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2012 PROJECTED MARKETING IMPACT AND DEMOGRAPHICS

For 2012 it is projected that motorcycle roadracing exposure to the general public will steadily increasing due to the continued growth of media coverage. It is expected to see continued race coverage on Speed TV plus numerous rebroadcast throughout the year. In the past years sponsor images have been exposed to over 250,000 viewers per show.

National magazine coverage exceeds one million viewers. RoadRacingWorld, Cycle News, CycleWorld, Motorcyclist, and many others cover race results.

At the Premier AMA national events Higbee Race team sponsors will receive visual exposure in front of 25,000 to 60,000 spectators.

Web casting and specialty TV programs of will provide additional public reach at a very reasonable cost. The audience can be very targeted and online broadcasting often leads to much public response and interaction.

Based on AMA Racing demographic research the following spectator demographic information was determined. The Majority of spectators are males between the age of 26-40 years old with an annual income exceeding \$50,000. These Motorcycle Roadracing spectators closely relate to NASCAR and Formula One and typically purchase products and services that sponsor race teams.

A VIP area will be available in the Pit area for employees and guests of sponsors. The energy and excitement found at Motorcycle roadracing events is a great way to build team spirit and motivate employees or business partners. The VIP is a casual atmosphere to entertain clients and build business relationships. The VIP's will be treated to a behind the scene perspective, with a relaxed and enjoyable race experience.

Your company logo or appropriate graphic scheme will be available on the motorcycles, team shirts, rider leathers, pit equipment, and all support vehicles. Your brand/identity will prosper through exposure, enhancement, and engagement with the public.

Research will be conducted to determine the best possible marketing strategies to generate a high ROI for the sponsors' company.