



Corporate Advertising
Proposal
with



Track History

Capital City Speedway has been around since 1961 after the closing of the very popular Lansdowne Speedway. Lansdowne ran from 1955 until 1960 where the track had been a very big success, gathering 5000 fans on the June 1st, 1955 opening night. The track had been an old horse racing track that was in the Lansdowne Park surrounding the football field where the Ottawa RoughRiders CFL team played. Many spectators and driver had come from as far as Montreal and New York State to race at the 1/3rd of a mile track. But With the Track being held in Ottawa residential section, the noise created by the cars had local families not to happy. And with all the pressure from the neighbourhood complaints about the noise, the ever so popular track had to close.

After the closure of the popular Lansdowne Speedway, Gerry Brison, who had been the race promoter, started to construct a start of the art track out in Stittsville, just west of Ottawa, known as 3/8th mile track called Capital City Speedway. Capital City Speedway now runs 5 different series including the 4 For Fun Class, Mini Stock Class, Thunder Car Class, ACT Late Model Class and the new and very upcoming Legends Class.

Capital City Speedway will be celebrating its *50th Anniversary Season* this year.



LATE MODELS



MINI STOCK



LEGENDS



THUNDER

Why Motorsports Advertising?

It is the purpose of Capital City Speedway to present a unique opportunity for your company to begin an active participation in one of the fastest growing spectator sports in the area. Motorsports provides an unequalled opportunity to reach a large percentage of the public and spectators with images that last far longer than the event they witness. Most of the spectators equate and identify with the vehicles, drivers and also with the advertising on the vehicles. Motorsports advertising is quite different than any other form of marketing. This dynamic image cannot be gained by normal television, magazines, radio or newspaper ads. It will provide you an added tool to sell more of your product, raise your corporate image, and add a perceived value through your involvement within the local community.

In today's competitive marketplace, the corporate advertiser must look far beyond traditional mediums available to gain an edge. You must always find ways and methods that will allow your products and services to stand out among the thousands and thousands of pieces of advertising clutter. That is why motorsports advertising has become an effective marketing tool. Its environment of integrity and excitement surrounds your message with each event and elevates it above the other marketing mediums.

Stock car racing is one of the largest draws of people for a summer sporting event in the Ottawa area.

Attendance

Capital City Speedway is looking at projections of 25,000 spectators for the 2011 season.

Charity Work

This year, its 50th Anniversary Year, Capital City Speedway will be involved in several charitable events held throughout the season. The 2011 season is a great opportunity to be an advertiser with us and take part in this exciting marketing opportunity, and to be associated with our organization. Capital City Speedway will be known as a great contributor to local charities and by association with us, will provide your company with a positive outlook in the community.

Loyal Fan Base

Motorsports fans have been proven by NASCAR to be the most loyal in the sports advertising market. When asked why, one respondent answered "without them I don't have races to watch. At Capital City Speedway our motto is " Support those who support us".



Business Development

The purpose of any advertising program by any company is to increase traffic to its store location, or in the new business world, attract new people to visit its website. There are many benefits to purchasing advertising with Capital City Speedway for the 2011 season. They are as follows:

- It is our intention to have one advertiser in each field of expertise. With so many other competitors in your marketplace now, it is nice to know that you will be in an almost competitor free environment. This will clearly increase your opportunity of getting new business from our fans, staff and racers.
- Official Supplier Status is an option available at an additional cost. This means that **you** will not have any competition in your field of expertise.
- In all contracts, regardless of size, we will have all of our sponsors listed on our website under the Corporate Sponsors page. Our fan base will have no problems being able to reach you. The website is designed to link to your website with just one click.
- We will ask each advertiser to use the website and its advertisers as a business referral service. The more you use this service, the better chance you will have of getting business back.
- This is an excellent opportunity to expand your business network and to open new business relationships.
- You can continue to create goodwill with your current customers by providing them with tickets for the racetrack.

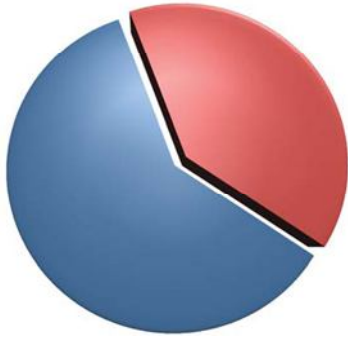
Company Outings

Looking for something different to do as a company together? Come experience what Capital City Speedway has to offer. Every night is full of thrills, spills and chills. Reserved seating can be made available to accommodate 1 to 100. Please call us to make your next outing a whole lot of fun.

We will sell you the whole seat, but you will only need the edge.

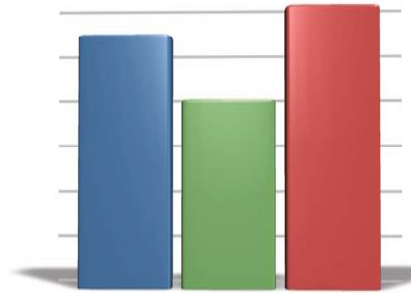


WHO WILL YOU REACH?



