



Dirty Girl Motor Racing is seeking sponsors for the 2009 Racing Season

Why Sponsorship?

Sponsorship is a means by which companies can promote their product, service, or brand while creating a more positive, productive impression than with paid, media based advertising.

Why Motorsports Sponsorship?

Motorsports of all kinds are at the cutting edge of 'cool'. Positioning your logo in a racing environment will create a strong and lasting impression on your client group.

Why sponsor a woman motorcycle racer?

Women are attracting a lot of attention in the motorsports world these days. Danica Patrick and Catherine Legge are now well known names in the 4-wheel world, and women are competing in all types of amateur motorcycle racing too. And yet a woman in her leathers at the racetrack is still a rare enough sight to draw a little extra attention for your sponsorship dollar.



Who is Dirty Girl Motor Racing?

My name is Andrea, and 2009 will be my fifth season racing in the Canadian Vintage Road Racing series organized by the VRRRA. I'm an avid motorcyclist, I teach rider training, and I help organize an event called the WROAR Ride, raising funds for the TRCC/MWAR. I organize an 'all women' team to run in Vintage Endurance races; in past years my team has placed as high as third in our class. I plan to race at all the VRRRA events in the 2009 season, and I'm considering attending RACE and SOAR Events. For 2009 I will be preparing a 'new' vintage racebike, a model seldom seen in North America, a Kawasaki ZXR250, which will compete in the Period 4 Lightweight class.



What does your sponsorship dollar do for you?

Your sponsorship of Dirty Girl Motor Racing will gain your company positive exposure value on the internet, at the racetrack and everywhere in between. As a professional website designer, I have a successful 'DirtyGirl' website attracting about 3,000 visitors per month www.dirtygirlmotorracing.com. During the racing season I travel thousands of km's, giving sponsors exposure on my race rig along the way. My bike is on display at the track throughout the racing weekend, events drawing hundreds of racers and even more spectators, and at trackdays through the season. TV coverage of the VRRRA series is broadcast on TSN and OLN. As a sponsor your company would receive the benefits of this exposure.



Talk Turkey - how much?

A little or a lot - one of the advantages of sponsoring grass-roots racing is that a little goes a long way.

Feature Sponsorship	Cost	Return, in addition to the 3,000+ visitors per month of website traffic and logo exposure all sponsors receive.
Livery Sponsor for ZXR 250	\$10,000.00	Personal appearance/speaking engagement at your corporate event, your corporate colours as full livery on my new racebike, additional exposure for your banner at the track in my pits.
Endurance Team Sponsor	\$5,000.00	Personal appearance/speaking engagement at your corporate event, additional exposure for your banner at the track in my pits.
Tent Sponsor	\$2,500.00 (+tent)	Tent printed with your logo and mine, logo exposure on my bike, additional exposure at the track in my pits.
Associate Sponsor	\$250.00 \$500.00 \$1,000.00	Logo exposure on my bike.

Contributions of any size will be gratefully accepted and acknowledged! Publicity value commensurate with the size of your contribution can be negotiated, and I'm happy to work with you to plan suitable promotional return for your sponsorship investment. Thank you for considering **Dirty Girl Motor Racing** for your sponsorship dollar.

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