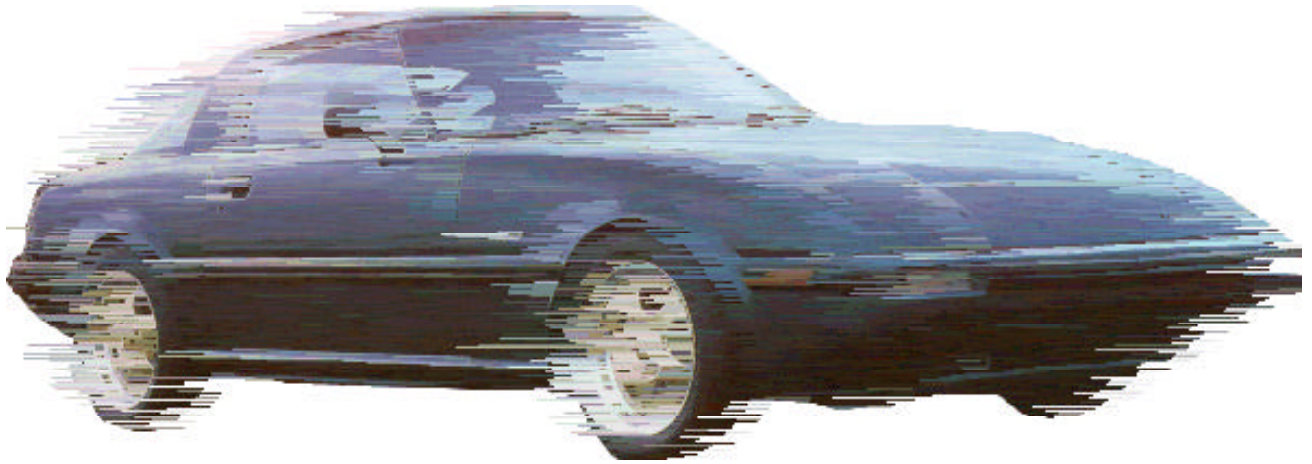


Marketing Sponsorship Prospectus



Riddle Racing, LLC

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Motorsports have truly enjoyed phenomenal growth over the past few years with many new racing leagues and teams appearing. This explosion in fan support for motorsports of all types has fueled the desire for Corporate America to join the pack and place their products and corporate identity before this growing fan base.



Sponsorship of a professional motorsports team can run into the millions of dollars. But, for a company that needs or wants to place itself front and center with the buying public it is hard to beat having millions of eyes watching a car emblazoned with your company's logo racing round a track and driving home brand recognition.

So why are you being presented with this marketing sponsorship proposal you ask? You do not have a multi-million dollar advertising and marketing budget like the big boys. So how can you take advantage of this exciting form of sports to help your company solidify its name and presence with your customers?

It's Easy!

All over America there are racing organizations that sponsor events and racing seasons. Road racing has three active groups right here in Arizona! They are the Sports Car Club of America (SCCA), Arizona Sports Racing Association (ASRA) and the National Auto Sport Association (NASA). The SCCA (<http://www.scca.org>) is organized into regions with a national championship event in the fall. Sponsorship of an SCCA car can easily run into the tens and hundreds of thousands of dollars due to the extensive tech work and travel required to field a team and with most of the races set in locations far away from your local customers you will have little chance to see your name placed before them. However, the other two local groups ASRA and NASA are just that, local!



ASRA (<http://www.race-asra.org>) is the smaller of these two groups and has been around for over 41 years. They typically run about six events a year with their largest event being the annual

Enduro that they put on in the fall. This event is well attended since the feature is a 100-minute endurance race with many different types of cars competing on the track at the same time. ASRA is in the process of staging a comeback from near extinction and hopefully will once again become a force in Arizona based motorsports.

The group and its program that I would like to primarily present to you is NASA (<http://www.nasa-az.com>). NASA runs a comprehensive local program that has enjoyed significant local sponsorship interest from many local businesses. For example, the Scottsdale Automotive Group of

dealerships sponsors NASA's Driver Education program and many of the automotive "speedshops" honor the "NASA Bucks" that are awarded to NASA's winners.



they are in the car industry and are looking to attract business from the participants. Since I am not in that industry, how does this form of advertising help me reach my clients?"

