



RPM Racing Team 2014 Sponsorship Proposal





INTRODUCTION:

Welcome to RPM Racing Team.

We are a KTM Factory Support Off Road motorcycle race team seeking financial sponsorship and or product support in return for promoting your company's product and or service.

Our focus is on 4 major series. ESPN X Games, Geico EnduroCross, FIM World Super Enduro and WORCS. We will also do Baja Adventure Tour Loretta Lynn's MX and Trans World MX events.

RPM Racing Team was formed in 1980 and has been a successful motorcycle, car racing and NASCAR Truck racing business.

Team Owner Mike Hurlbert started racing motorcycles in 1974. Then raced cars and NASCAR Trucks from 1980 to 1996. Hurlbert accumulated 11 Championships in various series before hanging up the helmet up to build his own motorcycle race team for the future.

OUR ACCOMPLISHMENTS:

Since the start RPM Racing Team riders have accumulated over 50 Local, Regional and National Championships in the U.S. Canada and Mexico. As well as several other countries with our Bronze, Silver and Gold Medal riders from ESPN X Games and International Six Days Enduro competition (ISDE).

Our first major championship in 2004 was won by Maria Forsberg in the World Off Road Championship Series (WORCS). Maria repeated in 05,07 and 08. Maria also won Gold medals in ISDE in 08 and 09. Next she won X Games Enduro X in 2011 as well as the Grand National Cross Country (GNCC) Championship.

After 9 solid years together Maria signed to ride for the KTM Factory Team in 2012. Maria retired at the end of 2014.

In 2010 Kacy Martinez signed with us. Kacy won the WORCS Women's Championship in 2009, 10 and 11. In 2012 she finished a close 2nd. Kacy was also AMA Woman rider of the year in 2010. She is also a XGames Bronze medalist from 2011. Kacy finished 2nd in 2013 GNCC series points.

Ivan Ramirez won the WORCS Pro 2 Championship for us in 2012. Eric Yorba repeated for RPM in 2013. Justin Jones finished 3rd at WORCS championship points as a rookie in 2013. Bobby Prochnau from Canada won the 2012 & 13 Canadian Enduro Championships. Chantelle Bykerk is the current women's championship points leader in the Geico EnduroCross series.



2014 RIDER HIGHLIGHTS:

Kacy Martinez – (2013 only). Kacy has been with the team since 2010. She is 3 time WORCS Women's champion. X Games Silver Medalist. 2010 AMA Woman Rider of the Year. AMA Western Hare Scrambles Champion and is currently 2nd in GNCC points. Kacy has signed to race for Factory KTM in 2014.

Louise Forsley – 6 time Women's National Trials Champion. Had multiple AMA EnduroCross wins in 2012, and is an X Games Silver Medalist.

Bobby Prochanu – Multi-time Canadian Enduro and Off Road Champion. Consistent top 10 competitor at EnduroCross.

Chantelle Bykerk – Current Women's EnduroCross points leader. Canadian Women's Off Road Champion.

Ty Tremaine – Rookie year. 3rd in WORCS Pro2 points. Qualified for X Games final in LA. Top 20 EnduroCross competitor.

Justin Jones – Rookie year. 3rd in WORCS Pro points. Several motocross wins in the Southern California area.

Eric Yorba – 2013 WORCS 450A Champion. 2013 WORCS Pro2 Champion. Eric has won a very impressive 7 out of 10 WORCS Pro2 events in 2013.

(Not Pictured):

Rachel Guttish – Currently 2nd in Women's EnduroCross points. ISDE 6 days Silver Medalist.

Ricky Dietrich – Former Geico EnduroCross Champion. Former WORCS Champion. Ready to be crowned Champion again.

Kevin Rookstool – Consistent top ten at everything he does. Kevin made every EnduroCross main event in 2011 riding for RPM.

Kendall Reed –Rookie Women's EnduroCross. Top 4 finisher already.



Kacy Martinez



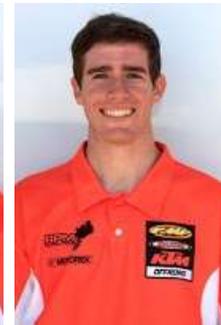
Louise Forsley



Bobby Prochanu & Chantelle Bykerk



Ty Tremaine



Justin Jones



Eric Yorba



SPONSORSHIP PROGRAM

SUPPORT LEVELS:

Primary team title sponsors. 3 max. @ \$50,000. Plus rider performance bonuses.

