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We would like to take this time to thank you for your interest in the 2007 ARCA RE/MAX® SERIES racing season.

Here at Clemons Racing, we are very excited that you have taken interest in our race team. You will not find any other company that takes more pride in their race team than we do. We feel that we have what it takes to make it to the level of the NASCAR NEXTEL CUP Series.

But, as one knows, you must crawl before you walk. Our driver, Josh Clemons, has proven many times that he has the skill and talent to take him to a level necessary to race in the NEXTEL CUP Series.

Our company information along with ARCA RE/MAX® Series information for the 2007 season has been placed in this packet to help guide you along the way to your sponsorship of Clemons Racing.

We know that you will have questions and concerns. Feel free to use our contact information below to help answer them. Once again, thank you so much for your interest in the ARCA RE/MAX® SERIES.

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Clemons Racing 2007 Season

Welcome to ARCA ---- The Automobile Racing Club of America, and the **ARCA Re/Max Series**.

ARCA will celebrate its 55th year hosting and sanctioning championship stock car racing in 2007. The nationally touring and televised **ARCA RE/MAX Series** offers REAL RACING, and REAL MARKETING OPPORTUNITIES.

For more than 50 years, ARCA has presented championship stock car racing to fans, competitors and sponsors at the highest levels of the sport. From the super speedways of Daytona, Pocono and Talladega, to the ultra modern, state-of-the-art facilities in Kansas, Kentucky, Nashville and St. Louis, to the half mile bullrings and the mile dirt tracks, ARCA represents the most diverse nationally touring stock car series, and the second longest running championship racing series in the country.



The Automobile Racing Club of America (ARCA) was founded in 1953 as a Midwest-based stock car auto racing sanctioning body. ARCA's founder, John Marcum, had raced against (and worked as an official for) Bill France, Sr. who founded the National Association for Stock Car Auto Racing (NASCAR) in 1949.

The **ARCA RE/MAX Series** has crowned a national champion each year since the inaugural 1953 season, and has toured over 200 racetracks in 26 states since its inception.

ARCA is unique in that it tests the abilities of drivers and race teams on the most diverse schedule of stock car racing events in the world. The series annually visits tracks ranging in size from .4 mile to 2.66 miles in length, on both paved and dirt surfaces. The cars are 3400-pound, full size; steel bodied stock cars, which closely resemble American manufacturer production stock vehicles rolling off the assembly line.



Past Series Champions

Notable drivers who have won the **ARCA RE/MAX Series** include:

- Benny Parsons
- Kenny Irwin
- Adam Petty
- Kyle Petty
- Mark Martin
- Michael Waltrip
- Ryan Newman
- Davey Allison
- Erin Irvan
- Jeremy Mayfield
- Kyle Busch
- Casey Mears
- Reed Sorenson
- Clint Bowyer
- David Green
- Tony Stewart
- Ken Schrader



2007 Season Preview

The 2007 **ARCA RE/MAX Series** season is being projected as a 23-event schedule, visiting 17 races in 12 states. The season will begin in early February, as ARCA makes it's 44th appearance at Daytona International Speedway in conjunction with the NASCAR NEXTEL CUP " Bud Shootout" season opening all star race. The 55th consecutive year of ARCA Racing will conclude in early October, with the season finale' set for the 2.66 mile Talladega Superspeedway.



