

COMPANY OVERVIEW



CarSponsorships.com

Company Overview



Business Overview

CarSponsorships.com is the premier Car Sponsorship and management agency in the industry today. Founded upon the idea that car modifying and customization could be made affordable, CarSponsorships.com has created unique Sponsorship programs that will benefit car owners and O.E.M.s alike. This win-win relationship for CS clients and Sponsors coupled with partnerships with Hot Import Nights and the NCCA have allowed us to achieve unparalleled market penetration into the aftermarket and performance part industry. After four years of operation, our websites and customer base has exceeded all possible expectations and are today receiving over one million hits per month with over 150,000 of them unique.

Client Side Value

The costs related to vehicle customization are high and rising with every new innovation in performance and show modifications. These price points leave a large portion of the market demographic out of the industry simply because they cannot afford the parts. CarSponsorships.com alleviates this difficulty by allowing Clients to trade their services in exchange for their products. By simply representing Sponsors at car shows, a Client can earn the products that they need to customize their vehicles.

Sponsor Side Value

The aftermarket and performance car industry can be extremely competitive and an edge can be gained by having a presence at car shows like Hot Import Nights, Night Shift, and SEMA. However, while tickets to these events are affordable, airfare, accommodations, and per diems can make consistent attendance cost prohibitive. By taking part in the Sponsorship programs, manufacturers can attain a consistent presence at these shows for the cost of a single product. The secondary benefit is that we have over 33,000 clients with cars in varying states of modification. This is a prime opportunity for companies like yourself to get qualified feedback on any new products you may be in R&D on. For a limited time we are including our Test Market program with our standard SponsorBUZZ Marketing Program.

Market Position

Bridging the gap between O.E.M.s and car owners, CarSponsorships.com's Sponsorship programs have currently helped over 70,000 car owners build the car of their dreams, while simultaneously enabling manufacturers the opportunity to reach markets that were once unavailable. Our Sponsorship programs Road to Full Sponsorship,(RTF) and Reimbursement for Products and More (RPM), set the standard for Sponsorship programs in the industry and many of our current Sponsors have entrusted their Sponsorship programs entirely to us freeing them to focus on designing that next great innovation.

While CarSponsorships.com does not experience direct competition from companies in the marketplace, we are nevertheless moving forward with an aggressive marketing campaign that will highlight our relationships with some of the top manufacturers in the industry today. Our plan is based on full Internet and Real World marketing programs that cover PPC, Banner Media development and dissemination, Social Networking sites, Video Sharing sites, Press Releases, Radio, TV, and Print Media. It is our view that when one of our Sponsors has something to shout about, so do we!

Sponsorship Benefits

CarSponsorships.com offers our Sponsors unrivaled marketing opportunities with a 8 point marketing plan that will suit your new product development as well as your existing product line. Our Client base

is 18-28 and interested in performance and aftermarket products. As stated above, we offer our clients two Sponsorship programs that will help them customize their car affordably.

RTF Program

The Road to Full Sponsorship Program or RTF has clients representing their Sponsors at car shows with at least 75 cars and handing out their promotional materials. In exchange Sponsors provide them with one of their products. The amount of shows attended is entirely decided by the sponsor and based on the retail value of the product, our current minimum shows needed to receive a free product is one show. If Sponsors factor in how much it would cost them to send their own personnel to represent them at just one show it would be an estimated \$1000, this is a tremendous value when compared to the actual cost of the product itself. And considering how many shows occur every week, Sponsors can conceivably have a representative at a car show in every state every week!

RPM Program

The RPM program really puts the Sponsor front and center. Our clients are allowed to purchase the product at a special cost that the Sponsor decides and install it on their vehicle with a decal representing the Sponsor. If they win, place, or show in a car show with no less than 75 cars, the CarSponsorships.com will reimburse them for the product, up to 100%. You cannot buy this kind of publicity, but it always helps to reward for it. Sponsors will also receive pictures of the winning car for their own marketing and promotions purposes.

The SponsorBUZZ Marketing Program

Our profile site, www.carsponsors.com currently receives a staggering one million hits per month and is growing daily! Our Sponsors have a tremendous opportunity to reach a large, targeted market that has a definitive interest in their products. As you can see our business model is all about spotlighting our Sponsors because we understand that without you the sponsor we wouldn't be here.

