

In the process of creating a racing Legend!



Christopher Hogan

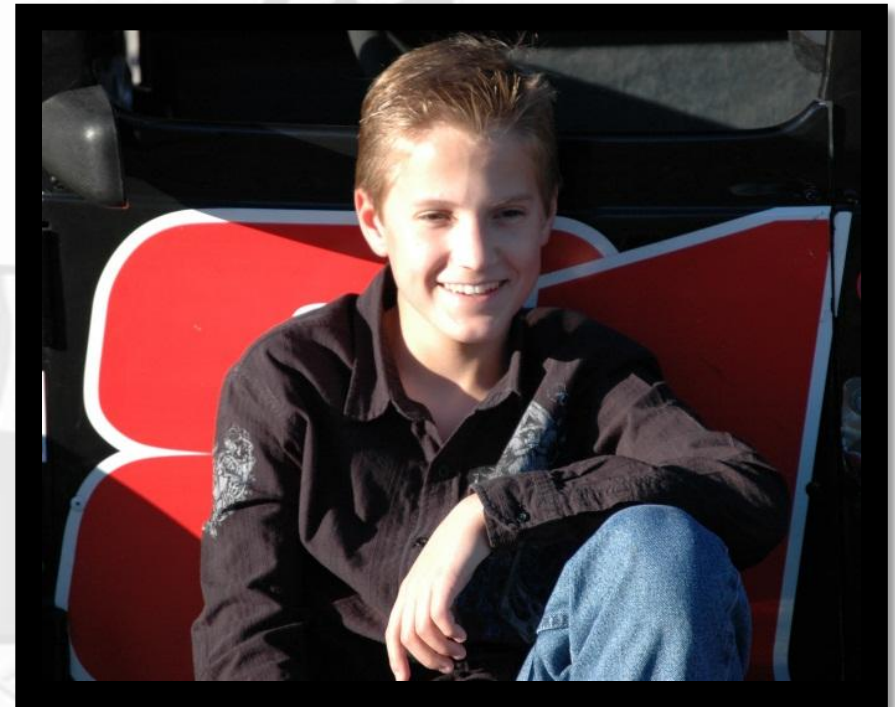
2013 Sponsorship Proposal

Christopher Hogan



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Christopher Hogan & Team Hogan Racing

An Original Young Gun

Team Hogan Racing was created in the summer of 2004 when, at the age of five, Christopher Hogan, began racing Quarter Midgets. At the age of eight, Christopher moved to the more powerful Bandoleros where he won 2 track Championships and became the 2011 Texas Bandolero State Champion. In 2012, Christopher began racing the very powerful Legend car in the US Legend Car series. In his Rookie season Christopher proved that he may be young in age, but old in racing experience. He finished the 2012 points season in the top twenty-five in the nation and swept the Fall NASCAR weekend at Texas Motor Speedway Legend races winning both Heat and Feature races. In 2013, Christopher plans on continuing to race in the US Legend series at tracks all over the United States. In addition, Christopher plans to start practicing in a Pro Late Model. We invite you to join Team Hogan Racing and Christopher on this incredible journey of creating a racing Legend.



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Mission Statement

To become a successful, reputable racer who will be a dedicated spokesman for all my sponsors while giving them the recognition they deserve, as well as being a good representative for the series in which I race .



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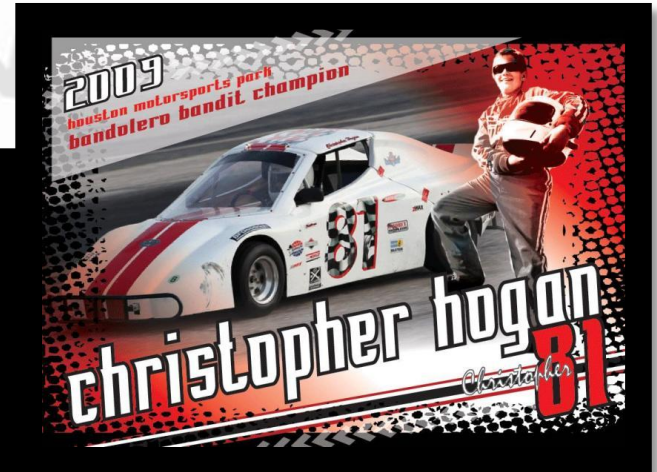


Christopher Hogan Racing Bio

In 2004, at the age of five, Christopher began his racing career in the open wheel Quarter Midgets. For three years he raced his Quarter Midgets at tracks all over Texas and through out the United States.

