

*2014 ERIC BARRON MOTORSPORTS SPONSORSHIP PROPOSAL*



*PROFESSIONAL OFF ROAD RACE TEAM*



# *Sponsor Exposure Options*



54' TRANSPORTER

**Title Sponsor**

**Associate Sponsors**

**Secondary Sponsor**

**Tire Sponsor**



TOYOTA TUNDRA TRD Pro4

**32**



# *ERIC BARRON MOTORSPORTS*

## *Off Road RACING*

### INTRO-

ERIC BARRON MOTORSPORTS IS A HIGHLY COMPETITIVE PROFESSIONAL OFF ROAD RACE TEAM. THIS TEAM INVITES YOU AND YOUR COMPANY TO EXPERIENCE THE EXCITING SPORT OF SHORT COURSE OFF ROAD RACING. SHORT COURSE RACING COMBINES EXCITING DOOR TO DOOR ACTION WITH FAN FRIENDLY RACE TRACKS CREATING THE PERFECT MARKETING OPPORTUNITY.

ERIC BARRON MOTORSPORTS IS THE SPONSORSHIP OPPORTUNITY YOUR COMPANY HAS BEEN LOOKING FOR. TAP INTO NEW MARKETS AND ACCESS EXCITING MARKETING OPPORTUNITIES WHILE BEING A PART OF THIS EXCITING NEW TEAM.

### LOORRS FAST FACTS-

NUMBER OF EVENT WEEKENDS: **8**  
NUMBER OF RACES HELD: **16**  
NUMBER OF STATES RACED IN: **4**  
2013 SEASON ATTENDANCE: **159,500**  
CUMULATIVE VIEWERSHIP: **54,042,000**  
INCLUDES ORIGINAL & RE-AIRED VIEWERSHIP







At ERIC BARRON MOTORSPORTS, OUR GOAL IS TO BE AT THE TOP OF THE PODIUM, EVERY RACE, EVERY CLASS, REPRESENTING OUR SPONSORS AND ULTIMATELY BRINGING HOME THE CHAMPIONSHIP TROPHY.

-ANNUAL SCHEDULE OF RACES, TRADESHOWS AND EXPOSITIONS.

-COVERAGE AND EXPOSURE FROM TV, PUBLICATIONS, ONLINE MEDIA, DVD PRODUCTIONS, SOCIAL WEBSITES.



**THIS IS SHORT COURSE!**

**32**  
PRO 4





## COMPANY WEBSITE

ERIC BARRON MOTORSPORTS will feature your company logo on our website.

## MEDIA COVERAGE

YOUR COMPANY LOGO PLACED ON THE RACE VEHICLE ENSURES THE BEST COVERAGE FOR ALL TELEVISION BROADCASTS.

PRESS RELEASES, ARTICLES AND MORE will all list the sponsors.

## OPPORTUNITY

RACE TEAM IDENTITY

YOUR COMPANY IMAGE, PRODUCT LOGO AND COLORS CAN BE BRANDED ON ALL MARKETABLE ITEMS INCLUDING A 54 FT ROLLING BANNER, RACE AND SUPPORT VEHICLES, DRIVER SUITS, HELMETS, UNIFORMS, SHIRTS, HATS AND JACKETS.



**HOME** **ABOUT EBM** **GALLERY** **SCHEDULE** **FOR SALE** **CONTACT EBM**

**HOME OF ERIC BARRON MOTORSPORTS**

E B M is a highly competitive professional off road race team.

E B M and the team invite you and your company to experience the exciting sport of short course off road racing.

Short Course racing combines exciting door to door action with fan friendly race tracks creating the perfect marketing opportunity.

E B M is the sponsorship opportunity your company has been looking for.

Tap into new markets and access exciting marketing opportunities while being a part of this exciting new team.

E B M will be participating in the Lucas Oil Off Road Series.

Eric Barron 2-18-11 Unlimited Pro-4

0:00 / 6:37

**View Eric Barron Motorsports Sponsorship Proposal Sponsorship Opportunities** [Click here to Email Us](#)

**Download EBM Sponsorship Proposal with video**

**GIBSON** **HOWE** **TRD** **FOX** **absolut** **DJ** **NeoGen** **CR**

© 2011-2013 ERIC BARRON MOTORSPORTS. ALL RIGHTS RESERVED. DESIGN BY PAPAIAN ENTERPRISES





# *ERIC BARRON MOTORSPORTS* *OFF ROAD RACING*

## Why ERIC BARRON MOTORSPORTS?

ERIC BARRON MOTORSPORTS  
will be participating in the  
LUCAS OIL OFF ROAD SERIES  
AND THE REGIONAL SERIES AT  
GLEN HELEN RACEWAY.



