

Cowan Motorsports

SPONSORSHIP PROPOSAL

Cowan Motorsports of Grand Rapids, MI will be focusing their efforts for the 2008 racing season on dirt late models and/or dirt modifieds at Crystal Motor Speedway, I-96 Speedway, Merritt Speedway, and other tracks throughout Michigan.

Dirt late models and modifieds are the premier classes of racing on dirt tracks throughout the United States. These cars can race on tracks as small as ¼ mile and as large as ½ mile with speeds in excess of 150 mph. Race fans come from all over to watch exciting dirt racing action. Dirt racing has gained national attention over the past few years with NASCAR stars such as Tony Stewart, Kenny Schrader, Kenny Wallace, Kasey Kahne, and others suiting up to compete with local state drivers. Media coverage has increased with stations such as ESPN 2, OLN, SPEED, and Discovery airing programs focused on dirt late model racing and teams.



Todd Cowan in Dirt Late Model competition @ Crystal Motor Speedway, Crystal, MI

Cowan Motorsports

For the 2008 racing season, Todd Cowan is focused on racing at Crystal Motor Speedway (near Grand Rapids, MI), I-96 Speedway (between Lansing and Grand Rapids, MI), and other tracks throughout Michigan in the very competitive late model and modified divisions.

The team will race under the number 96.



Todd Cowan in Dirt Modified competition @ Crystal Motor Speedway, Crystal, MI

The team will also have several other experienced late model and modified crew members assisting throughout the season. With all efforts combined, Cowan Motorsports is looking forward to a consistent and competitive 2008 racing season.

Sponsorship Details

Sponsoring a race team is an exciting adventure for the sponsor, its employees, and the race team. Sponsors provide race teams the opportunity to maintain that competitive edge each week as the season progresses and provide the financial means for which teams can purchase necessary race parts and equipment. Sponsors and their businesses become a vital part of the race team each season.

Every sponsor of Cowan Motorsports will be treated with integrity. Each member will represent the racing team and sponsors in a professional demeanor during all racing events. Each team member becomes a representative of the sponsor and must conduct him or herself in a positive manner at all racing events and functions (promotions, banquets, etc.).

Why sponsor?

Being a sponsor for Cowan Motorsports is an investment for your business. Cowan Motorsports will provide you an *effective local marketing tool* to get people interested in your business. Therefore, sponsorship with our race team will allow you to *advertise and market* to a target audience of individuals who might not otherwise know about your business or product. At any given race track where Cowan Motorsports will compete, between 1000 and 1200 people are in attendance, including people of all ages and socio-economic backgrounds. It has been demonstrated that racing is a terrific means to advertise a product or business because it is the

fastest growing sport in the world. Racing fans are very loyal to the businesses and products advertised on their favorite drivers' race cars.

How will Cowan Motorsports help you advertise/market your business or product?

Your business name, logo, or product will be displayed on the race car for thousands of racing fans to see and cheer. In addition, team members can represent your business or product through other effective marketing tools such as t-shirts, jackets, hats, flyers, business cards, etc. Most race tracks throughout the state of Michigan appreciate the contribution sponsors make toward local racing teams and will allow team members to give away merchandise to potential customers. These "give-aways" can be handed out to fans during autograph sessions or during the racing event itself.

With the goal to help generate business for you, Cowan Motorsports will spend a portion of their time meeting your marketing needs. This may include special appearances at your place of business or using the race team for other methods of advertising. Special appearances are determined at time of agreement.

Your business or product will be displayed on the team's racing website (<http://www.todd.racesontheweb.com>) which receives over 1400 hits per month. A link to your company, if available, will be added to the website. In addition, any other media coverage will have your business advertised.

Primary sponsors will be given permission to utilize Cowan Motorsports for additional advertising outside of the realm of racing, such as television commercials, magazine or newspaper ads, billboards, etc.