In 2008, at the age of eight, he moved to racing Bandoleros and won the 2009 Houston Motorsports Park Bandolero Bandit Track Championship. His success in the Bandolero continued in 2010 and 2011 with multiple wins proving he was the kid to beat. 2011 closed out his Bandolero career with the Thunderhill Raceway track Championship and the Texas State Bandolero Championship.

In 2012, Christopher began racing the Legend car. In his Rookie season he finished second in points at Texas Motor Speedway and was the 2012 Legends Rookie of the year at Houston Motorsports Park. In the Fall of 2012, in conjunction with the NASCAR weekend at Texas Motor Speedway, Christopher won all his Heat and Feature races after starting in the back of each race. Sweeping the NASCAR weekend Legends races at Texas Motor Speedway is a prestigious honor and bodes well for Christopher's run at a National Championship in 2013.



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Racing Career Highlights

- Won all Legends Heat and Feature Races at Texas Motor Speedway 2012 Fall NASCAR weekend.
- 2012 Houston Motorsports Park Legend Rookie of the year
- 2nd Legends Young Lions Texas Motor Speedway
- 3rd in Legends points Houston Motorsports Park
- 25th US Legend Car Young Lions National points (out of 300 drivers)
- 2011 Texas State Bandolero Bandit Champion
- 2011 Thunderhill Raceway Bandolero Champion
- 2nd 2011 Houston Motorsports Park Bandolero Bandits
- 8th 2011 US Legends Bandolero Bandit National points
- 2nd 2010 Houston Motorsports Park Bandolero Bandits Points
- 2009 Houston Motorsports Park Bandolero Bandit Champion
- 3rd 2008 Bandolero Bandits Points Houston Motorsports Park
- 2007 Lone Star Quarter Midgets Jr. Stock Champion
- 3rd 2007 Lone Star Quarter Midgets Jr. Honda Points
- 4th 2006 Jr. Honda Lone Star Quarter Midgets Points
- 4th 2005 Jr. Honda Lone Star Quarter Midget Points



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Why Partnering with Christopher and Team Hogan Racing is a good investment

- ▼ *Your company/product will be associated with a young, proven racer that has a lot of energy and enthusiasm.*
- ▼ *As Christopher advances through each racing series your company/product will be advertised in many different racing venues throughout the United States.*
- ▼ *Christopher is an All American kid who continually strives to do his very best at everything that he does whether it be racing, helping others, school work (Honor Student) or representing his sponsors.*



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Media Exposure

Since Christopher started racing he has enjoyed being interviewed about his passion for the sport whether it be for an article, internet video, or TV viewing.

- **2009 interviewed for Lone Star Speedzone website video**
- **2010 interviewed for Lone Star Speedzone website video**
- **2011 "Anything That Rolls" TV show interview**
- **2012 "In Wheel Time" article highlighting Christopher as a Legend Car Rookie**
- **2012 filmed a segment for "Kidz in Motion"- a TV show about kids doing extraordinary things (www.kidzinmotiontv.com)**



**Saturdays 9am to Noon
Yahoo! Sports Radio
1560 AM**

Home Listen/Watch Wheel News Meet The Gang Don's Ride Mike's Ride Our Sponsors Events Contact

« Mike's Car Maintenance Tips Today's Memorial Day Show »

YOUNG, EXPERIENCED HOGAN MAKING STRIDES AT HOUSTON MOTORSPORTS PARK

Published May 25, 2012 | By Don Armstrong



Christopher Hogan has been racing for seven years, which sounds like a long time until you realize he is just 12 years old.

And while you might think dad Aaron was the reason he got started, you would be wrong. No, it is mom Amy, with a little help from two time NASCAR Sprint Cup champion Tony Stewart, that got Chris and sister Kaitlyn into the sport early on.