Gender

Men 60% Women 40%



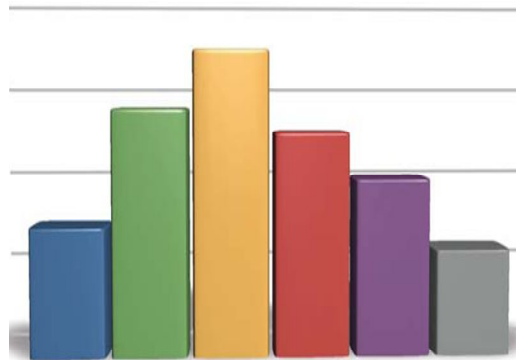
Events Attended per Season

40% 1 to 6 30% 6 + Events 30% Weekly



Income

Under \$20,000 \$20,000 - \$30,000
 \$30,000 - \$50,000 \$50,000 - \$75,000
 \$75,000 - \$100K \$100,000+



Age Groups

18-24 25-35 35-44
 45-54 55-64 65 plus

Advertising Packages

We have available a number of different options available to you ranging from Class Sponsors to Corporate Nights. Whatever your budget is we have something available for you to get involved in this exciting advertising opportunity.

Please review the enclosed options and pricing to find out what works best for you and your company. Please check on the appropriate boxes with your choice of these exciting marketing options.

Class Sponsors

Class sponsors are the forefront of advertising opportunities that exist at Capital City Speedway. You will be sponsoring the Championship Title Rights for your class of choice and therefore the class will be named after your company. ie. The Pepsi Cola Late Model Class. Along with the Title Rights you will receive the following:

- Signage at the track in a preferred location - Sign size 8' x 8'
- Company logo to be shown as a Class Sponsor on our webpage
- Home page placement of company logo on our website
- Webpage link to your web site
- Company logo to be shown on the 2011 racing schedule as a Class Sponsor
- Title Rights for one race night i.e. Pepsi Race Night
- 25 front gate passes
- Preferred pricing on additional ticket purchases
- Announcement by race announcer each and every race all year for this class

Pricing

Sold \$ 5,000.00 Late Model Championship Title Rights

Sold \$ 3,000.00 Thunder Car Championship Title Rights

Sold \$ 3,000.00 Legend Points Championship Title Rights

Sold \$ 2,500.00 Mini Stock Championship Title Rights

\$ 1,500.00 Four For Fun Championship Title Rights



Other options:

- \$ 1,000.00 Title Rights for one regular season race night
Company name will appear on the schedule for that nights race event
Company logo will appear on the webpage schedule
Company Logo to be shown on sponsors page on website
Announcement by race announcer all night long
Parade of company vehicles on track at intermission
Trophy Presentations on front straight after each feature race
10 Front gate passes
Preferred pricing on additional ticket purchases
4' X 8' Signage at the track
Pace Car can be supplied by your firm
Ability to hand out Company Marketing material

- \$ 1,000.00 Official Supplier Status
Your firm will be the only supplier allowed as an advertiser at CCS in your business field (subject to approval)

- \$1,000.00 8' x 8" Signage at the track
Company Logo to be shown on sponsors page on website
8 front gate passes
Announcement by race announcer each and every night as a track sponsor
Preferred pricing on additional ticket purchases

- \$ 500.00 4' X 8' Signage at the track
Company Logo to appear on CCS webpage under Advertisers page
4 Front Gate passes
Announcement by race announcer each and every night as an advertiser
Preferred pricing on additional ticket purchases
Listing on our Business Directory on webpage

- \$ 1,750.00 16x16 Super Sign
Company Logo to appear on CCS website
16 front gate passes
Preferred pricing on additional ticket purchases

- \$ 1,000.00 Logo placement on circulated schedules

- \$ 1,000.00 Logo placement on website home page



\$ 300.00 Corporate suite rental - Holds 6 comfortably
6 front gate Passes

\$ _____ VIP Season's Pass \$ 250.00 each
Access to pit and front gate
of passes _____

\$ 1,000.00 Unlimited track rental (subject to availability)

* Prices do not include the cost of the required signage.

* Prices are subject to HST.

Ticket Packages (with purchase of one of the above packages)

\$ 200.00 - 20 front gate passes \$ 340.00 - 20 - pit gate passes

\$ 350.00 - 40 front gate passes \$ 600.00 - 40 - pit gate passes

Company Night Out
Have all of your employees come out for a night of fun
Corporate and or Group ticket packages are available
Please call for pricing

\$ _____ Cost of Sponsorship Options

\$ _____ HST 13%

\$ _____ Total Cost



50th Anniversary Season

Contract Details

Company Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Total value of sponsorship package \$ _____ plus HST 13%

for a total of \$ _____

It is understood and agreed that by signing this form you agree to this commitment for the 2011 Racing Season.

Sponsor Signature: _____ Date: _____

*****Thank you for your support of the 2011 Capital City Speedway Season*****

Cheques may be mailed to:

Capital City Speedway
1216 Woodside Drive
Ottawa, Ontario
K2C 2G8

Contact Information

Todd Gow
Phone: 613-723-7223
Email: todd@gowproperties.ca
Fax: 613-727-4399

* All cheques are made payable to Capital City Speedway Inc

