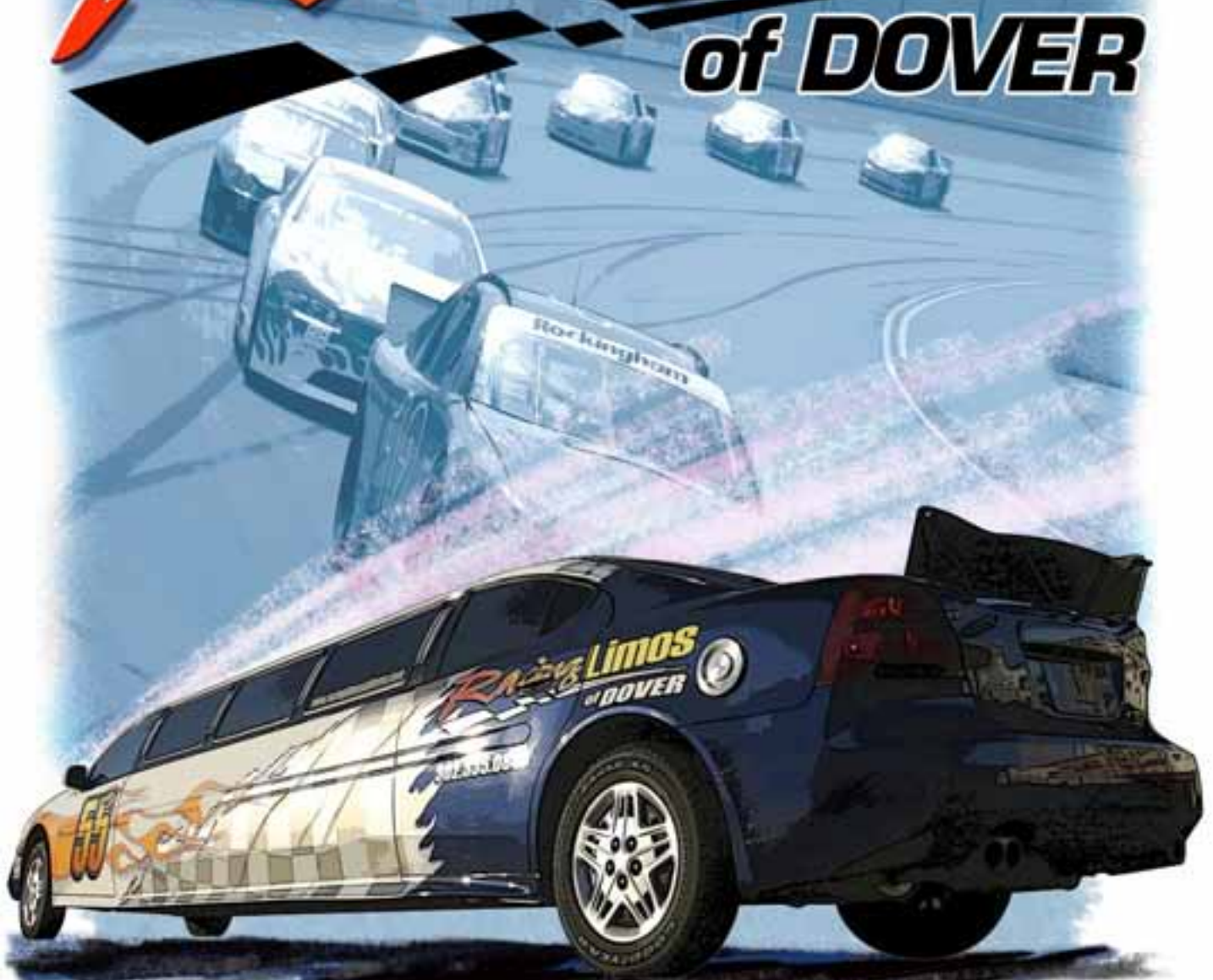


Racing **Limos**® **of DOVER**



302-335-0800
Racing Themed Limousine Service
www.RacingLimosofDover.com

Team Owners: Danny Aguilar & Bill Hickox



"Once viewed as a regional attraction, NASCAR racing is now the nation's fastest-growing spectator sport... Fans are devoted, not just to the races and cars and the drivers, but to the companies whose corporate logos adorn them."

The Washington Post

" There's something magic about creating an alliance with racing. Frankly, I don't understand it, but I believe the numbers and I certainly believe the cards and letters and the comments from both our clients and our associates. It's like we become family or we become buddies or we become associated in a different way."

Doug Eaton, president and COO, Express Personnel Services



Advertising Introduction

Let Racing Limos of Dover take your advertising message right to the front of the pack. Place your logo right in the mix, and take advantage of one of the most popular advertising vehicles in advertising history.



