lites West – Champion
- 2011 AMA Arenacross Class – 18th
- 2012 AMA Arenacross Lites West – Champion
- 2012 AMA Arenacross Class – 15th



# TRAVIS SEWELL

The name of Travis Sewell is attracting the eye of the press right now due to all of his latest accomplishments.



Riding as a privateer this past Arenacross series, Sewell finished 8th place overall in both the Arenacross and the Arenacross Lites class. This shows a lot for being a privateer.

Sewell has been racing since the age of 15, and has made a dramatic name for himself in the past 10 years. From riding for Toshiba/MD Racing Suzuki Team at age 20 for the 2008 Supercross Series, to riding for Pro Source Motorsports/Red Bud MX in 2009-2011 on a Yamaha, to this past year riding for Champion Powersports aboard a KTM, he has been in the scene for a while and produced great results.

During all of these years Sewell raced many AMA Motocross, Supercross, and Arenacross races. He is known for his finish in a Supercross race in 2008, at Minneapolis, with his finish of 13th that evening. Post that race he got many interviews from different magazines and blogs wanting to find out more about him.

With Sewell coming to BWR we really feel that he can excel that much more in everything he does currently. He will be able to relieve all of his stress he once had with

worrying about all of his finances. He never was able to do that due to privateer sponsorships.

We are looking forward to having Travis test on the bikes because he may be like Cook and ride the Supercross West Coast class. His results will not only be indoors, but will be in the 2013 AMA Motocross Season as well.

“Travis is a rider with a good head on his shoulders, he has been racing professionally since the age of 19, and his results explain why we wanted him on our team for the upcoming year,” said Team Owner, Brain White.

## Highlights:

- 2007 AMA Arenacross Rookie of the Year
- 2007 AMA Arenacross Class 13th in points
- 2008 AMA Arenacross Lites North Region – 4th in points
- 2008 AMA Arenacross Class – 19th in points
- 2008 AMA Supercross Lites, Minneapolis – 13th
- 2008 AMA Supercross Lites, Dallas – 12th
- 2008 AMA Supercross Lites, Detroit – 9th
- 2008 AMA Supercross Lites, St. Louis – 12th
- Numerous injuries from 2008-2010
- 2010 AMA Motocross – 28th in points
- 2011 AMA Motocross – 25th in points
- 2012 AMA Arenacross Lites, 8th in points
- 2012 AMA Arenacross, 8th in points
- 2012 AMA Motocross Class – 58th in points





# KYLE WHITE

Kyle White, the machine as some would call him. White is a kid that comes off the track after a race while everyone is sucking air, he would be ready to go another moto. He is the energizer bunny of riders. White has made a very big name for himself throughout the Midwest in the Stadium Cross and Motocross series. He carried that name recognition into Arenacross, as his first year of attempting to race Arenacross he finished eighth in points. Kyle studies the art of the race bikes just as much as his older brother, Brian does. White brings a lot of amateur racing background to his career as well as a few years racing in the Arenacross season.

Kyle brings a persona to the pits that others strive after. People flock when they see him, just because they know how funny and



personable he can be. Kyle is seeking to achieve a Arenacross Lites Championship this year, and we believe he has what it takes to do so.

“Kyle is a machine, he does the right things on and off the track, he eats well, and puts down fast laps on the track, I’m really excited for what is to come of him this season,” said Team Owner, Brian White.



## Highlights:

2010 AMA Arenacross Lites East – 8th in points

2011 AMA Arenacross Lites East – 16th in points

2012 AMA Arenacross Lites East – 9th in points

2012 AMA Arenacross Class – 19th in points





# MAXX MALATIA



Maxx Malatia is no amateur to the motocross scene. At the age of 4 Malatia began riding on a JR50 and was racing at a local track called Byron Motorsports Park. When winning was a regularity, Malatia began to ride and

race at a track near his house called, Joliet Motorsports Park. There he made a name for himself and a “local boy” as most would say, where he would sweep the field on a regular basis. Throughout his 14 years of racing Malatia has gone down to Loretta Lynn’s many times and always been a competitor. Last year was his first year racing Arenacross and it went pretty well for him, despite his season ending crash.

Maxx is another rider just like Kyle that has a persona that younger riders look up to. Maxx pushes himself on and off the track so that he can come prepared to win every week. We are very excited to see what he has for this upcoming season.

“Maxx is a rider that pushes the limits, but knows to not ride over his head. With that confidence he has won many races in his amateur career, and I’m excited to see what’s to happen this year,” said Team Owner, Brain White.

## Highlights:

2008 AMA District 17 Stadium MX 85 SR & Supermini - Champion

2009 AMA District 17 Stadium MX 250B & Supermini – Champion

2009 Loretta Lynn’s 250B – 37th with broken collarbone

2010 AMA District 17 Stadium MX 250A & 450A – Champion

2010 Loretta Lynn’s 450A – 27th

2011 AMA Arenacross Lites East Coast – 18th in points

2012 AMA Arenacross Lites East Coast – 10th in points



# SUPPORT RIDERS

Brandon Marley, Nate McLeese, Bryten Brill, and Branden Brill.



Brandon Marley



Nate McLeese



Bryten Brill



Branden Brill



# PHOTOS OF THE ATHLETES

Photos Provided by **Shift One Photography**  
shiftonephoto.com





# THE WHY

As you probably are asking yourself, why should I sponsor this team, here is why. We can accomplish any objective or goal that your company is wanting to get out of your sponsorship through our different variations of sponsorships.

You may want to build your brand awareness, any sponsorship classification will do that. Mobile marketing also plays a major roll with brand awareness. You are able to reach the most loyal of customers, and at your disposal are personnel for data and consumer testing as well as an average of 25,000 potential customers.

You might be searching for some new corporate entertainment and hospitality. We can take care of that by providing you tickets to the races, and allowing you and your guests major access that is never heard or spoken of in professional sports. That level of access allows you to share this major access with clients and employees, strengthen and build new business relationships, and give clients and employees a feeling of ownership in your program.

If possibly you wanted to get your workers out of the office and have a play day to learn how to ride a dirtbike, we can do that as well.

Team BWR will go to the any extent to better serve their sponsors and help them fulfill their goals and objectives to help strengthen the relationship that has been built.

# THANK YOU

I want to say thank you for taking Team BWR into consideration for your sponsorship endeavors for the 2012-2013 calendar year. With your help Team BWR can put our experienced team to use and expose your company's name to a rapidly expanding motorsports industry. We hope that you found this packet informative and we hope you understand the benefits of supporting and sponsoring Team BWR.

Feel free to contact our Marketing Manager, Kyle Slamans. Kyle and his team have done great things for us in this off-season, and we are very excited to roll them out coming January.

We look forward to hearing from you soon.

Best,

Brian White

CEO of Team BWR