## EXPOSURE

TOTAL NUMBER OF RACE WEEKENDS- **13**

TOTAL NUMBER OF RACES- **21**

NUMBER OF STATES RACING IN- **4**

2013 LOORRS ATTENDANCE- **159,500**

CUMULATIVE VIEWERSHIP- **54,042,000**

SERIES DEMOGRAPHICS- Adults AGES

25-54, ANNUAL INCOME

\$50,000+, 78% ARE MALE

AND ARE LIKELY TO RECOMMEND

SPONSORS BRAND TO THEIR PEERS

FOR PURCHASE.







## OFF ROAD FAST FACTS

EACH RACE FEATURES A HIGH DEGREE OF GLAMOUR AND STAR POWER WHILE MAINTAINING ITS RUGGED ROOTS AND UNPARALLELED HEAD TO HEAD ACTION.

COOL, FUN, AUTHENTIC, GLAMOUR, STAR POWER, EXTRAORDINARY, INSPIRING, INNOVATIVE, FAMILY FOCUSED.

MAJOR NETWORK AND CABLE TV COVERAGE ON CBS SPORTS, FOX SPORTS, MAVTV AND NBC SPORTS.

FIERCELY LOYAL FANS, HIGHLY COVETED MALE 18-54 DEMOGRAPHIC.

INTERACTIVE PIT EXPERIENCE AT EVERY RACE, TANGIBLE CONNECTION TO FANS.





# ERIC BARRON MOTORSPORTS Off Road Racing

## 2013 LOORRS ATTENDANCE FIGURES-

MARCH 15 <sup>th</sup> -17 <sup>th</sup>	Round 1 & 2	Wild Horse Pass Motorsports, Phoenix, AZ	13,050
April 26 <sup>th</sup> -28 <sup>th</sup>	Round 3 & 4	Las Vegas Motor Speedway, Las Vegas, NV	11,500
May 17 <sup>th</sup> -19 <sup>th</sup>	Round 5 & 6	Lake Elsinore Motorsports Park, CA	14,500
JUNE 21 <sup>st</sup> -22 <sup>nd</sup>	Round 7 & 8	Miller Motorsports Park, Tooele, UT	24,800
July 26 <sup>th</sup> -28 <sup>th</sup>	Round 9 & 10	Glen Helen Raceway, San Bernardino, CA	25,700
AUGUST 23 <sup>rd</sup> -25 <sup>th</sup>	Round 11 & 12	Wild West Motorsports Park, Reno, NV	18,800
SEPTEMBER 20 <sup>th</sup> -21 <sup>st</sup>	Round 13 & 14	Las Vegas Motor Speedway, Las Vegas, NV	16,500
OCTOBER 25 <sup>th</sup> -26 <sup>th</sup>	Round 15	Lake Elsinore Motorsports Park, CA	15,500
OCTOBER 27 <sup>th</sup>	Lucas Oil Challenge Cup	Lake Elsinore Motorsports Park, CA	19,150
<b>TOTAL ATTENDANCE -</b>			<b>159,500</b>

## 2014 LOORRS EVENT SCHEDULE- TBA



MARCH	Round 1 & 2	Wild Horse Pass Motorsports, Phoenix, AZ
April	Round 3 & 4	Las Vegas Motor Speedway, Las Vegas, NV
May	Round 5 & 6	San Angelo, Texas / Wheatland, MO
JUNE	Round 7 & 8	Miller Motorsports Park, Tooele, UT
July	Round 9 & 10	Wild West Motorsports Park Reno, NV
AUGUST	Round 11 & 12	Bike Week, Sturgis, SD
SEPTEMBER	Round 13 & 14	Glen Helen Raceway, San Bernardino, CA
OCTOBER	Round 15	Lake Elsinore Motorsports Park, CA
OCTOBER	Lucas Oil Challenge Cup	Lake Elsinore Motorsports Park, CA

SCHEDULES TO BE ANNOUNCED





The Lucas Oil Off Road Series has a huge presence in all types of print media, from event programs to news letters to nationally distributed magazines. Their print coverage reaches millions of people annually.

## LOORRS PRINT COVERAGE

MAGAZINE	Readership	Frequency
Off-Road -	50,000	Monthly
DirtSports -	125,000	Monthly
RACER X -	250,000	Monthly
SPORTSMAN'S GEAR -	212,500	Quarterly
RC CAR ACTION -	62,500	Monthly
NATIONAL SPEED SPORT NEWS -	69,860	Monthly
RACER -	67,238	Monthly
RPM -	75,000	Monthly
TEAM LUCAS -	87,500	Quarterly
RC DRIVER -	100,000	Monthly
SAN DIEGO Off Road -	30,000	Monthly
EXTREME RC -	95,000	Monthly
Baja4Racing -	50,000	Monthly
Dusty Times -	25,000	Monthly
IE Weekly -	7,500	Weekly





# ERIC BARRON MOTORSPORTS Off Road RACING

## FANS CONSUME THE SPORT ANY WAY THEY CAN-

TV, Radio, Online Content, Internet Forums, etc.