Well, I'll tell you!

"We have to answer the age-old question...,

'...What's in it for me?'"

- 1. A unique environment to meet with invited clients, guests and employees**
- 2. Everything for a "day at the races" will be provided (Lunch, refreshments, etc.)**
- 3. The opportunity for our guests to get a ride in a real race car on a real race track at full speed!**
- 4. Mementos of the event for our guests to take home with them. (VHS tape of their ride in the car and a group photo taken track side)**
- 5. The ability to secure a memorable event for our guests**

See pages 5 and 7 for specifics

You may say to yourself, "Ok, racing is popular and many local businesses are supporting this form of entertainment with their advertising and marketing presence, but

Since we have already established that the form of motorsports that your firm can afford to sponsor is local, we have to help you identify how your participation can help your bottom line. The answer is in the preceding sentence and that is participation. NASA (and ASRA) both run what are called “Street Groups” in addition to their normal Race groups. NASA has three race groups, with many car classes repre-



sented within each group: “Yellow Group” (open-wheel formula-type cars), “Blue Group” (closed-wheel, over 3 liter) and the “White Group” (closed-wheel, under 3 liter).

These classes are for full race cars only, but the two street groups (*Red* for Novices and *Green* for Advanced Drivers) allow regular cars on the track as long as the proper safety equipment requirements are met, namely belts, no loose items and a helmet on every passenger. That’s right! You read that correctly. I said every passenger – not just driver! Here is where you get to have a little fun too!

On a typical NASA racing day each of the groups are given four races with each session lasting about 20 minutes. Many of the race cars register for time on the track with the street cars in addition to their normal race groups so that they can get valuable extra track time to help in the setup of their cars for the actual races as well as additional practice time between races. It is this very fact that presents us with your opportunity to be both a sponsor and a participant! The very act of participating is how this unique sponsorship can help your business!



Imagine being able to invite clients (customer relations), new prospects (marketing) or employees (company morale) out to watch “Your” race team compete as well as give them a little thrill by being able to go for a ride in the car on the track at full speed!



Now you are placing your name and brand front in center of the customer that matters most! You can now actually take time to work on building customer relations in a friendly atmosphere outside of the regular business office. This can really

help your bottom line accelerate to first place.

Riddle Racing, LLC proposes to provide the following to your company in exchange for its marketing sponsorship commitment.

Typical Saturday race day...

1. We will register the car in both a Race Group and a Street Group.
2. We will provide a covered area (awning and table) with a light lunch and refreshments throughout the day for you and your guests
3. We will provide an extra Radio Head Set so that you may listen in to conversations taking place from the track during the race
4. When we run the car in the Street group we will supply a helmet so that we can take you or your guest out on the track to let them get a taste of what it is like to be in a real race car on a real race track.
5. We will supply you or your guest with a copy of a VHS tape of our in-car video footage taken during their ride (Gold and Silver level sponsorships only). Additionally we will have a special removable plaque made with your company name on it and a spot for indicating the name of the passenger so that when they later view the tape their name (and yours!) will be in the picture to remind them of who it was that gave them such an enjoyable time.
6. The car, the drivers suit, the video cassette label as well as the banner hanging from the awning will all carry your logo



NASA's season runs from January through December with a break for the hot summer months. During the season they run an average of two events per month with the races being at either Firebird International Raceway or Phoenix International Raceway. This means that we will provide you with 11 events,

which works out to an average of 44 possible races and 44 possible rides for you to treat your guests to!



Now of course you want to know how much this marketing investment will cost you. Well less than you might think! We have three different sponsorship levels that should allow you to find the one that will best meet your budget and marketing goals.

Now that you can see the enjoyable time you can offer to your clients and employees simply pick the sponsorship level that can best meet your business building needs and let's go racing!

The car to be campaigned is a Mazda RX-7 running in the SRX7 Racing Class.

