

OVERVIEW of The Safer Racer Tour

WHAT: It's a program created in 2007 by NASCAR Champion **Randy LaJoie** that's designed to help reach out to the racers many feel are most at risk; the numerous *short track drivers* around the country. Randy LaJoie has been an activist in much of the safety R&D that NASCAR has conducted over recent years and would like to see these innovations transcend *beyond* the top 3 NASCAR series. Working with tour sponsors, LaJoie has created a mobile interactive unit to tour short tracks across America to help bring safety innovations to *all* levels of racing. Value Packed Sponsorship Opportunities exist to help spread the safety message.



Special Note: The North Carolina Motorsports Association presented Randy LaJoie with their 2007 Industry Safety Innovation Award for his work in helping to improve auto racing safety with the racecar seats designed and manufactured by The Joie of Seating.

WHY: "I'd say 99.7% of short track drivers don't pay enough attention to safety. Honestly, I didn't pay as much attention to safety as I should have until we lost Dale Earnhardt. It's too bad it took his passing, as well as five or six others in the top NASCAR levels, but we now realize we don't want anymore injuries or deaths in racecars." (Randy LaJoie)

WHERE: Randy LaJoie is determined to reach local racers all over the country. Since starting the program in March, he has been crisscrossing the country, as well as a visit to Canada, in a passionate effort to get the safety information and product innovations out to the racers most at risk.

HOW: You can make a difference at your local track. Utilize the personal appearance and promotional services of a 2-Time NASCAR Busch Series champion to drive ticket sales, while providing an opportunity for LaJoie to help make Safer Racers out of your Local Racers!

Program Support: Personal Appearance, Autograph Session, Guest Driver Appearance, Guest Race Announcer, and more. Each appearance includes a safety demonstration for your drivers, a display of safety advancements in the areas of driver seats and proper use of support equipment.

Program Cost: program prices vary, please call 704-795-7474 for expanded information



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
- 10 Supporting Sponsors

Presenting Sponsors

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

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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