2007 ARCA RE/MAX SERIES SCHEDULE

DATE	TRACK	LOCATION	TRACK
2/10/07	Daytona Int'l Speedway	Daytona Beach, FL	2.5 paved
3/24/07	USA Int'l Speedway	Lakeland, FL	.75 paved
4/7/07	Nashville Superspeedway	Nashville, TN	1.33 concrete
4/22/07	Salem Speedway	Salem, IN	.555 paved
4/27/07	Kansas Speedway	Kansas City, KS	1.5 paved
5/6/07	Winchester Speedway	Winchester, IN	.5 paved
5/12/07	Kentucky Speedway	Sparta, KY	1.5 paved
5/20/07	Toledo Speedway	Toledo, OH	.5 paved
6/2/07	Iowa Speedway	Newton, IA	.875 paved
6/9/07	Pocono Raceway	Long Pond, PA	2.5 paved
6/15/07	Michigan Int'l Speedway	Brooklyn, MI	2 paved
7/7/07	Berlin Raceway	Marne, MI	.4 paved
7/13/07	Kentucky Speedway	Sparta, KY	1.5 paved
8/4/07	Pocono Raceway	Long Pond, PA	2.5 paved
8/11/07	Nashville Superspeedway	Nashville, TN	1.33 concrete
8/19/07	Illinois State Fairgrounds	Springfield, IL	1 clay
8/26/07	Milwaukee Mile	West Allis, WI	1 paved
8/31/07	Gateway Int'l Raceway	Madison, IL	1.25 paved
9/3/07	DuQuoin State Fairgrounds	DuQuoin, IL	1 clay
9/8/07	Chicagoland Speedway	Joliet, IL	1.5 paved
9/15/07	Salem Speedway	Salem, IN	.555 paved
10/5/07	Talladega Superspeedway	Talladega, AL	2.66 paved
10/14/07	Toledo Speedway	Toledo, OH	.5 paved

Note: all dates subject to change in ARCA RE/MAX SERIES



Family of Corporate Partners

The **ARCA RE/MAX Series** "Family of Corporate Partners" is a diverse group of Fortune 500 and small companies, each using ARCA as a marketing platform for advertising, promotion and client/customer hospitality.

Series title sponsor RE/MAX International is a global real estate system operating in 62 countries, overseeing a network of over 114,000 agents.

Based in Denver, Colorado the RE/MAX franchise network manages more than 6,000 independently owned offices, leading the industry in professional designations, experience and production while providing real estate services in residential, commercial, referral, relocation, and asset management.

The 2007 Season will mark the 7th year RE/MAX has held the ARCA Series title sponsor position.



Additional Corporate Partners



And Many More...



ARCA Racing On The AIR

The 2007 **ARCA RE/MAX Series** season will mark the 4th year of multi-year broadcast agreement with **SPEED CHANNEL**.

For the past 4 years, the **ARCA RE/MAX Series** has been the second highest rated racing series on **SPEED Channel** among adults ages 25 to 54. **ARCA RE/MAX Series** event broadcasts on SPEED in 2005 saw a 13% ratings and audience increase.

From NASCAR to Formula 1, **SPEED Channel** is the undisputed leader in total motorsports coverage. Apart of the FOX Television family and NewsCorp, **SPEED CHANNEL** is currently available in more than 70 million homes in North America, and CONTINUES to be one of the fastest growing cable affiliates in the country.



ARCA FANS... BY THE NUMBERS

Race fans have turned out in droves for **ARCA RE/MAX Series** events over the past three years. Average annual attendance for the nationally touring **ARCA RE/MAX Series** Events has been over 500,000 for the past four seasons.

The Core fan base for the **ARCA RE/MAX Series** represents the most sought after demographic by marketers, adults between the ages of 18 & 54. The 2005 **ARCA RE/MAX Series** Fan Survey reveals that 84% of at track spectators fall into this category, and also details a high likelihood of brand loyalty towards ARCA sponsor products.



2006 ARCA RE/MAX Series
Demographic Survey

Spectator Ages Rating

Under 18	2%
18 to 24	7%
25 to 34	17%
35 to 44	30%
55 to 64	14%
65 or Over	4%

Spectator Occupation

Professional/Managerial	23%
Technical	9%
Clerical	6%
Sales	5%
Skilled Trade	19%
Laborer	12%
Retired	2%
Student	9%
Other	15%



Spectators Approximate Income Before Taxes in 2005

Under \$ 10,000	4%
\$10,000 to \$19,999	6%
\$20,000 to \$29,999	12%
\$30,000 to \$39,999	13%
\$40,000 to \$49,999	17%
\$50,000 to \$74,999	29%
\$75,000 to \$100,000	12%
Over \$100,00	7%

