

# Satisfy YOUR Need for Speed

**The Ground Zro Way**  
(from Zero to 160+ mph in 8.3 seconds or less)





# Be Part of the Team!



The Ground Zro Race Team invites you to support Harley® racing by being a part of our team! We are currently accepting all levels of sponsorship for the 2007 season. Your marketing dollar will go a long way – fast! So satisfy YOUR need for speed... *join the Ground Zro Race Team!*

# The History

The Ground Zro Race Team has been racing since 1997. We compete with the All Harley Drag Racing Association (AHDRA) in the Pro Stock class -one of 16 different classes you can experience at one of our races. Our accomplishments include:

**2005**

**Finished 10th in the Nation!**

**2001**

**Finished 15th in the nation.  
Ran a limited schedule of four races.**

**2000**

**Finished 3rd in the nation.  
Voted best appearing team in the Pro Modified class.**

**1999**

**Finished 1st in the nation.  
Voted best appearing team in the Pro Modified class. Voted most dedicated team in the Sanction.**

**1998**

**Finished 3rd in the nation.  
Voted best appearing team in the Pro Modified class.**

**1997**

**Our first year of racing we finished 5th in the nation. Voted best appearing team in the Pro Modified class.**



The AHDRA will be celebrating its 30th season in 2007 and has grown into a national organization that hosts 250-350 competitors and between 7,500 - 10,000 spectators per event.

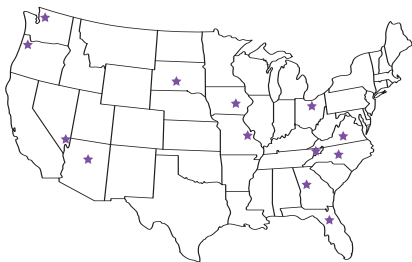
**Help the Ground Zro Race Team make history in 2007. We have the bike, we have the crew, we need your support. Become a team sponsor and satisfy YOUR need for speed!**

# The Events

The exposure of the Ground Zro Race Team is phenomenal - with a host of local events plus Nation-wide travel. The 2007 schedule is still being finalized, however, the following race locations have been on the schedule in the past and will most likely be on our schedule for the coming season.

- **Gainesville, FL**
- **Phoenix, AZ**
- **Dallas, TX**
- **Atlanta, GA**
- **Norwalk, OH**
- **Seattle, WA**
- **Earlville, IA**
- **Bristol, TN**
- **Woodburn, OR**
- **Richmond, VA**
- **Rockingham, NC**
- **Las Vegas, NV**

This extreme sport is the most unique in motorsports today, giving fans direct access to the competition. Each event ticket allows the fan to circulate through team pit areas. They are able to observe the teams working on the motorcycles. Riders and mechanics are always willing to speak with fans, pose for photographs and sign autographs.



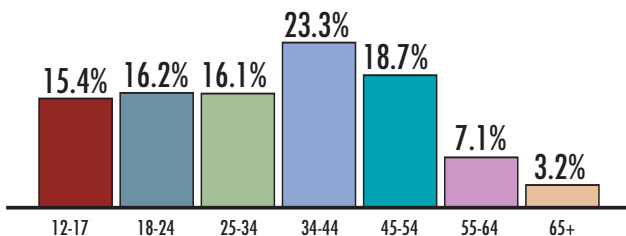
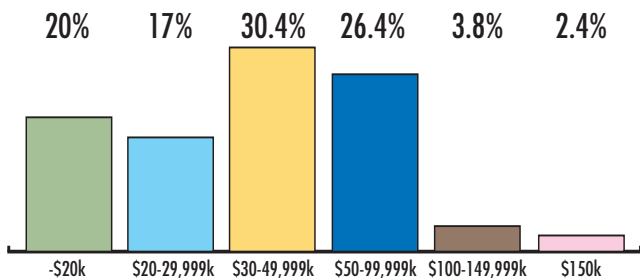
The Ground Zro Race Team competes in a national series of 13 drag races and 1 exhibition event in major markets all across the country for Harley®-based motorcycles. We are also involved in numerous local events, charities and other activities. This is the most unique organization in motor-sports, attracting a diverse fan base from all walks of life.

# The Market

The Ground Zero Race Team never stops performing for our sponsors. We showcase their products and services from coast to coast. We support our sponsors, giving them maximum exposure by displaying their logos in our advertising, on our web site, at the races and on the bike. We welcome the opportunity to have you and your brand join our team.

