



# Sponsorship Proposal

**CRE**  
Racing

— Home of the “Worlds Fastest Roadster”

330.754 MPH @ Bonneville Speedweek 8/16/2010

# CRE Racing through the years

Chauvin R Emmons Jr.

- ▶ 1969 First year on the salt with a Mid-engine 23T Street Roadster, 427 ci on gasoline took this street car to 183 mph
- ▶ 1970 # 102 built for the Salt. Blown Fuel Modified Roadster B class engine
- ▶ 1972 B/BFMR record run of 240.78 *puts Chauvin in the 200 MPH Club*
- ▶ 1974 B/BFMR record 269.86 - *this record still stands.*

*The 102 Car is still campaigned today under different ownership*

- ▶ 1996 # 422 Injected fuel Modified Roadster A engine Record 263.697
- ▶ 1997 A/FMR Record 291.786 with top speed of 297.365
- ▶ 1998 Muroc Reunion, Dry Lake, A/FMR Record 265
- ▶ 1998 El Mirage Dry Lake, November meet, Record 274.456  
Top Speed of the Meet and of the Year
- ▶ 1999 A/FMR Record 302.892 with top speed 308.829 *puts Chauvin in the 300 MPH Club*
- ▶ 2000 Change to smaller "C" engine C/FMR Record 283.839
- ▶ 2002 C/FMR Record 298.682 , top speed 303.046

*The 422 car was sold to Charles Reno who continues to run it competitively*

- ▶ 2007 Returned to the Salt with #428 in a new class, a Rear Engine Modified Roadster, with a Chrysler 370 ci "C" engine,
- ▶ 2009 Chauvin R Emmons Jr passed away as a result of a non racing accident



Tribute to Chauvin 2009

# CRE Racing “Continuing The Legacy”

## #428 Blown Fuel Rear Engine Modified Roadster (BFRMF)

### ▶ Speed Week 2009

- Rookie driver “Chauvin Mac” gets Unlimited license with 7 runs culminating in a 302MPH one way run
- Chauvin inducted into the 200MPH Club
- Set a record 280.012 MPH 2 way average

### ▶ Speed Week 2010

- Increased record to 289.766 MPH
- Made a one way pass of 330.754 MPH to capture the “Worlds Fastest Roadster” title. - *unfortunately we could not back it for a record. On the record run the next morning, we sheered the drive gear on the cam shaft just as the car left the push truck.*
- On paper the car was built to run more than 350mph. Now we know it will! But for now we will have to be content with having made the fastest pass ever in an open wheel, open cockpit car



Our old car 422 and 428 sitting side by side in impound waiting to make an early morning record run 8/18/2010

**"Folks, you're witnessing history being made...  
#428 the Emmons Special is the World's Fastest Roadster!"**  
*Speed Week track Announcer 8/16/10*

# A Little About Land Speed Racing

- ▶ Land Speed Racing is a unique sport. Since 1946, participants have driven vehicles they more than likely built in a very simple quest: to go as fast as they can to set a record and have their name added to the record book.
- ▶ No prize money, just bragging rights
- ▶ In fact, for more than 60 years Land Speed Racing has been, and still remains a volunteer sport. All of the various club members and event workers volunteer their time and energy to the benefit of the sport.
- ▶ The CRE Racing Team is 100% volunteers; some have been with the team for more than 20 years
- ▶ Speedweek 2010 had more than 560 vehicles entered and an estimated 40,000 fans in attendance during the week
- ▶ There are 3 major venues in the US where 300+ MPH speed trials are conducted
  - Bonneville Salt Flats in Utah
  - El Mirage Dry Lake in Southern CA
  - Laurinburg/Maxton Army Airbase in North Carolina
- ▶ The Sanctioning Bodies:
  - Southern California Timing Association (SCTA) [www.scta-bni.org](http://www.scta-bni.org)
  - Bonneville Nationals Inc. (BNI)
  - East Coast Timing Association (ECTA) [www.ecta-lsr.com](http://www.ecta-lsr.com)



# 2011 Racing Schedule

## ▶ Bonneville Salt Flats

- Speed Week
  - August 13 – 19
- World of Speed
  - September 14 – 17
- Top Speed Shootout
  - September 19 – 25
- World Finals
  - October 5 – 8

## ▶ Maxton – *We hope to participate in East Coast events in 2012*

- April 9 & 10 (*Hot Rod Magazine Speed Challenge*)
- May 21 & 22
- June 25 & 26
- September 24 & 25
- October 29 & 30

