



The BUB Motorcycle Speed Trials offers a unique sponsorship opportunity for your company. Now in it's 6th year of producing the BUB Motorcycle Speed Trials, BUB Racing has established itself as a leader in the promotion of land speed racing at the Bonneville Salt Flats in Utah being awarded the coveted AMA 2007 Track Racing Organizer of the Year. The 2009 event will be held August 30th-September 3rd 2009.

Land speed racing is gaining in popularity and is increasingly gaining international exposure. Being a BUB Racing sponsor offers your company the opportunity to be associated with the best of the best in the ultimate test of speed. With dramatic growth over the last 5 years, the BUB Motorcycle Speed Trials offers individuals a new place to race.

The local city of Wendover is situated on the border of Utah and Nevada just 120 miles West of Salt Lake City. Wendover provides many recreational and convention facilities with top class casinos, hotels and resorts just 10 minutes from the Salt Flats. The Bonneville Salt Flats and nearby Wendover are steeped in history, including WWII memorials of the Enola Gay, and a 100-year plus tradition of automotive speed records.

Enclosed is list of the benefits you can gain from your involvement with the 6th Annual BUB Motorcycle Speed Trials in 2009. A number of sponsorship packages are available. Additionally, any package can be custom-built in association with your company in order to suit your specific marketing goals. For the three top sponsorship categories (Presenting, Major and 'Run Watcha Brung') you also have the option of multi-year discounts and the opportunity to pay in installments.

Should you have any questions regarding any of the material enclosed in this package please do not hesitate to contact me on the details listed below.

I thank you for your time and consideration.
Kind regards,

Denis Manning

Delvene Manning

Owner/ President
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Five years ago BUB Racing, promoters of the BUB Motorcycle Speed Trials, made history by offering motorcyclists an opportunity to attempt land speed records at their own event that was tailored to the needs of motorcycles. Both the Fédération Internationale de Motocyclisme (FIM) and the American Motorcyclist Association (AMA) sanctioned the event and participated in the officiating of the World and National Records. An unprecedented 8 world records and 22 national records were set at the premier event.

In 2005 at the 2nd Annual BUB Speed Trials, participation increased, more records were broken, and participants were determined to go even faster. In 2006, 9 world records, and 53 national records were written into the history books- including THE world record for fastest motorcycle on earth, falling twice within one week, and standing for two years at 350.884mph

In 2007 the event had grown further. More international participants had entered, including participants from France, Belgium, Germany, Switzerland, New Zealand and Australia. Homegrown talent had also expanded. 2008 saw the return of near perfect conditions, a smoothly run course and folks having as many runs down the course as their bikes would make!

We've had 50cc motorcycles going over 130mph, and streamliners exceeding 350mph. Individuals have ridden stock motorcycles and machines they've built from the ground up, and they all do it for one reason..... speed! The quest to have their names etched in the record books, to go faster than anyone before them keeps them coming back for more. Over the last five years, three of the top contenders to break the Absolute World Record have participated, two of them succeeding. The record set by Dave Campos over 16 years ago stood as a testament to the lengths that you have to go to in order to become the world's best.

You have to hang on tight because the world of land speed racing is one hell of a ride!

This world is not just limited to those contending for records. This event has provided the opportunity for individuals to run their street legal bikes on the salt for that coveted timing slip and to get a little taste of the salt.

Land Speed Racing is a unique sport, held in a landscape so alien that there are only a handful of places on the planet that are able to provide the conditions needed to attempt these types of records. Bonneville has historically been the proving ground for these machines and through the BUB Motorcycle Speed Trials, the motorcycling industry is able to truly shine on its own. More participants are crossing the bridge from other racing disciplines such as drag racing, speedway and flat track to tackle one of the most historical racing surfaces on earth.

The exposure to the Bonneville Salt Flats, and land speed racing is growing. We have 4 motorcycle streamliners that will be again facing off against each other to convert the absolute world records- and many more motorcycle taking a shot at getting their names in the record books.

Welcome to the fastest motorcycle sport on the planet!