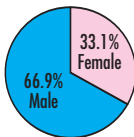
Over 25 million or 9% of Americans are avid fans of drag racing. 70% of AHDRA fans are likely to use a sponsor product seen in advertisement. Here are some other interesting facts about this exciting market:

## Avid AHDRA Fan Income



## Avid AHDRA Fan Age

## Avid AHDRA Fan Gender





# The Value



*The Ground Zero Race Team makes appearances all year long - even during the off-season.*

The Ground Zero Race Team encourages you to support Harley® Drag Racing. We offer many different levels of sponsorship opportunities including professional as well as fan participation sponsorship. Whether you are looking to improve customer relations, trying to achieve a competitive advantage to help build your brand, sell your product, or simply want to support a passionate team, your involvement will make a huge impact.

**Your company's products and/or services will impact the fans and racers in the following venues:**

- Hospitality
- Retail Promotions/Cross Promotions
- Surveying/Sampling
- Track Presence
- Media/Public Relations

**Sponsorship levels include:**

- Presenting Sponsor
- Platinum Sponsors
- Gold Sponsors
- Silver Sponsors
- VIP Fan Participation Sponsors

If you have any questions or would like us to develop a sponsorship proposal for you, please call John Marinelli or Keith Byrnes at 407-321-1670, and we will be happy to assist you.

# The Opportunities

The Ground Zro Race Team sponsorship levels include:

## Presenting Sponsor .....\$10,000

Imagine YOUR company's logo presenting the Ground Zro Race Team for an entire year! This unique opportunity is offered to only ONE sponsor per calendar year. With your sponsorship, you'll receive:

- Logo on Race Trailer - 3 sides
- Banner displayed at each event
- Name announced at each pass/race as the presenting sponsor
- 2 pit passes to any 5 races during the season
- Logo on front of T-shirt\*
- 5 complementary T-shirts/5 photos
- Logo and Web link on our web site
- Logo on color photo autographed by pilot (given out at each race to fans)



## Platinum Sponsors .....\$5,000

Imagine YOUR company's logo traveling across the country on the Ground Zro Race Team's transport! This unique opportunity is offered to TWO sponsors per calendar year. With your sponsorship, you'll receive:

- Logo on Race Trailer back
- Banner displayed at each event
- Name announced at each pass/race as a platinum sponsor
- 2 pit passes to any 3 races during the season
- Name printed on back of T-shirt\*
- 2 complementary T-shirts/2 photos
- Logo and Web link on our web site

## Gold Sponsors .....\$3,000

Limited to FOUR sponsors per calendar year, you'll receive:

- Name on Race Trailer back in bold san-serif font
- Name announced at each pass/race as a sponsor
- 2 pit passes to any 2 races during the season
- Name printed on back of T-shirt\*
- 2 complementary T-shirts/2 photos
- Logo/Name on our web site

## Silver Sponsors .....\$1,500

Limited to FOUR sponsors per calendar year, you'll receive:

- Name announced at each pass/race as a sponsor
- 2 pit passes to any 1 race during the season
- Name printed on back of T-shirt\*
- 2 complementary T-shirts/2 photos
- Logo/Name on our web site

## VIP Fan Participation Sponsors .....\$100 or More

- 1 pit pass to any 1 race during the season
- 1 complementary photo
- 20% discount on T-shirts

\*cut-off deadline for Logos/Names to be printed on T-shirts is March 1, 2007.

**407-321-1670 • [www.groundzroracing.com](http://www.groundzroracing.com)**



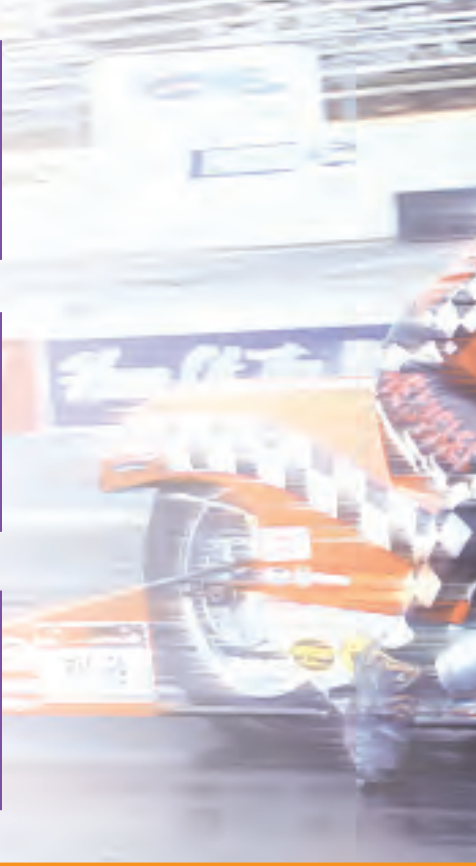


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407-321-1670 or visit  
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