Spectators Vehicles

Car	80%
Truck	44%
Sport Utility	25%
Van	20%
Motorcycle	9%
Motor home	4%
Travel Trailer	8%
Boat	12%
Personal Watercraft	3%



Spectators who purchase Brand-Name Sponsor Racing

Yes	91%
No	9%

Spectators who use credit cards

Visa	70%
Master Card	52%
American Express	6%
Discover	17%
Major Gas Card	9%
Other	7%
None	17%



Male or Female

Male	64%
Female	36%

Those Who Would Attend Another ARCA RE/MAX Series Race Again

Yes	75%
Maybe	24%
Unsure	.9%
No	.1%

Number of Races Spectators Attended

1 to 3	55%
4 to 6	11%
7 to 10	5%
Over 10	10%
None	19%



MOTORSPORTS MARKETING PROGRAMS

Motorsports continues to be the fastest growing sports entertainment property in the country. **ARCA RE/MAX Series** marketing sponsorship programs are designed to meet the following objectives:

- Position your company with a high profile, positive association with the motorsports marketing mix, and the ARCA RE/MAX Series.
- Create Experiential Marketing programs to build a loyal and repeat customer base.
- Enhance current business-to-business opportunities.
- Create new business-to-business opportunities.
- Promote industry partners, products and services.



OFFICIAL SPONORSHIPS

Official sponsorship opportunities within the ARCA RE/MAX Series range from series presenting sponsor to official category to participating company. Each program is custom designed to carry your brand and your message throughout a unique sequence of event marketing opportunities... the 23 race ARCA RE/MAX Series schedule.

- **Category exclusivity**
- **Logo on racecars and uniforms**
- **Restricted pit and garage access**
- **Special awards prsentation**



TEAM SPONORSHIPS

Sponsoring an **ARCA RE/MAX Series** team provides a sequence of national event marketing opportunities, offering exposure and sports marketing programs reaching up to 15 different markets.

- **Hood**
- **TV-Panel**
- **Deck-Lid**
- **B-Post**
- **C-Post**
- **Rear Quarter Panel**
- **Lower Front Panel**
- **Lower Rear Panel**
- **Web Site Links**
- **Truck and Trailer Logo and Design**
- **Driver Uniforms and Crew**
- **All Pit Boxes and Equipment**
- **Tee Shirts and Hats**
- **Autograph Sessions 2 to 3 Times a Week**
- **Yearly Ad in Official Media Guide & Year Book**
- **Fan Club Driver and Company Info**



EVENT SPONSORSHIP

Assuming title sponsorship of an **ARCA RE/MAX Series** race provides a focused special event marketing opportunity in a targeted market. From tickets and VIP hospitality to national television, event entitlements are designed to provide a high-energy sales platform, create a positive business-to-business sales atmosphere, and build strong branding opportunities.

- **Event Naming Rights**
- **TV Entitlement Rights**
- **Tickets**
- **Hospitality**
- **Local / Regional Print Electronic Advertising**
- **Permanent Signage**



Race teams, in general, have three basic types of sponsors:

1. Primary sponsors have the most visible presence and provide major dollars. They purchase primary logo placement on the racecar, team equipment, and uniforms, ECT. They make it a practice of getting the most for their considerable investment by developing additional promotional and hospitality programs. They are the big boys.
2. Secondary level sponsors purchase secondary status on racecar and team signage. Team companies obtain positions on racecars in order to maintain or grow their company image. They spend less than the big boys but they are big in their own markets.
3. Associate level sponsors are often smaller companies or, again, large companies where success in their industry requires at least a motor sports presence. Such sponsors are in racing to enhance a portion of their marketing program. They do not spend as much as the big boys, but still gain more than the cost of their investments. Associate level sponsors can also be brands that accompany a group of other brands on the cars.