Additional "private" race days during the season may be sponsored on a per race basis at \$600.00 per event.



Available Sponsorships

Gold Sponsor (one available) \$6,000.00

1. The car and drivers suit in your company colors and featuring your company logo across the hood of the car and the upper chest of the drivers uniform.
2. Two of the available 20 minute rides in the Street Group.
3. Photo of your group in front of the car at the track.
4. Use of the amenities mentioned above for you and up to three guests.

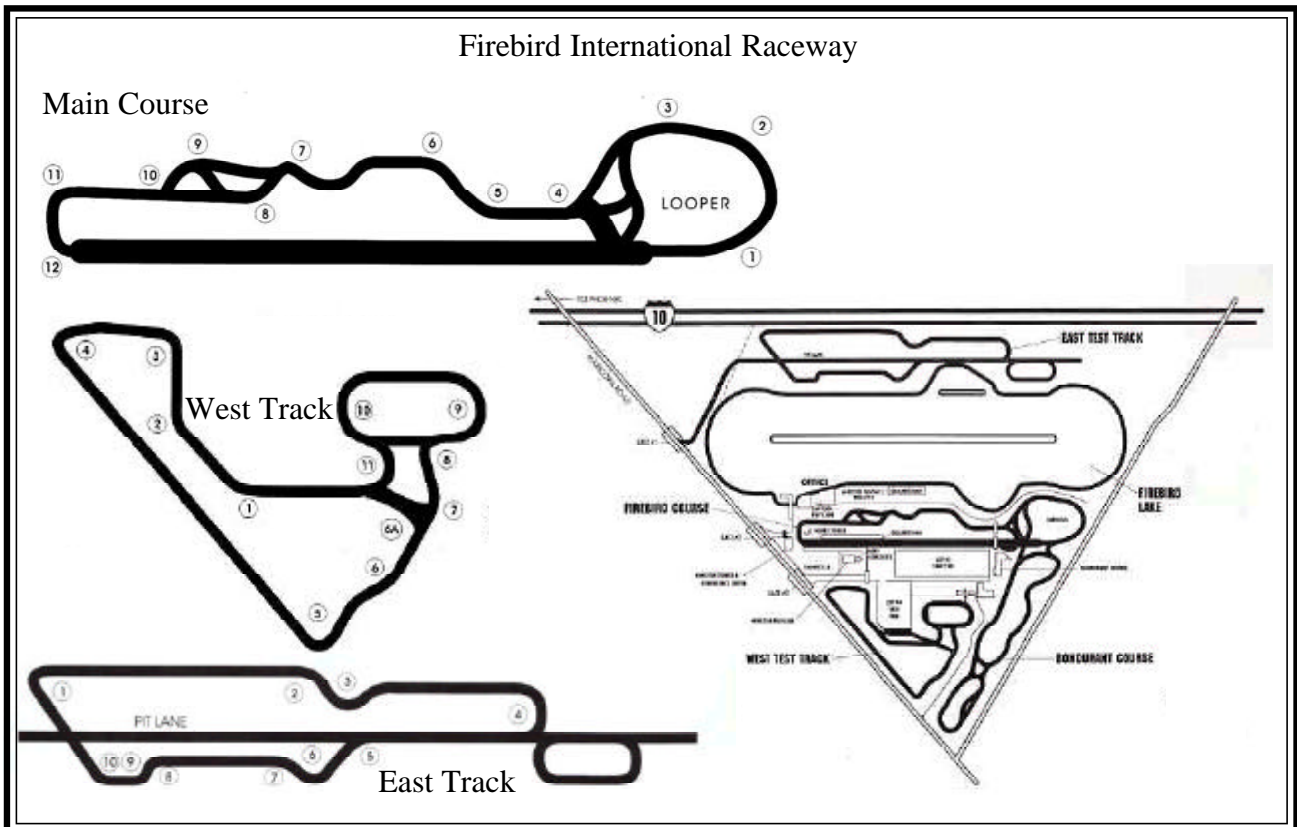
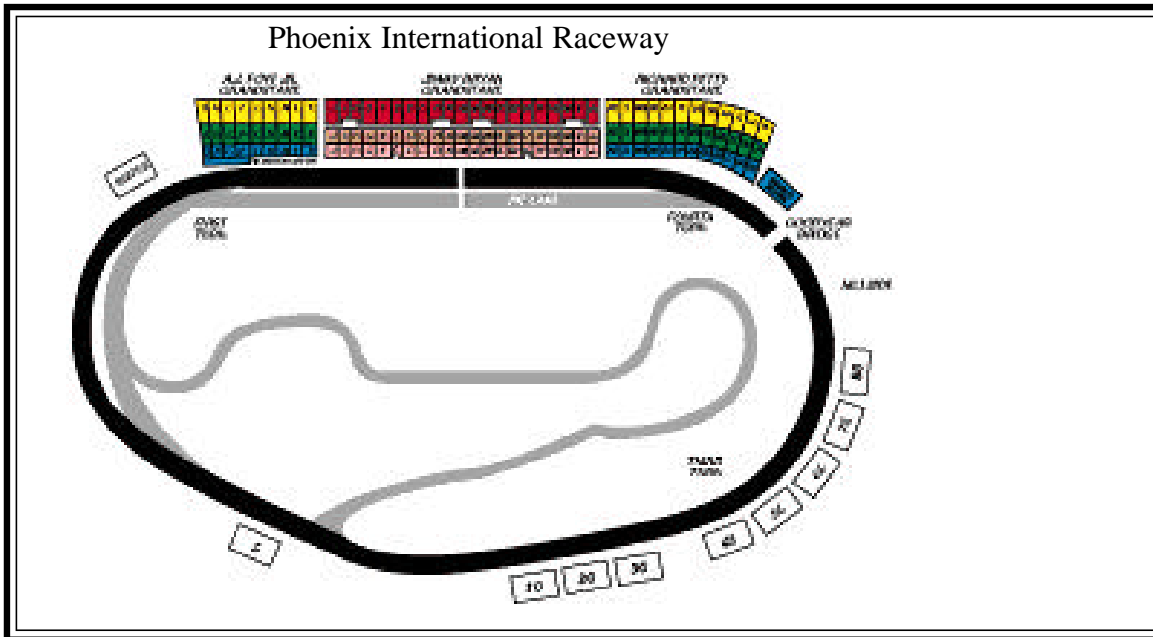
Silver Sponsor (two available) \$3,000.00