"My mom started thinking about getting me and my big sister Kaitlyn into racing when I was around 4 years old," Hogan said. "She read one of Tony Stewart's books and in it he said that if he were going to put a kid in a racecar, he would put them in a Quarter Midget. We looked up what a Quarter Midget was and soon we were at the race track in San Antonio, ready to try one out."

Since that day, the soon-to-be seventh grader at Collins Intermediate School in The Woodlands, has driven on over 20 tracks, and has raced his way to several victories and championships, with his all-family crew - mom, dad and sister - backing him up.



He is the 2009 Bandolero Bandit Track Champion at his home track - Houston Motorsports Park. In 2011, he wrapped up the Texas State Bandolero championship after being crowned Bandolero Champion at Thunderhill Raceway and finishing second at HMP. That led to a seventh place finish nationally in Bandits.

But after accomplishing all he could in the Bandoleros, Hogan has stepped up into the Legends class this season, where there has been a little bit of a learning curve.

"The biggest difference between the Bandolero and the Legend is that the Legend has so much more power than the Bandolero," Hogan said. "You're going from a small lawn mower engine that goes 70 miles per hour, to a full blown motorcycle engine that can pull over 90 miles per hour down the straightaway."

But he is already thinking that...
"If I get enough experience...
to spend a lot of time driving...
To get that experience he is...
But despite the learning curve...
Young Lotus driver.



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Connecting with the Fans

Christopher and Team Hogan Racing connects with our fans through Facebook, Twitter, the Christopher Hogan Racing website (www.ChristopherHoganRacing.com), and the Team Hogan racing website (www.TeamHoganRacing.com). Christopher especially enjoys connecting with his fans during intermission at Houston Motorsports Park. He likes to talk about his car to anyone who has questions. Christopher enjoys all his fans, but he always gives extra time to the kids who want an autograph or to sit in his car. At racing events with intermissions he hands out hero cards to any fan who wants one. In addition, Christopher carries the hero cards with him at all times because of the extensive traveling he does with his racing. When Christopher isn't racing himself he is at a racing event somewhere in the United States as a spectator or helping in the pits. He has handed out many hero cards while on the road for racing. All of Christopher's fans are kept up to date through the news page on Team Hogan Racing.com and through our Facebook fan pages. Between the two fan pages on Facebook, Christopher has almost 4000 fans. Christopher also connects with fans by participating in car shows, track marketing events, and series promotional events such as racing his Legend in the Monster Jam intermission races.

In 2013 the team plans to hand out Christopher Hogan and Team Hogan Racing T-shirts, and other marketing items at all race events.