Sponsorship Opportunities:

Presenting Sponsorship

\$20,000

Number of packages available: 1

This package is an exclusive opportunity for 1 sponsor to receive the presenting title at the 6th Annual BUB Motorcycle Speed Trials. The package includes:

- Presenting title (e.g. *Your Company* presents the 6th Annual BUB Motorcycle Speed Trials).
- Promotional exposure on all advertising and event promotions including (but not limited to);
 - Poster (circulation approx 5,000 across USA and Europe)¹
 - Name/logo on all press releases
 - Name/logo on all outgoing correspondence
- Top affiliation of company name/logo with the event.
- Your logo prominently displayed throughout the grounds of the event.
- Logo and/or banner advertising on our website's front page with link(s) to your company website.
- Recognition in the event program.
- Full page ad space in the event program (artwork to be supplied by your company).
- Your name/logo on all event t-shirts.
- Regular company announcements made over the event FM radio station.
- Spectator passes for your company, employees or guests.
- AMA Entry or 2 Run Watcha Brung Entries to participate in the Speed Trials (vehicle and rider must comply with all event technical rules and be an AMA member).
- One of the top cash prize categories presented in your company name. Company name engraved on trophy and printed on certificate. Opportunity to present the award at the awards party and the end of the event.
- Certificate of Recognition.
- Permission to distribute literature and/or sell merchandise².
- License to use 'Presenting Sponsor of the 6th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).
- Option for multi-year deal and to pay in installments- call for details.

1- Posters are planned to print late March. Commitment for this sponsorship package and inclusion on the poster may be needed before this date.

2- All sales are subject to a fee of 3% of gross takings that is required by the Bureau of Land Management

NOTE: All artwork and display materials to be provided by sponsoring company.

Major Sponsorship

\$10,000

Number of packages available: 4

This package is an exclusive opportunity for 4 sponsors to the major sponsors at the 6th Annual BUB Motorcycle Speed Trials. The package includes:

- Promotional exposure on all advertising and event promotions including (but not limited to);
 - Poster (circulation approx 5,000 across USA and Europe)¹
 - Name/logo on all press releases
 - Name/logo on all outgoing correspondence
- Top affiliation of company name/logo with the event.
- Your logo prominently displayed throughout the grounds of the event.
- Your logo on the front page of the event website with links to your company website.
- Recognition in the event program.
- 1/2 page ad space in the event program (artwork to be supplied by your company).
- Company announcements made over the event FM radio station.
- Spectator passes for your company, employees or guests.
- AMA Entry or Run Watcha Brung Entries to participate in the Speed Trials (vehicle and rider must comply with all event technical rules and be an AMA member).
- One of the cash prize categories presented in your company name. Company name engraved on trophy and printed on certificate. Opportunity to present the award at the awards party and the end of the event.
- Your name/logo on the event participant t-shirts.
- Certificate of Recognition.
- Permission to distribute literature and/or sell merchandise².
- License to use 'Major Sponsor of the 6th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).
- Option for multi-year deal and to pay in installments- call for details.

1- Posters are planned to print late March. Commitment for this sponsorship package and inclusion on the poster may be needed before this date.

2- All sales are subject to a fee of 3% of gross takings that is required by the Bureau of Land Management

NOTE: All artwork and display materials to be provided by company.

Run Watcha Brung Sponsorship \$5,000

Number of packages available: 1

This package is an exclusive opportunity for one company to sponsor the "Run Watcha Brung" category at the 6th Annual BUB Motorcycle Speed Trials. The package includes:

- Promotional exposure on advertising and event promotions in conjunction with the 'Run Watcha Brung' portion the event.
- Top affiliation of company name/logo with the 'Run Watcha Brung' portion of the event.
- Your logo displayed throughout the grounds of the event.
- Your logo on the event website with links to your company website.
- Recognition in the event program.
- 1/4 page ad space in the event program (artwork to be supplied by your company).
- Company announcements made over the event FM radio station.
- Spectator passes for your company, employees or guests.
- 2 Run Watcha Brung Entries to participate in the Speed Trials (vehicle and rider must comply with all event technical rules and be an AMA member).
- Your name/logo on the front of the "Run Watcha Brung" participant t-shirts.
- Certificate of Recognition.
- Permission to distribute literature and/or sell merchandise².
- License to use 'Run Watcha Brung' sponsor of the 6th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).
- Option for multi-year deal and to pay in installments- call for details.

2- All sales are subject to a fee of 3% of gross takings that is required by the Bureau of Land Management

NOTE: All artwork and display materials to be provided by company.

'Day' Sponsorship

\$2,500

Number of packages available: 5

This package is an exclusive opportunity for 5 companies to be recognized through additional exposure on by sponsoring a 'day' at the 6th Annual BUB Motorcycle Speed Trials. e.g "Monday is brought to you by (*company name*)".