As a marketing vehicle, auto racing is a proven winner. No sport attracts more corporate sponsorship dollars. Of the estimated \$3.2 billion spent on sports sponsorship last year, 25 Percent was directed towards auto racing. Racing is regarded as an exciting, glamorous, unique and effective marketing tool. Auto racing is the number one and fastest growing spectator sport in the United States with over 80 million fans attending events each year. The percentage of television sports viewers per household watching auto racing is virtually tied with NFL regular season football, and higher than all other television sports except NFL playoffs and college football bowl games. That's why more companies invest in auto racing for sports sponsorship – more than pro teams, golf, or tennis. There is no other sport like auto racing that provides the corporate sponsors with so many different ways to merchandise and market its racing association. The role of the corporate sponsor has long been recognized in auto racing as a major and necessary component of the sport.



MOTORSPORTS MARKETING PLATFORM
Growing your Business and Building your Brand...

It's all about creating positive experiences...experiences that not only move the needle with regard to increasing business, but also more importantly, move the consumer from prospect to loyal customer.

Company growth is the direct result of customer and client experiences that are relevant, memorable and motivating. A partnership between ARCA and your company can produce precisely these kinds of experiences.

ARCA offers full immersion partnerships, integrating multiple elements, designed to meet specific objectives.



Brand Identity

Part 1

There is a famous story that circulates in the Marketing Department at Great Western Bank in Los Angeles. Several years ago, a man walked into their Bellflower branch (Los Angeles), and asked to see the manager. The manager came out and the customer informed him that he had his last paycheck in hand and that he wanted to deposit it into a new Great Western checking account. "That's fine", commented the manager, "but you look rather young to retire and never work again." "Well", replied the customer, "I just won the lottery and I want to bring all of my money to Great Western Bank". The Manager smiled and asked, "you must have passed six other banks on your way to this one. Why do you want to deposit your money at Great Western?" "I've been a Lakers fan my entire life", stated the new millionaire. "Great Western sponsors the team, puts their name on the building they play in, so that's where I'm bringing my money!"

This story illustrates that one of the major benefits of sports sponsorship is brand or product loyalty. Fans do notice which companies sponsor their favorite team or racecar driver. SRI says that 45% of ARCA fans are more likely to buy a product from a sponsor while other forms of sports sponsorships support generally 20% brand loyalty. We believe this level of brand loyalty is typical of all race fans.

What do these companies have in common?

Nike, Gatorade, Coca-Cola, Pepsi, Home Depot, Pennzoil, Ditech, Lucas Oil, Citi Financial, Consumer Meat (Pork), Cookies BBQ Sauce and Lowe's.



Brand Identity

Part 2

Yes, they are all sports sponsors. More importantly they are successful because sports sponsorships are a major component of their marketing programs. They know that there are good business reasons for their sponsorships. Simply put, the millions of dollars they spend on sports sponsorships have come back to them many times in product loyalty from fans.

Brand or Logo exposure such as that found on billboards, banners, displays, advertisement and television commercials work because they engage the attention of the person exposed to them. What you experience in seeing a sign is the called power of suggestion. Each time you see that name on the shelf of your local store, you will get another impression. When you see a sign or message so often that you neglect to register it consciously, you still register it subconsciously. This gives the product a subliminal monopoly on your time and thinking. You will probably buy lots of that product. The cost of cresting the sign or message is little compared to the return on the exposure.

The psychology of developing product or brand impressions on the minds of consumers is a proven concept. It works; otherwise you would not see companies like ESPN, ABC, NBC, SPEED CHANNEL and many others selling advertising time big dollars.

One of the most inexpensive ways to develop sign impressions is to sponsor a race team. The racecar, driver's and crew uniforms, racecar transporter and team bus, etc. offer the sponsors an opportunity to get attention, particularly if the driver is a frequent winner with a great fan base, like our company here at Clemons Racing.



Brand Identity

Part 3

Every second that the racecar is on television or seen by the fans at the track, the sponsor receives an advertising value equal to the money that would have otherwise bought that time in traditional advertising media. If the driver is constantly in the top five, the sponsor will reap many times the sponsorship investment. Some companies, such as Joyce Julius and Associates, count the amount of time each sponsor logo appears on television. They calculate the dollar value of the exposure the sponsors receive in order to help them estimate return on investment.