## ▶ El Mirage Dry Lake

- May 14 & 15
- June 12
- July 10
- September 11
- October 23
- November 12 & 13



# Benefits of Sponsorship

- ▶ Media coverage
- ▶ Advertisement on the race car, two trailers, tow truck, push truck, drivers suit and at least ten crew shirts
- ▶ Sponsorship exposure to, from, and during all race events
- ▶ Appearances at select sponsor requested events
- ▶ Personal interaction with fans at all race events
- ▶ Distribution of sponsor provided posters, hats or other promotional materials
- ▶ Land Speed Racing is a largely untapped marketing opportunity only now being discovered

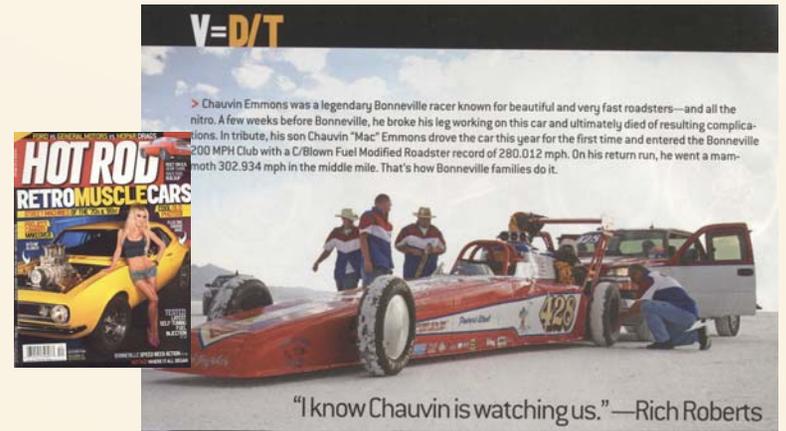
**Act now! You can reap the benefits of this emerging opportunity**



Target Corp. was on the Salt in 2010



Official Sponsor of 2010 Speed Week



428 in Hot Rod Magazine December 2009

**A number of companies have recently discovered the advantages of Land Speed Racing Sponsorship**

***They have found participants and fans alike are very loyal to any brand or company that supports the sport they love***

# Sponsorship Opportunities

Total vehicle display space available is more than 900 sq ft



Each side 40 sq ft = 80 sq ft



Driver Fire Suit



10 Crew Shirts



Car Hauler  
Trailer 348 sq ft Truck 81 Sq ft



Top of car 40 Sq. Ft



Push Truck 55 sq ft



Parts & Supply Trailer 328 sq ft

# Sponsorship Levels

## ▶ Primary Sponsor

- Naming rights or perceived ownership of team
- Race car, trailers, trucks painted or wrapped with company colors, logos and slogans
- All race suits, team clothing and crew uniforms in company colors with logos
- Sponsorship announcements and updates after each event
- Appearance at sponsor requested events negotiated per requested event
- Opportunity to involve sponsors' charitable organization or cause
- Distribute sponsor provided products or promotional materials at all race events

## ▶ Associate Sponsor

- One sponsor logo on both sides and front of car (max 324 sq in per logo)
- One sponsor logo on 2 sides and rear of trailers (max 576 sq in per logo)
- One sponsor logo on sides of trucks (max 324 sq in per logo)
- One logo on all race suits, team clothing and crew uniforms
- Appearance at sponsor requested events negotiated per requested event
- Limited opportunity to involve sponsors' charitable organization or cause
- Distribute sponsor provided products or promotional materials at all race events

## ▶ Product or Service Sponsor

- Contingency size decals on all vehicles and uniforms
- Distribute sponsor provided products or promotional materials at all race events
- Appearance at sponsor requested events negotiated per requested event with priority given to primary and associate sponsors



# Cost of Sponsorship

Your company has the very unique opportunity to become synonymous with "THE WORLDS FASTEST ROADSTER".

- ▶ **4 Event Primary Sponsor \$30,000**
  - Bonneville Speed Week & World Finals
  - El Mirage 2 day meets in May and November
- ▶ **10 Event Primary Sponsor \$50,000**
  - 4 Bonneville events Speed Week, World of Speed, Top Speed Shootout and The World Finals
  - 6 El Mirage events May through November
- ▶ **Associate Sponsor \$15,000** for minimum of 4 and potentially 10 events *(final number subject to acquisition of primary sponsor)*
- ▶ **Product or Service Sponsor** – supply enough product or services to allow us to participate in 10 events *(minimum dollar value of \$2,000)*



# Contact Information

- ▶ Please contact us to learn more about how you can be a part of CRE's history-making "Worlds Fastest Roadster" race team

Chauvin McLaren Emmons

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The CRE Team

Front Row: Ben Welch Chauvin Emmons (driver) Sharon Emmons (car owner) Rich Roberts  
Back Row: Jim Welch, Mike Rayala Sr., Michael Rayala Jr., Norm Erb