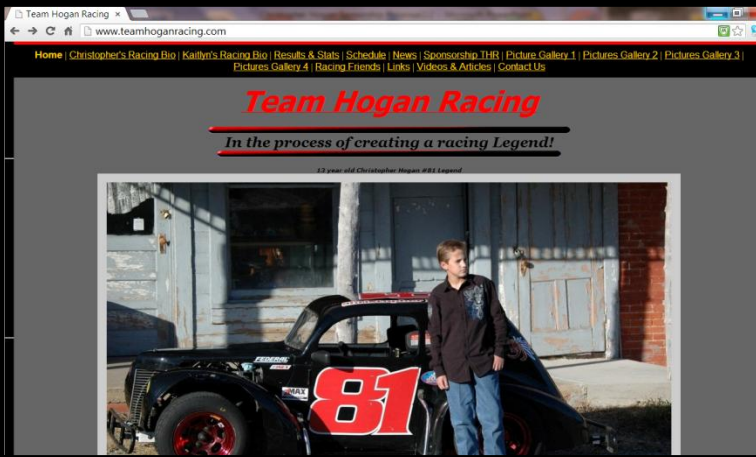
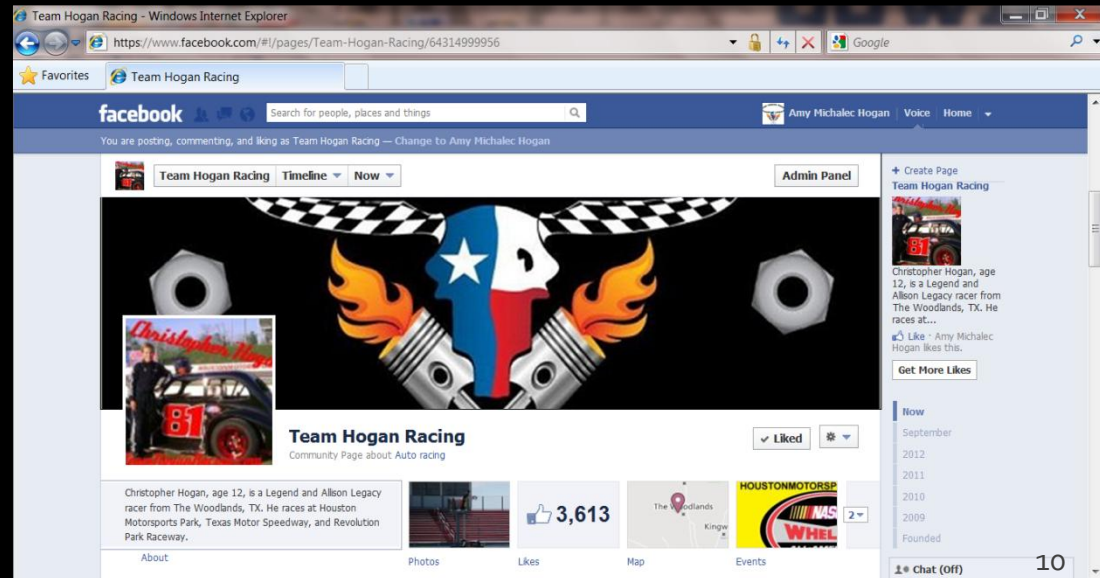
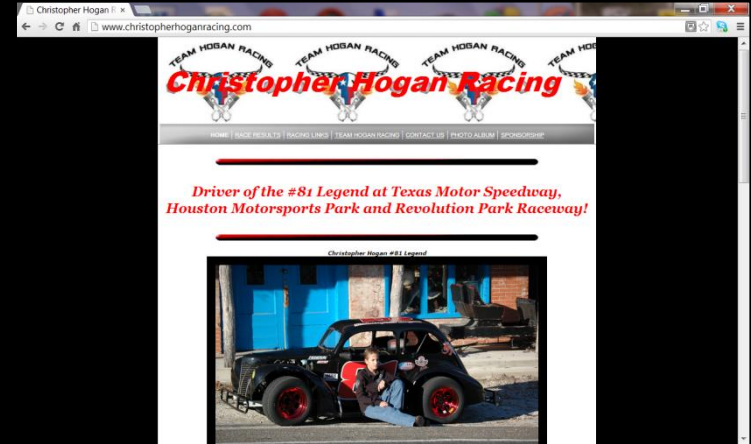
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Social Media Fan Base Demographics/Insights

For such a young racer, Christopher already has a large following of fans throughout the United States on the Team Hogan Racing Facebook page, the Christopher Hogan Facebook page as well as both Christopher and the Team's Twitter pages. By partnering with Christopher your company/logo will get exposure across the United States to loyal fans who believe in supporting their drivers.



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Charity Support

Christopher's supports two charities; the Wounded Warrior Fund and Mother's Against Cancer. In 2013 he plans to contribute money to each of these charities for each race he wins. He also plans to do fund raising for each charity.

www.woundedwarriorproject.org



mothers against Cancer
Upcoming Events
Virginia Gandy Fun Run and Walk
Luncheon
Testimonials

Mothers Against Cancer (M.A.C.) is a non-profit registered charity (501c3), made up of volunteer mothers from the Kingwood (Houston suburb) area. The goal of M.A.C. is to raise children's cancer research funds specifically for the cancer unit at Texas Children's Hospital Cancer Center.