1. Placement of your company logo on the front fenders of the car as well as on the lower torso of the drivers suit.
2. One of the available rides in the Street Group (time will be divided between the two Silver Sponsor. Approximately ten minutes each).
3. Photo of your group in front of the car at the track.
4. Use of the amenities mentioned above for you and two guests.

Bronze Sponsor (four available) \$1,500.00

1. Placement of your company logo on the rear fenders of the car and your logo on the sleeve of the drivers uniform.
2. One of the available rides in the Street Group (time will be divided between the four Bronze Sponsors. Approximately five minutes each).
3. Photo of your group in front of the car at the track.
4. Use of the amenities mentioned above for you and a guest.

Phoenix Metro Area Road Racing Tracks



Drivers Uniform



Awning Banner



SRX7 Specifications

Make of Car and Preparation Rules

- | | | |
|---------------------------|--------------------------|--------------------------------|
| A. Engine | F. Cooling System | K. Interior |
| B. Fuel System | G. Drive Train | L. Electrical |
| C. Ignition System | H. Suspension | M. Roll Cage |
| D. Intake System | I. Brake System | N. Radio Communications |
| E. Exhaust System | J. Exterior | O. "No Touch Rule" |

Make of Car

Mazda RX-7, 1981-1985, equipped with 12A engine. S, GS or GSL models are eligible. Updating and backdating parts within 1981-1985 models permitted (12A models only). No parts from 1979, 1980 or 1984-1985 GSL-SE are allowed.