Secondary sponsors. 6 max. @ \$30,000. Plus rider performance bonuses.

Associate and product support sponsors. Plus rider performance bonuses.

Manufacturer – Motorcycle brand. Plus rider performance bonuses.

Typically primary sponsors get the highest visibility and exposure with team division titles.

The secondary level gives great value for the exposure.

The associate level is for a lower budget program that still gives a good bang for the buck with the opportunity to showcase your product or service on a tight budget.

Divisions – We offer 3 support divisions.

You can choose to be involved with some or all divisions to fit your budget and exposure levels.

Division 1: X Games Enduro X, Geico EnduroCross, FIM Super Enduro.

Division 2: WORCS, Trans World MX, Loretta Lynn's Motocross.

Division 3: Canadian Riders, XGames and Geico EnduroCross.

We are also working on a development rider support team plan and will announce as soon as complete.

Every level of support is needed and greatly appreciated.

2014 tentative rider line up by series.

Division 1: ESPN X GAMES, GEICO ENDUROCROSS, FIM SUPER ENDURO:

Ricky Dietrich
Kevin Rookstool
Ty Tremaine
Louise Forsley
Rachel Gutish
Kendall Reed

Division 2: WORCS (*World Off Road Championship*) Trans World MX and Loretta Lynn's MX:

Justin Jones - WORCS Pro, TWMX, Loretta's MX.
Eric Yorba - WORCS Pro, TWMX, Loretta's MX.
Ty Tremaine - WORCS Pro2, X Games

Division 3: CANADIAN RIDERS:

Bobby Prochnau X Games, Endurocross
Chantelle Bykerk X Games, Endurocross



GREAT EXPOSURE

In 2014 ESPN X Games Enduro X will be in Austin, TX. The exposure for sponsors will have tremendous potential.

Television, internet and social media will reach over 100 million households worldwide with all of our racing.

Live attendance, travel, and direct exposure could reach 10 million from coast to coast and worldwide.



2014 EVENT DESCRIPTION:



ESPN X GAMES

- Three-Day Action Sports Event in Austin, TX
- **Live ABC or ESPN Television Coverage**
- 1,039,000 Viewers for X Games Los Angeles (2012)
- 12,000 Spectators for Enduro X per event 60,000 Spectators for X Games
- ESPN Online and Social Media Coverage
- Huge Mainstream Media Reach



AMA EnduroCross

- Seven (7) Round Series
- May – November
- 85,000 Spectators and Participants.
- Live Webcast
- Television Broadcast on MavTV



FIM SuperEnduro

- 6 Round World Series in England, Finland, Poland, Brazil, Mexico and Francee.
- November – February
- 50,000 Spectators and Participants.
- Television Broadcast on Speed TV in the US, additional sports networks worldwide.
-



WORCS Racing

- 9 Round Series in Western United States – CA, AZ, NV, UT, WA
- January – October
- 20,000 Spectators and Fans

MARKETING VALUE AND EXPOSURE:

- **Direct fan based exposure.**
- **Brand loyalty from team and rider exposure.**
- **Worldwide television, internet and media exposure.**
- **Website and social media exposure.**
- **Press releases, event and media reports.**
- **Sponsor promotions and advertising.**
- **Rider postcards and autograph sessions.**
- **Event promotions and displays.**
- **Hospitality for clients, special guests and employees.**
- **Apparel and souvenirs to provide added exposure.**
- **Race transporters, rolling billboards.**

CLOSING SUMMARY, CONTACTS



Our lives have been filled with racing. From motorcycles to NASCAR and back to motorcycles. From 1974 to 2001, racing myself. From 2001 until current building this race team surrounded with great riders, personnel, sponsors, friends and fans..

For 2014 we welcome longtime friend Brady Allard of Durt Werx as business partner, VP, team manager and crew chief. Brady's military experience has also earned him the title of "Special Ops".

We currently have a great group of men and women riders all ready and capable to win future races and championships.

Our team is getting more and more exposure for our sponsors. It's a win-win for everyone.

Please consider joining us for a great future of results, exposure and ultimately increased business by all of us working together.

CONTACTS:

Michael Hurlbert
461 E. Pole Rd.
Lynden, WA 98264
P: 360-398-1316
Cell: 360-927-3841
E MikeHurlbert@msn.com
www.rpmracingteam.com



Brady Allard - VP
23310 W. Lake Kayak Dr.
Monroe, WA 98272
Cell: 206-909-4298
E Durtwerx@gmail.com
www.rpmracingteam.com