The SponsorBUZZ program is arguably the most popular Full Sponsorship program we offer, as it allows Clients to submit their profiles for free products in exchange for installing it on their car and applying a decal, the Sponsor can provide as much or as little product as they want. It's just that simple, the client gets the product they need to get to the next level, and the Sponsor receives a rolling banner for their company!

The benefits for the Sponsor are clear, according to a study done by Bain Consulting in Boston, it can cost up to 5 times as much to attract a new customer to your brand as it does to retain an existing customer. However if a company is going to grow, building a new customer base is imperative. CarSponsorships.com is currently experiencing a consistent 10% growth of our client base every year. Every week our SponsorBUZZ notices offering a free product or service go out to a continually expanding customer base that that is in your market demographic. This is your opportunity to be able to add our client list to your customer base.

The following actions will be taken by CarSponsorships.com for our new Sponsors to market both their products and their relationship with CarSponsorships.com.

1. A banner ad will be placed on our home page with no rotation (Road Block) for 1 week.
2. A banner will also be placed in the Sponsored Client Account Area with no rotation for 1 weeks
3. A SponsorBUZZ banner highlighting the Sponsor will be placed in the SponsorBUZZ section, the most

popular section on our website.

4. An email blast detailing the Sponsor's status in the market, as well as, its products and relationship to CarSponsorships.com will be sent to over 300,000 car enthusiasts nationwide. The email will include a links to the Sponsor's website and CarSponsorships.com.
5. Banner ads or mentions on all of our 15 Social Network pages,

1. www.myspace.com/carsponsors
2. <http://profiles.friendster.com/carsponsorships>
3. <http://www.facebook.com/pages/Fort-Myers-FL/CarSponsorshipscom/22154276929> Link to our profile, we have a page that is only viewable to Facebook members that we will advertise on.
4. www.hincity.com/carsponsorships
5. <http://carsponsorships.hi5.com>
6. <http://carsponsorships.spaces.live.com>
7. www.imeem.com/people/yRPEnBm
8. www.linkedin.com/in/carsponsorships
9. <http://carsponsorships.ning.com>
10. <http://carsponsorships.com.myplaxo.com>
11. www.xanga.com/carsponsorships
12. www.orkut.com/Profile.aspx?uid=11318220372450912323
13. <http://carsponsors.wetpaint.com>
14. www.fanbox.com/carsponsorships log in to guest mode to access
15. <http://www.flickr.com/photos/carsponsorships>

6. A video highlighting the Sponsor's products, status, and relationship with CarSponsorships.com will be posted on 17 different video hosting sights. (if you have video of products or demos / commercials, we will also include them. Videos will then be bookmarked on Digg, Reddit, and Stumbleupon.

1. <http://video.cardomain.com/Carsponsorships>
2. www.youtube.com/carsponsors
3. <http://eyespot.com/gallery/carsponsorships>
4. <http://crackle.com/members/2934723>
5. <http://jumpcut.com/carsponsorships>
6. www.revver.com [search carsponsorships](#)
7. <http://vimeo.com/carsponsorships>
8. <http://carsponsorships.blip.tv/#968766>
9. <http://www.viddler.com/explore/carsponsorships>
10. <http://video.google.com> [search carsponsorships](#)
11. <http://videos.streetfire.net/profile/Carsponsorshipscom.htm>
12. <http://www.dailymotion.com/Carsponsorships>
13. <http://www.livevideo.com/Carsponsorships.com?subtype=1>
14. <http://www.metacafe.com/channels/CarSponsorships>
15. <http://video.msn.com/?user=-2923146816185467235>
16. <http://clipshack.com/44606>
17. <http://carsponsorshipstv.boostcast.com/>

7. A Profile Page for the Sponsor will also be placed on CarSponsors.com, this way our clients can learn more about your company and its products.
8. CarSponsorships.com will distribute the Sponsor's provided promotional materials at our Hot Import

Nights Booth.

You will not find a better value for your marketing dollar than the SponsorBUZZ Marketing Program, nor will you find a company that cares as much as we do about your success, because if you succeed we succeed.

We invented the sponsorship model for this industry and we're about to raise the bar!
If you have any further questions, please contact Kristen Piersante at

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