Preparation Rules

Spec RX-7 vehicles are Showroom Stock, as defined by the SCCA GCR, with the exception of the following restrictions or specifically allowed modifications. Unless specifically mentioned or approved in these rules, no additional modifications may be made. These rules are not intended as guidelines or suggestions and they will be vigorously enforced.

A. Engine

1. Carbon apex seals may be used.
2. Balancing is permitted provided there is no lightening of parts.
3. Exhaust emission control air pumps, associated lines, catalytic converter, nozzles, and electrical/mechanical EGR devices may be removed. If such items are not removed, they shall not be modified in any way.
4. Steel braided oil cooler lines may be used.
5. Any Mazda oil regulator may be used.
6. Oil baffle plate may be used.
7. All parts of A/C system may be removed (but not heater core or blower).
8. Cruise control, auxiliary choke actuator may be removed

B. Fuel System

1. Fuel cells (must have capacity of 15 or 16 gallons only) may be used, and are recommended, but shall be located within twelve (12) inches of the original fuel tank location and one fuel pickup in stock location. Additional reinforcement may be added to support the fuel cell, but such reinforcement shall not attach to the roll cage. Floor pan may be modified for installation. See GCR Sections 12.12., and 16., for requirements.
2. Fuel pumps, filters and regulators are open

C. Ignition System

1. Coils may be replaced provided they mount in factory locations.
2. Any type of spark plug or wires may be used.

D. Intake System

1. Only Main and Secondary fuel jets may be modified or replaced.
2. Mazda Competition Gross Jets (part #0000-06-7311) may be used.
3. No venturi may be modified in any way.
4. Choke and emission systems may be removed.
5. Linkages of primary and secondary may not be modified in any way.
6. No mechanical secondary may be used.
7. No plenum may be used.
8. Stock phenolic spacer may not be modified.
9. Shutter valve may be removed.
10. Factory air cleaner assemblies may be modified or replaced with Racing Beat air filter kit #16531.
11. Velocity stacks, ram air or cowl induction are not permitted.
12. K&N #E2700 filter may be used.

E. Exhaust System

1. Racing Beat two into one header part #16010 or #16012 is allowed.
2. Single pipe exhaust system after the header must have muffler after the rear axle and exit at the rear bumper.
3. Maximum 3" diameter.

F. Cooling System

1. Cooling system may be upgraded provided they mount in the factory location and retain the factory radiator tanks and mounts.
2. Electric fans may be used.
3. Stock fan and shroud may be removed.
4. Screens may be added in front of radiator and oil coolers.

G. Drive Train

1. The stock wheel lug bolt system may be replaced with lug studs and nuts.
2. Clutches of any make are permitted as long as they mount in the original configuration.

H. Suspension

1. Minimum ground clearance must be 5-1/2" measured at the front cross member.
2. Front sway bar IMS part #12910 with IMS end link kit and bushing kit may be used.
3. Rear sway bar; stock or none.
4. Front struts; non adjustable Tokico HZ1069 may be used.
5. Rear shocks; non adjustable Tokico HE2317 may be used.
6. Springs; IMS part #12911 may be used.
7. Removal of rear rubber spring seat permitted.
8. Tension compression rod bushing may be replaced with IMS bushing.
9. Wheels up to 13x7 may be used.
10. Only top of strut tower (horizontal plane) can be modified to get additional caster and camber settings. No modifications of vertical portions of tower are allowed. Remainder of strut must remain stock.
11. Minimum weight; 2,380 with driver.

12. Ballast allowed under or behind driver seat.
13. Spec Race Tires; Kumho V-700 205/60/13.

I. Brake System

1. Disk brake pads must be Hawk Blue on front and Hawk HPS in rear or factory pads.
2. If using drum brake rear end, factory shoes only.
3. Steel braided lines are allowed.
4. Backing plates and dirt shields may be ventilated or removed. Air ducts (maximum 3" diameter) may be fitted to the brakes, provided that they extend in a forward direction only. The lower valance may be modified for the cooling ducts. Brake rotors and drums shall not be modified other than for truing within manufacturer's specifications.
5. No adjustable proportion valves may be used.
6. Emergency brake may be removed.