How We Got Started
Just after Christmas in 1984, precious two-year-old Ann Denman lost her battle against cancer. Maggie LaBove and Nancy Dillard, friends of Ann's parents, Trey and Sally Denman, pondered for several years what could be done in Ann's memory that would make a difference. In 1989, they gathered a group of close friends together and decided that a luncheon to raise funds for pediatric cancer research would be a fitting memorial.

www.mothersagainstcancer.com

The greatest casualty is being forgotten.®

- HOME
- MISSION
- PROGRAMS
- GIVE BACK
- SHOP
- GRANTS

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Christopher's racing series – US Legend Cars

In April of 1992 that the first Legend Car was unveiled at the Lowe's Motor Speedway. The concept of creating a fun and affordable "spec" class of racing for anyone to participate in was born. President and General Manager of LMS, H.A. "Humpy" Wheeler and Elliott Forbes-Robinson, famed road racing champion, designed these 5/8-scale fiberglass full-fendered versions of the famed NASCAR modifieds driven by legendary drivers such as Fireball Roberts, Buck Baker, Curtis Turner, Speedy Thompson and Banjo Matthews.

Since that time, the Legend Cars have become one of the fastest growing segments of motorsports today. With drivers being classified into four different divisions, Legends Cars is THE racing opportunity that is available to anyone! The Pro Division is for the experienced drivers. The Masters Division features drivers 40 years and older. The Semi-Pro Division is the novice class, featuring the drivers that are new to the sport or have been inactive in other forms of racing for a while. Then there is the Young Lions Division which is designated for the drivers between the ages of 12 and 16. Since the car stays the same from division to division, it is the driver that makes the difference!



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Houston Motorsports Park

Fun and affordable entertainment for the whole family.

- *3/8 Mile, asphalt tri-oval, high Banked Track*
- *Located on the North-East side of Houston, only 20 minutes from downtown and 20 minutes from Bush Intercontinental Airport.*
- *Eight classes of racing include: NASCAR Fiesta Modifieds, NASCAR BWFS 360 Trucks, NASCAR Stock Cars, Eco-Stocks, Legends, & Bandoleros.*
- *18-20 scheduled races March-October*
- *5000 seating grandstand capacity and VIP Suites.*

*For more information go to:
www.houstonmotospark.com*

The Tracks



Main Track: Oval, 1.5 miles, 24 degrees in turns, five degrees in straightaways
Smaller Tracks: 1/4 Mile track on front straight and pit row, Lil'Texas – 1/5th mile track across from main track
Luxury Suites: 144 with seating for 9,992
Victory Lane Club Suites: 50 with seating for 3,152
Condominium Seating: 2,571
Grandstand Seating: 122,377
Total Permanent Seating: 138,122
Total Estimated Capacity: 191,122

*For more information go to:
www.texasmotorspeedway.com*



Northern Louisiana's Premier Family Entertainment Complex featuring Stock Car Racing, Live Concerts and Flea Markets

- *3/8 mi concrete track, 6° straightaways and 12° corners*
- *Located in Monroe Louisiana*
- *Five classes of racing include: Pro Late Models, Compacts, Thunderstocks, Legends, & Bandoleros*
- *10-14 scheduled races April – October*
- *4000 seating grandstand capacity and VIP Suites.*

*For more information go to:
www.revolutionparkentertainment.com*

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Partnering with our Racing Program for 2013

- ❖ *In 2013, Christopher and Team Hogan Racing plan to make a run for a National US Legend Cars Young Lions Championship .*
- ❖ *Plans are to race at Texas Motor Speedway, Houston Motorsports Park, Revolution Park Raceway in Monroe, La., Sunny South Speedway in Grand Bay, Al and Atlanta Motor Speedway.*
- ❖ *If full sponsorship is obtained Christopher plans on racing the Summer Shootout at Charlotte Motor Speedway in Charlotte, NC., as well as travel to other tracks in Las Vegas and Florida*
- ❖ *When he isn't racing his Legend, Christopher plans on practicing in a Pro Late Model so that he can start racing select races in the Gulf Coast Pro Late model series that runs at 5 Flags Speedway in Pensacola, Florida, Montgomery Speedway in Montgomery, AL, and South Alabama Speedway in Opp, Al.*



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Christopher Hogan & Team Hogan Racing Sponsorship Packages

