

EXPANDED INFORMATION

Safer Racer Tour

Primary Elements:

- 100 Annual Show Days at multiple race venues across America
- Safer Racer - Mobile Display and Interactive Trailer
- Safer Racer - Educational Program and Demonstration
- Race Car Safety Inspections conducted by Randy LaJoie and trained staff
- Participant Registration and Data Base
- Display for Tour Sponsors' Products / Services
- 4 Presenting Sponsors @ \$25,000 each
- 10 Supporting Sponsors @ \$10,000

Presenting Sponsors: \$25,000 each

Benefits include:

- Positive Image presented to the loyal racing community
- Right to promote brand as a Presenting Sponsor
- Sponsor Category Exclusivity
- Products / Services represented and sold at all shows
- Sponsor promoted throughout the safety tour
- Prominent logo placement on Tour vehicles
- Product / Services Display at events
- Samples / Coupons / Literature distributed on site
- Storage and Display Space on Tour vehicle
- Link to website
- Data Base sharing
- Logo included in all ads
- Plus More

Supporting Sponsors: \$10,000 each

Benefits include:

- Positive Image presented to the racing community
- Sponsor Category Exclusivity
- Sponsor promoted throughout tour
- Logo on Tour vehicles
- Samples / Coupons distributed by on-site Tour reps
- Storage space on Tour vehicle for sponsor's supplies
- Link to website
- Data Base sharing
- Plus More
- *Sample..... Categories available include, but not limited to:*
 - Beverage
 - Snack
 - Pharmaceuticals
 - Insurance
 - Mobile Phone Provider
 - Trailer Manufacturer
 - Fuel Cell Manufacturer
 - Automobile Manufacturer
 - Internet Search Engine
 - MORE!

SUPPORT RANDY LAJOIE'S SAFER RACER TOUR!

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