J. Exterior

1. No air dams, spoilers or rear wings are allowed.
2. Fenders and wheel openings shall remain unmodified, except rolling or flattening of inner fender lip for tire clearance.
3. Mirrors may be replaced and cars can be painted non factory colors.
4. Body molding, antenna, mirrors and emblems may be removed.
5. Windshield clips and rear window straps per the GCR Section 12.1.2.C.3.d.2., (GT specifications book) are permitted and recommended.
6. Hood clips are permitted. Stock hood latches may be disabled or removed.

K. Interior

1. The driver's seat (only) may be replaced with any seat suitable for competition, including a racing type bucket seat. If the driver's seat is replaced, factory seat tracks/brackets may be modified, reinforced, and/or removed to facilitate replacement mountings provided they perform no other function. All driver's seats shall be provided with additional seat back support.
2. Gauges and instruments may be added, replaced or removed. They may be installed in the original instrument(s) location using a mounting plate(s), or any other location using a secure method of attachment. Other than modifications made to mount instruments and provide for roll cage installation, the remainder of the dash "board" or panel shall remain intact.
3. Any steering wheel and attachments may be used, except wood rimmed types steering wheels.
4. Any shift knob may be used.
5. A/C system may be removed (but not heater core or blower).

Carpets, center consoles, cargo bins, drivers seat belt, floor mats, radio system, headliners, dome lights, grab handles, and their insulating or attaching materials may be removed. Other than to provide for the installation of required safety equipment or other authorized modifications, no other driver/passenger compartment alterations or gutting is permitted. Removal or substitution of driver/passenger compartment panels is prohibited.

6. Any removable covers used to cover spare tires, tools, bins, etc., may be removed along with attaching hardware and bracketry. Carpets, mats, and their insulating or attaching materials may be removed from the floor and recesses of the cargo/spare tire area.

7. Ducting may be added to provide fresh air to the driver/passenger compartment. This ducting shall be located in the driver and/or passenger window area, with no modifications to the bodywork.

L. Electrical

1. Head lights, reverse lights, parking lights, side markers, turn signals, buzzers and any other optional equipment does not need to be operational.
2. Electric wires that are not functional may be removed.
3. Kill switch may be used.

M. Roll Cage

1. Auto Power bolt in roll cage part #83591 must be used.
2. It is recommended that the bolted flange at each attachment point of the cage be bolted to mounting plates welded to body per GCR 18.2.8.A-D.

N. Radio Communications

1. Not allowed except during enduros of one hour or more.

O. “No Touch Rule”

The following items may not be modified, detailed or massaged in ANY way:

1. Engine (intake and exhaust ports or any moving parts).
2. Intake and exhaust manifold.
3. Flywheel (except resurfacing).
4. Drive pulleys.
5. Distributor.
6. Transmission.
7. Rear axle.

Example of Events offered by NASA and ASRA during the 2001 calendar season
 (this is not the complete schedule only those events that were/are scheduled as of December 1, 2000)

<u><i>Date</i></u>	<u><i>Group</i></u>	<u><i>Track</i></u>	<u><i>Special Event</i></u>
January 6, 2001	NASA*	Phoenix	
February 24, 2001	NASA*	Firebird	
February 25, 2001	NASA*	Firebird	
March 24, 2001	NASA*	Firebird	
April 14, 2001	NASA*	Firebird	
April 15, 2001	NASA*	Firebird	
May 12, 2001	NASA*	Phoenix	
September 29, 2001	NASA*	Phoenix	
October 13, 2001	NASA*	Phoenix	
November 24, 2000	NASA*	Phoenix	
November 25, 2001	NASA*	Phoenix	
March TBA, 2001	ASRA**	TBA	
December 16, 2000	ASRA**	Phoenix	42nd Enduro

Typical NASA Saturday Schedule

Track Gates Open	6:00AM
Registration	6:30AM - 9:00AM
First Group on Track	8:00AM (each group will run in 20 minute sessions)
Track Closes	6:00PM

(*) indicates possible Sponsored Event

(**) indicates a possible Private Sponsor Opportunity