I. Associate Sponsor Package 1

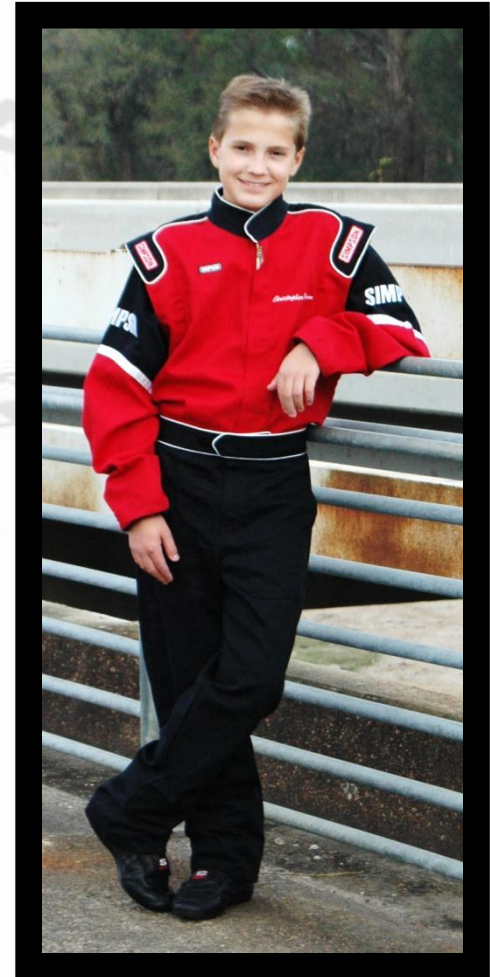
Package 1 Associate Sponsors will receive the following:

- a. *Logo placement on Associate Sponsor Package 1 designated area of the car, driver's suit, and trailer.*
- b. *Identification on team sponsor banner to be shown at all venues.*
- c. *Photos with car and team.*
- d. *Team T-shirts and hats.*
- e. *Exposure through Team Hogan Racing & Christopher Hogan Racing Facebook and Twitter pages.*
- f. *A link to your company website on the Christopher Hogan Racing and Team Hogan Racing websites.*
- g. *One promotional appearance by Christopher Hogan & Team Hogan Racing and car on your behalf.*

II. Associate Sponsor Package 2

Package 2 Associate Sponsors will receive the following:

- a. *Logo placement on Associate Sponsor Package 2 designated area of car, drivers' suit and helmet, team uniforms and tow trailer.*
- b. *Identification on team sponsor banner to be shown at all venues.*
- c. *Access to car and team at all events.*
- d. *Driver and team will handle distribution of any product, product literature, and samples.*
- e. *Photos with car and team.*
- f. *Team t-shirts and hats (negotiated amount).*
- g. *Promotional appearance by Christopher Hogan & Team Hogan Racing and car on your behalf (negotiated number of appearances).*



Christopher Hogan



III. Primary Sponsor – Package 3

Primary sponsors will receive the following:

- a. *Logo placement on Primary Sponsor's designated area of car, driver's suit and helmet, team uniforms and trailer.*
- b. *Primary logo identification on team banner.*
- c. *Full access to car and team at all events.*
- d. *Driver and team will handle distribution of any product, product literature and samples*
- e. *Photos with car and team.*
- f. *Team T-shirts and hats (quantity negotiated).*
- g. *Promotional appearance by Christopher Hogan & Team Hogan Racing and car on your behalf (negotiated number of appearances).*

IV. Title Sponsor – Package 4

As a Title Sponsor your company will be given the exclusive marketing rights to Team Hogan Racings cars competing in the US Legends Car Series. This will include:

- a. *Title Sponsor's have the option to co-market all designated logo/marketing areas.*
- b. *Control of car and tow trailer paint and graphic scheme.*
- c. *Title Sponsor's logo identification on team banner and all marketing goods.*
- d. *Full access to car and team at all events.*
- e. *Driver and team will handle distribution of any product, product literature, and samples.*
- f. *Photos with car and team and in the drivers' seat.*
- g. *Team T-shirts and hats (quantity negotiated.)*
- h. *Promotional appearance by Christopher Hogan & Team Hogan Racing and car on your behalf (negotiated number of appearances).*

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Marketing Partner Logo Placement on Race Uniform

As a Marketing Partner of Christopher Hogan and Team Hogan Racing we will prominently display your Company/Product Logo on his Simpson Racing Suit.

Title Sponsor includes full custom suit and helmet with customization of sponsors color and graphics.

