



Classic Motorsports 2010 Orange Blossom Tour Sponsorship Agreement

EVENT OVERVIEW

Nobody knows Florida like we do. Plus, we have a captured audience of some 15,000 of the wealthiest, most serious car freaks in the country at Amelia Island March 12-14th 2010 and another 50,000 enthusiasts at the Sebring 12 hour the following weekend. Why not put a low-stress, fun, classic car tour in between the two events from March 15th-19th, have a blast, build relationships with the upscale clientele that are involved at Amelia? At the same time, we can provide our advertisers a meaningful, truly interactive sponsorship venue and a low cost way to get more involved with the Amelia Island weekend.

POSITIONING

In this economy and with the diverse markets we are trying to serve, the key is to make this event upscale enough to attract the Amelia Island crowd, yet economical enough to attract someone that already lives in Florida.

By picking reasonably priced, yet funky hotels and restaurants and providing a low-key, yet fun and well organized experience, we will accomplish these goals

CHARITY

We will be donating a set fee, per car to the Amelia Island Concours. This event will be an official part of the Amelia Island weekend and will be a part of most concours promotion.

CELEBRITIES

Peter Brock, Don Garlits, Hurley Haywood and Bill Warner have already committed to make guest appearances as part of this tour.

SPONSORSHIP OPPURTUNITIES

We have the ability to include three presenting sponsors as part of this tour. These sponsors must come from three different categories and have the choice to participate in the tour, or our staff will represent them on the tour.

SPONSORSHIP OBJECTIVES

1. Get sponsors more involved with our readers and the Amelia Island concours participant.
2. Get sponsors some real one on one face time with this market segment.
3. Further the relationship with our readership. We want readers to see sponsors as a part of our family and not just someone who puts an ad in a magazine.

SPONSORS WILL RECEIVE:

1. Logo on two page spread ad in Classic Motorsports Jan. and March 2010 issues.

2. Logo prominently displayed on all flyers, registration forms, route books, appropriate signage and all other materials for event.
3. Permission to include samples and/or literature in entrant goodie bags
4. Logo and hot link on website on two email blast that will go out to 35,000 Classic Motorports readers.
5. Time to speak to the group at the final night banquet.
6. Logos, website address and phone numbers on the posters that will be used to send to shops to promote the event and handed out as mementos of the event to participants.
7. Logos, website address and phone numbers on the information being mailed out to over 1000 clubs in our database.
8. 3-5 Banners to be hung at event booth at Amelia Island concours, at track venues and banquets during tour.
9. Logos, website address, phone numbers and hot link to sponsor's website on Orange Blossom Tour website for duration of promotion
10. Editorial coverage in Classic Motorsports magazine before and after event with mention of sponsors, with their logos and websites and phone numbers.

SPONSOR TO PROVIDE:

1. Hi-res copy of their logo for promotion.
2. Information for entrant goodie bags
3. Banners to hang at track event and banquet rooms.
4. Assistant promoting the event to their customer base
5. \$2500 sponsorship fee that can be billed in 2009 or 2010.

DETAILS

While geared as a classic car tour, we are keeping this definition loose to allow those with newer, but still special cars to attend. The price per entrant (two people in one car is \$2995. Any sponsors who wish to attend will be given a \$500 discount off that price. Full details on the route, what cars are eligible, meals, hotels, and frequently asked questions are at our website at: www.ClassicMotorsports.net/events/orange-blossom-tour/

For Classic Motorsports magazine

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