

Sponsorship Pack

ENERGIZE YOUR CORPORATE IMAGE WITH OFF-ROAD RACING !!!

2012 SPONSORS



GENERAL TIRE



ICON VEHICLE DYNAMICS

MasterCraft
SAFETY



Wilwood
DISC BRAKES



K&N
THE WORLD'S BEST AIR FILTER

MSD
IGNITION

BORJA
PERFORMANCE INDUSTRIES
"The World's Most Winning Exhaust"

MONGO MADE GRAFIX
KINCAID RACING ENGINES

There are few sponsorship opportunities that allow you to get involved other than Off-Road Racing. MongoRacing is offering you the opportunity to participate with a team that has placed in the top three Vehicles in Class in 60% of the events in which they have participated since 2003. These successes include:

- 1993 SCORE Parker 400
- 1998 Whiplash 400
- 5 X Winner: Parker 400
- 2003 Baja Mexico 300
- 2006 BITD Win:
- 2006 Class Championship Winner
- 2011 BITD Vegas to Reno
- 2011 SNORE Mint 400

Hundreds of thousands spectators flock to these events each year giving you and your company a unique opportunity to take advantage of the beautiful scenery that both Mexico and the United States have to offer.

Each event is organized in such a way as to provide sponsors with the optimum opportunity to display their products and services.



THE DRIVER

Driver: Randy Merritt
Born: 6/10/1968
Birthplace: El Centro, California
Hometown: Parker, Arizona

Randy Merritt grew up in Parker Arizona and began building his first race truck from the frame up, which was a '79 body style, in the early 1990's. By 1993, he entered his first S.C.O.R.E. 400 race in his hometown, Parker. Not surprisingly, Randy and his team won the Parker "400" race five years straight, from 1998-2002. He doesn't just win at home, however.

In 2003, Randy took a 1st in Class after a tough competition in the Best in the Desert Baja Mex World Championship 300. Since then, he has placed in the top three Vehicles in Class in 60 percent of the events in which he has participated.

In 2004, Ford Motor Company demonstrated their confidence in Mongo Racing by awarding them a new 2004 factory Ford F-150 Stock-Full Truck Engineering Feedback Program. Utilizing the factory stock chassis and still looking as close to "showroom stock" as possible; Merritt began racing it to show that you can make a full size, stock-production truck into a race-ready vehicle and win.

In 2006 Randy Merritt and Mongo Racing won 2006 Best In The Desert Stock-Full Championship in the Ford F-150. In 2008, Randy Merritt was invited to drive the New Ford SVT Raptor R at the SCORE International Baja 1000 and Co-Stared in the Cable Documentary "Born in Baja".

In 2010, Randy Merritt and Mongo Racing built and race 2011 Ford F-150 in the SCORE International Baja 1000 to introduce the new Ford Eco Boost 3.5L V-6 direct injection twin turbo engine as it was sent from the assembly line to prove its durability for Ford Motor Company.

ALL ALONG THE WAY, MONGO RACING HAS HAD THE SAME TEAM MEMBERS SINCE RANDY FIRST STARTED ONE OF THE FEW TEAMS THAT CAN SAY THAT.



MONGO RACING ACCOMPLISHMENTS

- Wins: 10
- Top 5's: 43
- Races: 75
- Finishing in the top 5: 57%
- Finishing Rate: 76%

Contact

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CURRENT NATIONAL MARKETING CAMPAIGNS

- EBC Brakes
 - National Print Ads
- Team General Tire
 - National Print Ads
 - Corporate Website
- KC Hilites
 - Corporate Website
 - National sales Catalogs
- Icon Vehicle Dynamics
 - Corporate Website
- Best In The Desert Racing Association
 - Races Televised on NBC Sports and Produced by Lucus Oil Productions



CURRENT SPONSORS



Mongo Racing realizes the importance of supporting our sponsors through many different methods and would welcome discussions on how we can adding you to our sponsor relationships.

EVEN IF YOU PERSONALLY HAVE NO INTEREST IN RACING, YOU CAN STILL TAKE ADVANTAGE OF THE PROMOTIONAL ADVANTAGE IT CAN PROVIDE YOUR BUSINESS.

Racing events can be a great environment for the prospective client or existing customer who happens to be motorsport fans. There is no doubt that more exposure in the community will translate into a sale down the road.