Primary Sponsor Company name and logo across front & back of suit.

▼ **Title Sponsorship**
will include suit and helmet customized for sponsor with their colors and logos.

▼ **Primary Sponsorship**
will have their company name/logos across the upper chest area on the front of the suit and on the upper shoulders on the back of the suit

▼ **Associate Sponsorship**
company name/logo on upper sleeves of race suit.



Associate Sponsor Company name/logo on upper sleeves of race suit.

Christopher Hogan



Marketing Partner Logo Placement on Race Cars

Title Sponsor Package

- ❑ The car can be fully wrapped/painted with your company/product name or logo.

Primary Sponsor Package

- ❑ Company/product name or logo will be placed on the hood and trunk of car.

Associate Sponsor Package 1

- ❑ Company/product name or logo on both front and rear fenders

Associate Sponsor Package 2

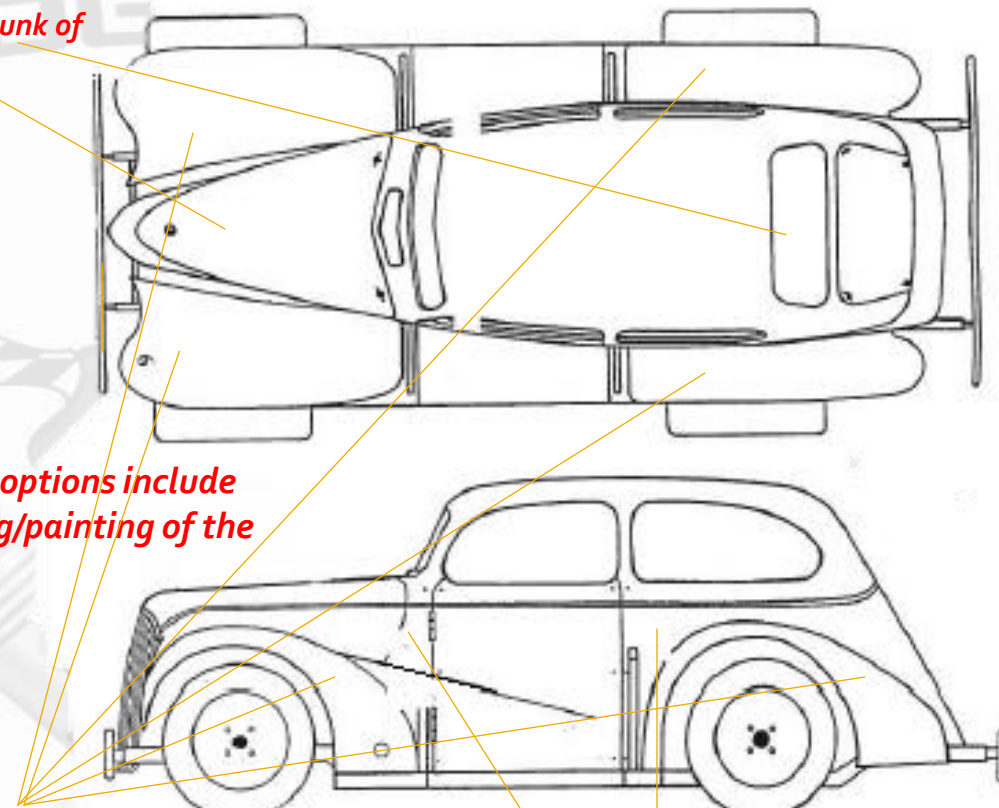
- ❑ Company/product name or logo placed on side panels behind the front fenders or in front of the rear fenders.

*Primary Sponsor
company/product name or
logo on hood and trunk of
car.*

*Title Sponsor options include
fully wrapping/painting of the
car .*

*Associate Sponsor Package 1-
Company/product logo on the front
and rear fenders.*

*Associate Sponsor Package 2-
Company/product logo on side panels.*



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Marketing Partner Logo Placement on Haulers and Equipment

Title Sponsor Trailer Package

- ▼ The trailer can be wrapped with your company /product logo or your company/product graphics can be placed on the both sides and rear of trailer. Wrapping the tow vehicle is also an option for an additional charge.