The package includes:

- Additional Radio announcements about your company on the FM radio station
- Recognition in the event program, specifically on the daily schedule(s)
- Your logo displayed throughout the grounds of the event.
- Your logo on the event website with links to your company website.
- 5 spectator passes for your company, employees or guests.
- Certificate of Recognition.
- Permission to distribute literature and/or sell merchandise³.
- License to use "Official Sponsor of the 6th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).

Cash Prize Sponsorship

\$500 - \$5,000⁴

This package offers companies the opportunity to sponsor a prize category of their choosing for the 6th Annual BUB Motorcycle Speed Trials. The award may be of the companies choosing, or one of the prearrange prize categories that will be offered as a minimum for the event.

The package includes:

- Your name/logo used in conjunction with all mentions of the specific prize you wish to sponsor.
- Your logo on the event website with links to your company website.
- Recognition in the event program.
- Company announcements made over the event FM radio station.
- Spectator passes for your company, employees or guests.
- Certificate of Recognition.
- Permission to distribute literature and/or sell merchandise².
- License to use 'Official Sponsor of the 6th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).

2- All sales are subject to a fee of 3% of gross takings that is required by the Bureau of Land Management

4- All prize money to be issued directly from the company to the winner. A 10% administration fee in addition may be added to the sponsorship to cover trophy and administrative costs. e.g \$1,000 cash prize will cost \$1,100 for the sponsor.

Associate Sponsorships:

GOLD: \$1000

The package includes:

- Your logo on the event website with links to your company website.
- Recognition in the event program.
- Company announcements made over the event FM radio station.
- 4 spectator passes for your company, employees or guests.
- Your name/logo on the event participant t-shirts.
- Certificate of Recognition.
- Permission to distribute literature.
- License to use 'Associate Sponsor of the 6th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).

SILVER: \$500

The package includes:

- Your logo on the event website with links to your company website.
- Recognition in the event program.
- Company announcements made over the event FM radio station.
- 4 spectator passes for your company, employees or guests.
- Certificate of Recognition.
- Permission to distribute literature.
- License to use 'Associate Sponsor of the 6th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).

BRONZE: \$250

The package includes:

- Your logo on the event website with links to your company website.
- Recognition in the event program.
- 2 spectator passes for your company, employees or guests.
- Certificate of Recognition.
- Permission to distribute literature.
- License to use 'Associate Sponsor of the 6th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).

Official Sponsorship: customized packages from \$2,500- \$10,000

These packages may include any of the following:

- Event area naming/ display rights (e.g. Starting Line, Tech Areas, Registration). Your logo can be used exclusively in an area.
- Promotional exposure on advertising and event promotions.
- Affiliation of company name/logo with the event.
- Your logo prominently displayed throughout the grounds of the event.
- Your logo on the front page of the event website with links to your company website.
- Recognition in the event program.
- Ad space in the event program (artwork to be supplied by your company).
- Company announcements made over the event FM radio station.
- Spectator passes for your company, employees or guests.
- Entry to participate in the Speed Trials
- One of the cash prize categories presented in your company name.
- Your name/logo on the event participant t-shirts.
- Certificate of Recognition.
- Permission to distribute literature and/or sell merchandise².
- License to use "Official Sponsor of the 6th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).

2- All sales are subject to a fee of 3% of gross takings that is required by the Bureau of Land Management

Please call us to discuss your sponsorship options.



Letter of Agreement

Please fax back: Attn: Delvene 530-477-7489

Re: Sponsorship of the 6th Annual BUB Motorcycle Speed Trials

Yes I would like to sponsor the 6th Annual BUB Motorcycle Speed Trials

- Presenting Sponsor _____ \$20,000
- Major Sponsorship _____ \$10,000
- Run Watcha Brung Sponsorship _____ NO LONGER AVAILABLE
- 'Day' Sponsorship _____ \$2,500
- Cash Prize Sponsorship _____ \$_____
- Associate Sponsorship Gold _____ \$1,000
- Silver _____ \$500
- Bronze _____ \$250
- Official Sponsorship _____ Please call to tailor a package for your needs

Company: _____

Contact Name: _____

Phone: _____

Fax: _____

Email: _____

Postal Address: _____

Street

City

State

Zip

Web Address: http://_____

Note: Arrangements can be made to pay your sponsorship in several installments and/or Multiple year discounts are available for some packages. Please check here if you would like to discuss this option.

Thank You