MOTORSPORT SPONSORING STATISTICS

- The Best in the Desert Off-Road Race series is televised on NBC Sports and produced by Lucus Oil Productions. NBC television have committed to cover the SCORE series and the Baja 1000 for the next five years.
- 344 million people will watch off-road racing in their homes on television this year.
- Over one million people will attend off-road events in Mexico and the United States this year. The average attendance at an off-road race in Mexico is over 101,000 and in the United States it reaches over 42,000.
- The Off-Road industry drives 26.84 billion dollars in the SAE Market
- 8.5 million unique visitors will surf off-road related websites on the internet every month.



AS A SPONSOR

- Your company can reach out to millions of viewers and gain national exposure through the races themselves,
 - Articles published in a wide assortment of auto, truck and racing magazines, newspapers,
 - Television coverage of events on ESPN, NBC and other local news and sports stations.
 - Videos and posts on Facebook and YouTube
- Our main priorities are visibility and access.
 - We will keep you informed of our achievements and activities through our Sponsor Update Newsletters
 - Each location is chosen by crowd traffic and pit entrance.
 - Full wrap advertisements on the race car, 24' race trailer, including multiple chase vehicles, pre-runners,
 - uniformed race crew members.
 - Have you ever passed a trailer carrying a racecar on the road? Let me ask you, did it catch your eye? The attention received while transporting the racecar to races is tremendous.
 - The more the crowd traffic, the more exposure our sponsors get.
- Your company could increase name awareness, put your products and advertising media in front of the public and the competition!
 - Personal interaction with fans at all race events
 - Sponsor-provided print advertisements, fliers, posters, banners, team jerseys, jackets, t-shirts, hats, stickers, magnets, beverages and product, cool cups, and any sponsor related paraphernalia
 - Your company could create exciting presentations at shows, conventions, or at promotions by using Mongo Racing's Race Truck as a showcase.
- Use the opportunity as a public relations vehicle by displaying the racing team picture on the wall of the office or store.
- Your company sponsorship is more than just a rolling billboard. Sure, you will have your company's name on the car but there are many other valuable benefits.
 - You also get a driver who can help network and promote your business.
- Motorsport Racing sponsorship improves the loyalty and morale of a company's employees.
 - Think of simple things such as a polo shirt with the race team name and your company's logo on it.
 - Racing events can be a fun family outing - employees and their children would really appreciate a day at a race.
- Websites / On-Line: Coverage on a wide range of websites – team sites, products and sporting websites (as well as links from other sites)
- An added benefit is the potential tax break / advertising write-off you may be able to obtain for your business.

WHAT TYPES OF SPONSORSHIP OPPORTUNITIES ARE THERE?

Mongo Racing realizes the importance of supporting our sponsors through many different methods and are always willing to discuss various ways that we can make this relationship even more beneficial to you.

There are many different ways your company can provide sponsorship. Sometimes it just takes a little creativity. Of course there is always monetary support. You could also become a product sponsor by providing items needed for the racing season. Often sponsors will provide racers with unique types of sponsorship that have no direct correlation to racing itself, but allow funds that would normally be spent on other products or services to be used for the race team. We would be more than happy to discuss any ideas you may have.

Your company's name will be placed on the vehicle. The size and placement will coincide with the value of support given. It is also possible to obtain in-car racing video with your company's name displayed on the car's dash. I would be more than happy to provide you with these videos for you to use for promotional purposes or simply for you to watch for fun. Wherever possible access or pit passes so you or others can attend races may be available.

Contact Randy Merritt at racetalk@mongoracing.com or 928-669-2796 | Cell 928-210-9972

POSSIBLE SPONSOR RELATED MARKETING IDEAS

- Ride Alongs - clients can ride a few miles or so in a practice, test run or other ride-along opportunity - participate in one of the many extensive test sessions prior to each race.
- Displaying your products to thousands of spectators and race enthusiasts at contingency events with merchandise, product samples and autograph signings:
- Company Branding: year round marketing through logos on race vehicles, trailers, website, videos, printed schedules and all printed materials.
- Design and produce new and exciting advertising campaigns, display materials, videos, commercials and promotional items using Mongo Racing's Race Truck.
- Banners: Fans will see your banners hanging in the pits at live events and during interviews conducted in the pit areas.
- Fan Access - picture taken with their favorite driver or standing next to one of the race vehicles create a bond between the race fan, the race team and your company.
- Client or Employee Entertainment - say "Thank You" to key employees and valued customers. Promote more loyalty through access to the pit area or VIP seating at some events
- Personal Appearances & Trade Shows - having your race team and vehicle on display, available for autographs and photos.
- Store Location Personal Appearances - have race team on display at your store for a day. Watch the traffic coming in when people see these race vehicles, haulers and drivers in your parking lot.
- Have your race team be part of your next company meeting

and many more marketing opportunities