73% of fans attend 1-3 races per year

98% of fans watch the races on television

82% of fans follow the race results on the web

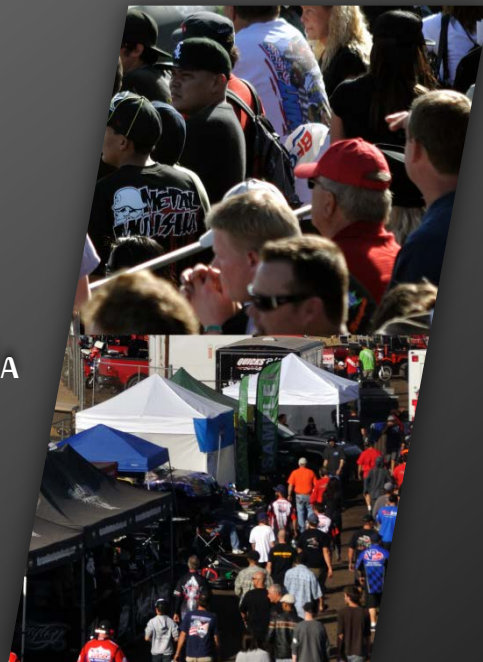
90% of fans follow the sport through digital, TV and print media

## FANS ARE FIERCELY LOYAL-

71% of fans would switch brands to support the sport

67% of fans buy products that support off road racing

38% of fans drive over 100 miles to watch races







## ON-SITE PIT EXPERIENCE

LUCAS OIL OFF ROAD CREATES UNPARALLELED ACCESS AND A TANGIBLE CONNECTION TO FANS THROUGH AN INTERACTIVE PIT EXPERIENCE. FANS INTERACT WITH TEAMS & DRIVERS, WATCH MECHANICS, WIN PRIZES AND GEAR, AND ENGAGE WITH SPONSORS.

100% OF FANS WALK THROUGH AND INTERACT IN OPEN PITS

AVERAGE FAN SPENDS AROUND 8 HOURS A DAY AT THE RACES

EXCELLENT OPPORTUNITY TO SHOWCASE BRAND AND MAKE CONNECTION TO FANS IN AN AUTHENTIC MANNER

DIRECT INTERACTION WITH SPONSOR PRODUCT GENERATES LEADS AND SAMPLING OPPORTUNITIES

**32**  
PRO 4



## WHO IS WATCHING-

### Household Estimates

CBS 126 Million

SPEED 88 Million

VERSUS 85 Million

MAVTV 43 Million



## 2014 LOORRS TELEVISION PACKAGE-

A MINIMUM of OVER 100 SHOWS on TV in 2014

8 - 1 HOUR BROADCASTS ON CBS

30 - 1 HOUR BROADCASTS ON FOX SPORTS

8 - 1 HOUR BROADCASTS ON NBC SPORTS

30 - 1 HOUR BROADCASTS ON MAVTV

30 - 1 HOUR BROADCASTS ON CBS SPORTS

ALL TV CONTRACTS GOOD THROUGH 2015







# ERIC BARRON



1<sup>st</sup> 2 years of Pro-4 multiple wins, multiple podiums in both 2012 & 2013.

Variety of racing from off-road, karting, motocross, circle track dirt. I've always been in some kind of race car but never for a full season until now. I just want to focus on kicking butt in one series.



2 State Championships in BMX at 15/16 yrs, 125 cc Super Spec Championship at 19, Unlimited Buggy Sand Drag Championship Barona At 26, Raced Pro Buggy and Pro-Lite a few times then got into Pro-4, 10th in points in first year Lucas Oil Off Road Racing Series in Pro-4 2010 season.

