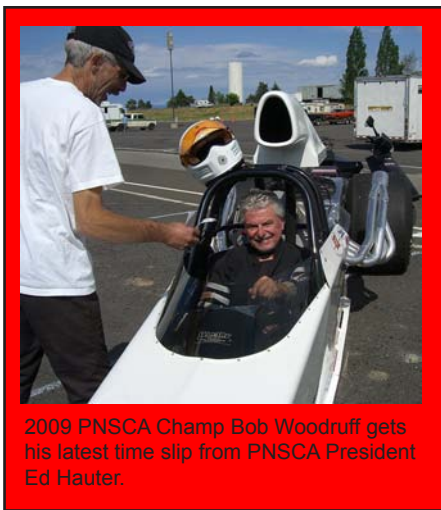




What is the PNSCA?

The Pacific Northwest Super Comp Association is a non-profit volunteer-run organization that promotes a series of drag races throughout the Pacific Northwest. The series consists of 11 races a year in Washington, Oregon, and British Columbia, Canada.



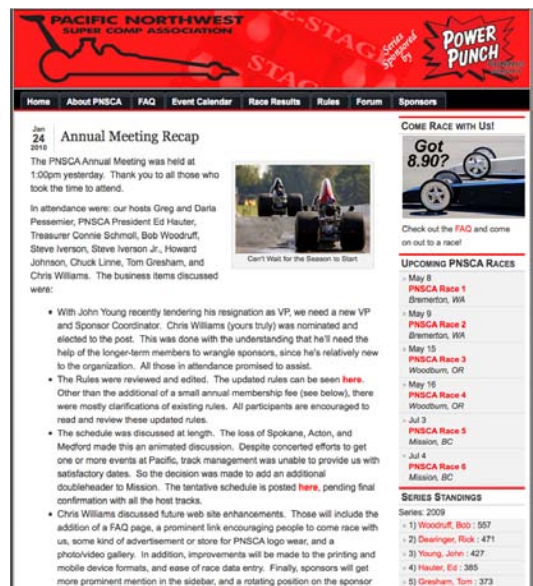
2009 PNSCA Champ Bob Woodruff gets his latest time slip from PNSCA President Ed Hauter.

Who races in the PNSCA?

PNSCA racers compete in the NHRA Super Comp class, all running the quarter mile against an 8.90 second index. Even with top speeds from 160 to 185 mph, Super Comp is one of the most competitive classes in drag racing. Reaction times are frequently less than a hundredth of a second and margins of victory are commonly measured in thousandths of seconds. Most cars are dragsters, but several door cars and roadsters also compete. In 2009, there were almost 50 different competitors who raced in the association's races. The racers include men and women as young as their late teens, and as old as their late 70s.

Exposure through PNSCA Sponsorship

As a sponsor, your company will be exposed to hundreds or even thousands of automotive enthusiasts (racers and fans) every race day. Over and above the 11 PNSCA races, virtually all of our teams race in NHRA National and Divisional races throughout the year, taking them and our sponsors to a dozen or more other races in Idaho, Montana, Nevada and California. National and/or divisional event coverage gets exposure in the national press and even occasional television coverage, meaning tens of thousands of people exposed to our sponsors. As an added bonus, the PNSCA website (pnsca.com) had over 100,000 hits in almost 40,000 unique site visits in 2009. **On a cost per impression basis, this makes PNSCA sponsorship one of the best buys in all of motorsports.**



PNSCA Sponsorship Opportunities

There are four levels of sponsorship available for the PNSCA: series title sponsor, series associate sponsor, event sponsor, and supporting sponsor.

Series Title Sponsorship

- The title sponsor of the PNSCA is *the* name that represents our race series. All references to the race series include the title sponsor's name. Examples would be the "XYZ Pacific Northwest Super Comp Association", the "XYZ Super Comp Series Champion", and so on. Every time our group is called to the staging lanes, announcers will call "the XYZ Super Comp Association to the staging lanes, please."
- The title sponsor's name and logo is prominently displayed at the top of every page of our website. The color scheme for the entire site will be changed to match the title sponsor's corporate colors.
- The title sponsor's name and logo appears on all apparel sold at our events and on our website. This includes t-shirts, sweatshirts and hats.
- The title sponsor's name and logo appears on our event banners (up to four) displayed prominently at all of our races.
- The title sponsor's name and logo appears on the decals required on both sides of every competitor's racecar. Racers are also encouraged to display these decals on their trailers and pit vehicles.
- The title sponsor's name and logo is prominently displayed on our awards and trophies, and therefore in every award presentation photo.
- Series Title Sponsor Package price: \$5,000 per season. Optional three seasons discount price: \$12,000



Series Associate Sponsorship

- The associate sponsor's name and logo will be displayed (smaller than the Series Title Sponsor) on our event banner.
- The associate sponsor's name and logo will be displayed (smaller than the Series Title Sponsor) on our t-shirts that are sold at our events and on our website.
- The associate sponsor's name and logo would be displayed on the sidebar of every page on our website.
- Associate Sponsorship Package price: \$1,500 per season.

Event Sponsorship

- Event sponsorship is the exclusive naming rights to one of the 11 PNSCA events every year. The event will be referred to as the XYZ Super Comp Race in the event calendar, and in the event results.
- The event sponsor's name and logo will be displayed in the PNSCA event promotions and reporting on the PNSCA web site.
- PNSCA will place sponsor-supplied banners at appropriate places at the race venue for the event.
- Event sponsorship includes all the benefit of Supporting Sponsorship (see below).
- Event Sponsorship Package price: \$300 per event.



Supporting Sponsorship

- Supporting sponsors have their name listed on the back of our t-shirts that are sold at our events and on our website.
- Supporting sponsor's name and logo are displayed on the sponsors page of our website, and on a random rotating basis on the sidebar of every page of our website.
- Supporting Sponsorship Package price: \$300 per season.

For More Information

The PNSCA would love to have you or your company as a sponsor at the level that best suits your marketing needs. If you have further questions, or wish to make a sponsorship commitment, please contact any PNSCA member or Chris Williams, the PNSCA Sponsorship Coordinator. You can reach Chris via email at: chris@clwill.com, or by phone at 206.779.7370.