Sponsors also look at press releases and news stories that show up in newspapers, magazine articles in Circle Track, Open Wheel Magazine and Speed Sport News to name a few. Don't forget speed week and race day television shows and the SPEED CHANNEL.

Just the general interest in the driver and racing can make sponsorship and logo signage a significant boon to the properly positioned sponsor company. Motor sports involvement is an effective way for a new, small or medium sized company to grow. A carefully executed marketing program can result in a great increase in brand identity and product loyalty. The investment need not be large because a small increase in market share means much more to a smaller company. It also provides the foundation for future growth and a more prominent motor sports presence.

Oil companies like Pennzoil, Valvoline, and Texaco use motor sports merely to maintain their respective market shares. If one of them were to stop their motor sports involvement, brand identity would seriously suffer and, over a period of time, they would lose significant market share. Each spends considerable sums to connect with a team that can be a winner. Watch any televised race and notice the number and variety of companies involved in sponsorship of events or teams.



Brand Identity

Part 4

Notice their TV commercials to see how they enhance their image by connecting with winning drivers or racing themes. Want to have a better performing car? Buy our product. Want a faster computer, or fast Internet access, use our software. Need a lower monthly mortgage payment, or consolidate some debt, refinance with us. Want to have the best brake hose like the drivers have on their cars, etc., etc.). Look at the special promotions they conduct at the track, the displays they set up, the posters and collectors items they give away or sell. Notice the questionnaires they ask you to fill out so they can learn about your age, income, spending habits, etc.

Racing and the racetracks provide a tremendous entrainment value for families and fans. Race events give fans a chance to associate their personal values with such core values as teamwork, achievement and hard work. Sponsors will benefit from a variety of opportunities to successfully gain a return on their involvement. The range of marketing goals at the track can consist of increasing brand loyalty, creating awareness and visibility, changing or reinforcing your corporate image, rewarding your sales force, exciting your employees, networking with other teams and sponsor organizations, changing consumer behavior, driving traffic to retail locations or web sites, educating race fans, finding new markets, etc.

Finally, lets look at a fun side of motor sports involvement. One important way for a company to grow their business is through hospitality at sporting events. Giving their best customers access to the pits and hospitality area is an excellent way to build lasting relationships.



Brand Identity

Part 5

In the late 1980's, a Nabisco executive gave a newspaper interview where he discussed his sponsorship with a prominent local baseball team. In the article, he identified his luxury box access as a tremendous advantage in entertaining key customers. "The Luxury suite", he stated, "allows me to entertain customers, especially the decision makers at the highest level."

Two weeks later the baseball team won the pennant and were on the way to the World Series when the Nabisco executive received a phone call from one of his most important supermarket buyers. "Look," the customer said, "if you want to sell some product, I need to be entertained at the highest level... How about some series tickets?"

One company I am aware of monitors the growth in business from customers entertained at Indianapolis during the month of May. Each year, business growth from these customers is higher than from customers that were not invited.

In addition, the racetrack is a great way to meet other company executives in shirtsleeves, relaxed, and enjoying the surroundings. Through these contacts, business relationships develop that can mean significant numbers to a company's bottom line. Many of those executives would prefer to deal with other executives who support the sport they love.



Team BIO

With over 45 years of racing history in the Clemons Family, its no wonder the team always exceeds to the highest level. The one thing we know is racing.

Our team is made up of close family and friends. Larry Clemons, the owner and operator of Clemons Racing, started racing when he was a young boy. With the love of racing in his heart, it was only a matter of time before his son, Josh Clemons, got the fever.

Our team is made up of close family and friends who have been with Larry and Josh for many years. When Josh started driving and competing at the young age of nine, his friends became very interested in racing as well.

So over all, the generations of racing still continue to push and power this race team with the skills and knowledge that most teams will never ever have.