Primary Sponsor Trailer Package

- ▼ The company/product logo will be placed on the side panels of the trailer.

Associate Sponsor Trailer Package

- ▼ The company/product logo will be placed behind the rear wheels in the lower section of the back panels.

Title Sponsor includes wrapping the trailer with company/product logo or placing the company/product logo on both sides and back of trailer. Wrapping the tow vehicle is also an option for an additional charge.



Primary Sponsor graphics positioned on side panels of the trailer.

Associate/Product Sponsor behind rear wheels, lower section, both back panels.

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Value of Advertising through Christopher Hogan and Team Hogan Racing

Limitations to Billboard advertising

- ❖ *Advertising on a billboard only gets the company exposure in the area the bill board is placed and is a costly method of limited advertising. Bill boards can cost up to \$2500 per month to advertise.*
- ❖ *Billboard limitations include the inability to target an audience other than knowing what type of people drive through a particular area.*
- ❖ *Creative limitations exist as well. Billboards must have strong visual appeal, as you do not have much time to impact the consumer with a lot of words.*

Limitations to TV advertising

The cost of advertising on TV varies on the following:

- ❖ *It depends on the number of viewers (more viewers higher will be the cost of advertising).*
- ❖ *It depends on the time of the day (during evening it will be costly ,where as in the afternoon it will be a bit cheaper).*
- ❖ *It depends on the duration of the ad (normally paid for every 10 sec of the time taken).*
- ❖ *It may cost from \$2000 to \$25000 per 10 sec*
- ❖ *An advertisement of 30 seconds can cost you a significant amount to produce, considering that you need to hire a host of technicians, models, etc.*
- ❖ *Digital video recording has changed the way viewers watch TV and could mean that many members of your target audience are fast-forwarding through commercials.*





Limitations to Radio Advertising

- ❖ *More and more people are turning to the Internet and TV for their news, entertainment, etc.*
- ❖ *The radio, especially in the eyes of the younger generation, seems more and more outmoded.*
- ❖ *Radio, too many people, feels less personal. People have come to associate "personal" with "seeing another human face" when it comes to advertising.*
- ❖ *Much easier for people to tune out and pay no attention to a radio advertisement.*

Value of Advertising through Sponsorship

- ❖ *Cars serve as moving billboards for the sponsor's logo. When properly placed on the vehicle, the sponsor's graphics are highly visible to the fans in the stands.*
- ❖ *Drivers and team uniforms, along with event and race circuit signage, which carry prominent sponsor identification, give the sponsor additional visibility with fans at the track and also appear in TV coverage and newspaper photos.*
- ❖ *Drivers support sponsors by wearing brand or corporate apparel at public appearances away from the race event: to further the sponsorship association.*
- ❖ *Trailers which transport the car to the racing circuit also serve as a traveling billboard for the sponsor and their racing association.*
- ❖ *Products can be showcased at the track through hospitality functions and display exhibits where additional signage and product sampling opportunities are available.*
- ❖ *Print and electronic media outlets, which set the standard for news coverage, have agreed to mention race sponsors of events and cars in their coverage if those sponsorships are an integral part of the story.*
- ❖ *In-store product displays using a racing theme coupled with a driver autograph session and show car display assist in generating additional traffic into retail stores.*
- ❖ *Fans loyalty to driver makes them more apt to use the sponsor or purchase their goods and services.*
- ❖ *People have come to associate "personal" with "seeing another human face" when it comes to advertising. Being at a track and having the ease of access to the driver carries over to fans loyalty toward the Sponsor. This loyalty tends to develop into a long term relationship with purchasing their goods and services.*

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In conclusion, Christopher and Team Hogan Racing want to thank you for reviewing our marketing presentation. We have so much more we would like to show you that our team has to offer. Please keep in mind we can customize a program to fit your needs. We welcome the opportunity to meet with you to further discuss sponsorship opportunities with Christopher Hogan and Team Hogan racing. To help you decide if Christopher and Team Hogan racing would be a good marketing partner, we would like to offer a free tickets and pit passes for you and a guest for any of the scheduled Legend racing events at Houston Motorsports Park. We look forward to meeting with you. Please feel free to contact us if you have any questions.



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Contact Information

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