~Eric Barron





# TOYOTA #32 Pro-4 Unlimited



CLASS - PRO/UNLIMITED 4 X 4

CHASSIS BUILDER - IN HOUSE EBM

ENGINE - TRD TOYOTA RACING V-8

HORSEPOWER - 800 hp

ENGINE BUILDER - TRD TOYOTA

TRANSMISSION - 4 SPEED MANUAL

REAR END - 9" RANCHO PERFORMANCE

SUSPENSION - 3 LINK REAR A-ARM FRONT

STEERING - POWER STEERING RACK

TIRES - 35" PROJECT

WHEELS - 17" BEAD LOCKS

BRAKES - 4 WHEEL DISC w/VENTED ROTORS

SHOCKS - FOX COIL OVER w/BYPASS



# 32

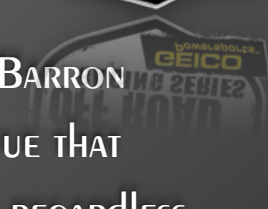
PRO-4





# ERIC BARRON MOTORSPORTS Off Road Racing

ERIC BARRON MOTORSPORTS WILL CAMPAIGN MULTIPLE RACE SERIES' THIS YEAR ACROSS THE WESTERN UNITED STATES. THROUGHOUT THE SEASON YOUR COMPANY WILL HAVE MANY MARKETING OPPORTUNITIES AND WILL GAIN VISIBILITY THROUGH LOGO PLACEMENT ON ALL RACE AND SUPPORT VEHICLES. DIFFERENT SPONSORS HAVE DIFFERENT NEEDS, THEY NEED TO GET THE MOST BANG FOR THEIR BUCK. SPONSORSHIP WITH ERIC BARRON MOTORSPORTS OFFERS A MARKETING VENUE THAT WILL MEET THE NEED OF YOUR COMPANY REGARDLESS OF SIZE, SCOPE OR REACH.



## 2014 LUCAS OIL REGIONAL OFF ROAD SERIES

- ROUND 1 - GLEN HELEN RACEWAY, SAN BERNARDINO, CA
- ROUND 2 - LAKE ELSINORE MOTORSPORTS PARK, LAKE ELSINORE, CA
- ROUND 3 - GLEN HELEN RACEWAY, SAN BERNARDINO, CA
- ROUND 4 - LAKE ELSINORE MOTORSPORTS PARK, LAKE ELSINORE, CA
- ROUND 5 - LAS VEGAS MOTOR SPEEDWAY, LAS VEGAS, NV

## 2014 LUCAS OIL OFF ROAD RACING SERIES

- ROUND 1 - WILD HORSE MOTORSPORTS PARK, PHOENIX, AZ
- ROUND 2 - WILD HORSE MOTORSPORTS PARK, PHOENIX, AZ
- ROUND 3 - LAS VEGAS MOTOR SPEEDWAY, LAS VEGAS, NV
- ROUND 4 - LAS VEGAS MOTOR SPEEDWAY, LAS VEGAS, NV
- ROUND 5 - SAN ANGELO, TEXAS / WHEATLAND, MO
- ROUND 6 - SAN ANGELO, TEXAS / WHEATLAND, MO
- ROUND 7 - MILLER MOTORSPORTS PARK, TOOELE, UT
- ROUND 8 - MILLER MOTORSPORTS PARK, TOOELE, UT
- ROUND 9 - STURGIS BIKE WEEK, STURGIS, SD
- ROUND 10 - STURGIS BIKE WEEK, STURGIS, SD
- ROUND 11 - WILD WEST MOTORSPORTS PARK, RENO, NV
- ROUND 12 - WILD WEST MOTORSPORTS PARK, RENO, NV
- ROUND 13 - GLEN HELEN RACEWAY, SAN BERNARDINO, CA
- ROUND 14 - GLEN HELEN RACEWAY, SAN BERNARDINO, CA
- ROUND 15 - LAKE ELSINORE MOTORSPORTS PARK, LAKE ELSINORE, CA

SCHEDULES TO BE ANNOUNCED



*Deal made with Toyota to run the Toyota Tundra in Pro4 for 2014*

## EBM Sponsors Onboard for 2014

**TRD**

**TOYOTA**

**LAT**

RACING OILS







# ERIC BARRON

## CONTACT INFO -

ERIC BARRON MOTORSPORTS HAS ITS OWN FULLTIME MEDIA/MARKETING TEAM AND BOASTS A NETWORK OF CONTACTS THROUGHOUT THE INDUSTRY REACHING THE MASSES.

CONSTANT PRESS RELEASES, ARTICLES AND MORE CREATE EXTRA HYPE ABOUT OUR PROGRAM, TEAM AND DRIVERS.

**EMAIL** [info@EricBARRONMOTORSPORTS.COM](mailto:info@EricBARRONMOTORSPORTS.COM)

**WEB** [WWW.ERICBARRONMOTORSPORTS.COM](http://WWW.ERICBARRONMOTORSPORTS.COM)

**MEDIA DIRECTOR** Shirl PAPAIA

PHONE - 951-805-1017

EMAIL - [shirl@papaian.com](mailto:shirl@papaian.com)

**GRAPHIC DESIGN** PAPAIA ENTERPRISES

PHONE - 951-805-5740

EMAIL - [shirl@papaian.com](mailto:shirl@papaian.com)

[buddy@papaian.com](mailto:buddy@papaian.com)