There is potential to advertise your business or product on the race team's enclosed trailer. The race car is transported weekly in an enclosed trailer. Arrangements can be made to advertise on the trailer for a large number of potential customers to view as the team travels across the state of Michigan.

What will it cost?

Ultimately, that is up to you. Below is listed the typical advertising costs for dirt race cars throughout the country. All prices listed are for the entire 2006 racing season (April – October). Prices include both cash sponsorship as well as value of product sponsorship.

Hood only (if not sold as part of door package):	\$2000
Front nose only (if not sold as part of door package):	\$2500
*Doors (both driver and passenger) and Hood/Nose:	Sold! Action Mold
Rear quarter panel (behind rear tire, both sides):	\$1500 per sponsor (max of 2)
Rear roof post (both sides):	\$1000 per sponsor (max of 2)
Single sponsor entire race car and enclosed trailer:	\$5500
* Indicates primary sponsorship.	

Sponsorship costs are negotiable and generally a one-time expense.

All sponsors are encouraged to attend racing events. Group outing packages can be set up for larger groups from your business or organization.

All sponsors will receive a plaque at the conclusion of the racing season. Additional photos will become available throughout the season.

Invoices are provided at time of sponsorship agreement.

Please contact Todd Cowan directly if you are interested and a meeting with him or a team representative can be scheduled.

Todd Cowan 616-318-9682
toddcowan@hotmail.com

Make checks payable to: *Cowan Motorsports* or **Todd Cowan**

Todd Cowan racing career highlights

Todd started his racing career in 1996 driving 6 times in the Finishmaster #96 Pro Stock. In 1996, he finished top 5 in three of his six feature races.

In 1997, Todd made the move to the IMCA Modified division and began his true rookie season. He raced every weekend of the season at varying tracks, including Crystal Motor Speedway, Merritt Speedway, and Cherry Speedway, gathering 5 top five feature finishes throughout the season.

From the knowledge gained in the previous season in the modifieds, Todd's 1998 season went very well. He captured 2 feature wins; one at Mt. Pleasant Speedway, and the other at Mid-Michigan Raceway Park. His performance earned him 11th in season points at Mt. Pleasant Speedway on Friday nights, 14th in season points at Mid-Michigan Raceway Park on Saturdays, and 9th in points on Sundays.

Todd formed Cowan Motorsports in 2003 and returned to racing as owner/driver of his IMCA modified. He competed solely at Crystal Motor Speedway in special Wednesday night racing, as well as on the regular Saturday night schedule. He won many heat races and B-main features on both nights and had success in A-feature events, capturing 7 top five finishes for the season. 2003 proved to be successful by finishing 9th in season points for Wednesday night racing and 14th in points for the Saturday night racing.

Todd raced only one night in 2004 in the Great Lakes Outlaw Modified touring series and scored an impressive 13th place finish in the event.

In 2005, Todd again raced full-time under the Cowan Motorsports banner at Crystal Motor Speedway on Saturday and Wednesday nights. He also raced a limited schedule on Friday nights at I-96 Speedway, gathering 4 top ten finishes. Todd motored his way to 8 top ten feature finishes between the two nights of weekly racing in heavy competition at Crystal Motor Speedway. Todd finished strong at 11th in season points at Crystal Motor Speedway for Saturday night racing, 9th in season points for Wednesday night racing, and 26th in season points at I-96 Speedway. By seasons' end Todd finished a career high 5th in points overall in the State.

2006 brought yet another new chapter to Todd's driving career as he piloted the Mahatma Motorsports late model for car owner Matt Schwartz. Todd raced at the following tracks: Winston Speedway; Thunderbird Raceway Park; Crystal Motor Speedway; Mt. Pleasant Speedway; and the Butler Battlegrounds located in Quincy, MI. Todd scored numerous top 10 runs racing on a limited schedule for the Mahatma Motorsports team.

Contact:

Todd Cowan
5277 McCords Ave. S.E.
Alto, MI. 49302
616-318-9682

toddcowan@hotmail.com

www.todd.racesontheweb.com