Why advertise with Racing Limos of Dover...

Due to the uniqueness of the Racing Limos, as with real racing vehicles there are many opportunities for advertising. Marketing Partnerships are available that include corporate partners logos on the vehicle itself with additional value added benefits. In addition, the Racing Limos showcar will be sure to draw in plenty of foot traffic and potential customers.

Racing Limos of Dover excels at High Impact and Targeted ad campaigns that will provide businesses of all sizes an innovative marketing tool at an affordable rate. By saturating a market with our sponsors' message in the form of authentic vinyl wraps on the sides, rear, doors and hood of our car, we can increase response rates to all of their advertising expenditures. Our race themed limo can advertise at grand openings, recruitment campaigns, conventions, trade shows, special deals and any brand awareness events that our client desires.

Racing Limos of Dover will also provide its clients unmatched visibility in high traffic areas such as shopping centers, airports, casinos, sporting events, concerts, community events and any imaginable outdoor location. The message of our sponsors will be viewed by thousands of people each day, and because the message is uniquely displayed and targeted to those most likely to take interest, it will provide unparalleled response rates to marketing dollars.

Racing Limos of Dover will help you increase your sales, name recognition and product awareness!

To fulfill the market needs of sponsorship advertising, our showcar is designed to look like a race stock car and built to make a lasting impression. With the look and graphics of a racecar, and the length of a limousine there will be multiple advertising areas to sell to interested sponsors.

Sponsorship schedules will be flexible with commitments ranging from 6 months to 2 years in a variety of sizes.

Racing Limos of Dover will not be just another limousine company or mobile advertising agency. We will offer our marketing experience and services to this area and we will lead our industry through excellence in service. We will become one of the most effective means of introducing businesses or services to their target market.

44 Shinnecock Rd. Dover, DE 19904 - 302.335.0800 - www.RacingLimosofDover.com

Platinum Sponsorship

**(Side Package with advertising on both sides of car)
approximate size - 20" x 60" advertising area**

- * 4 - Static Displays (Static Display consist of 2 hours of showcar at location of choice, with a 3 hour limo service certificate raffled off at event) Note: Static Displays can be exchanged for additional limo service (\$2,000.00 value)
- * 10 - Promo Mentions for each static display (total 40 live mentions on a Clear Channel Station) (\$1,000.00 value)
- * 20% discount on all transportation request by sponsor during the term of contract
- * Website presence with link on company website www.racinglimosofdover.com



Gold Sponsorship

**(Hood or Back Package)
Hood: 48" x 60" advertising area - Back: (2 areas) Spoiler and rear bumper**

- * 2 - Static Displays (Static Display consist of 2 hours of show car at location of choice, with a 3 hour limo service certificate raffled off at event) Note: Static Displays can be exchanged for additional limo service (\$1,000.00 value)
- * 10 - Promo Mentions for each static display (total 20 live mentions on a Clear Channel Station) (\$500.00 value)
- * Website presence with link on company website www.racinglimosofdover.com
- * 15% discount on all transportation request by sponsor during the term of contract
- * 250 Custom Driver Cards with sponsor logo placed on front of card and company information placed on back of card, with option for a custom coupon to be developed on card. (Additional cards may be purchased at the request of the sponsor at a rate of \$1.50 per card) (\$500.00 value)



Silver Sponsorship

**(Wheel Package with advertising on both sides of car)
6" x 16" advertising area**

- * 1 - Static Display (Static Display consist of 2 hours of show car at location of choice, with a 3 hour limo service certificate raffled off at event) Note: Static Displays can be exchanged for additional limo service (\$500.00 value)
- * 10 - Promo Mentions for static display (10 live mentions on a Clear Channel Station) (\$250.00 value)_
- * Website presence with link on company website www.racinglimosofdover.com
- * 10% discount on all transportation request by sponsor during the term of contract
- * 100 Custom Driver Cards with sponsor logo placed on front of card and company information placed on back of card, with option for a custom coupon to be developed on card. (Additional cards may be purchased at the request of the sponsor at a rate of \$1.50 per card) (\$200.00 value)



Bronze Sponsorship

**(Decal Package with advertising on both sides of car)
6" x 8" advertising area**

- * 1 - Static Display (Static Display consist of 2 hours of show car at location of choice, with a 3 hour limo service certificate raffled off at event) Note: Static Displays can be exchanged for additional limo service (\$500.00 value)
- * Website presence with link on company website www.racinglimosofdover.com
- * 10% discount on all transportation request by sponsor during the term of contract



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COMING MAY 2005




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Racing Limos

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Visit our website at
www.RacingLimosofDover.com



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