

Sponsorship Overview



Ham Morrison Racing



NASCAR Whelen All-American Series - Overview

This is the NASCAR Whelen All-American Series

NASCAR sanctions more than 1,200 races at 100 tracks
across more than 30 U.S. states, Canada and Mexico (nearly 80% are NWAAS events).

Over 75% of all NASCAR competitive license holders
participate in the NASCAR Whelen All-American Series.

Each weekend over 10,000 competitors race
with dreams of being one of the next new rising stars of NASCAR.

Over 120,000 spectators attend races each weekend.

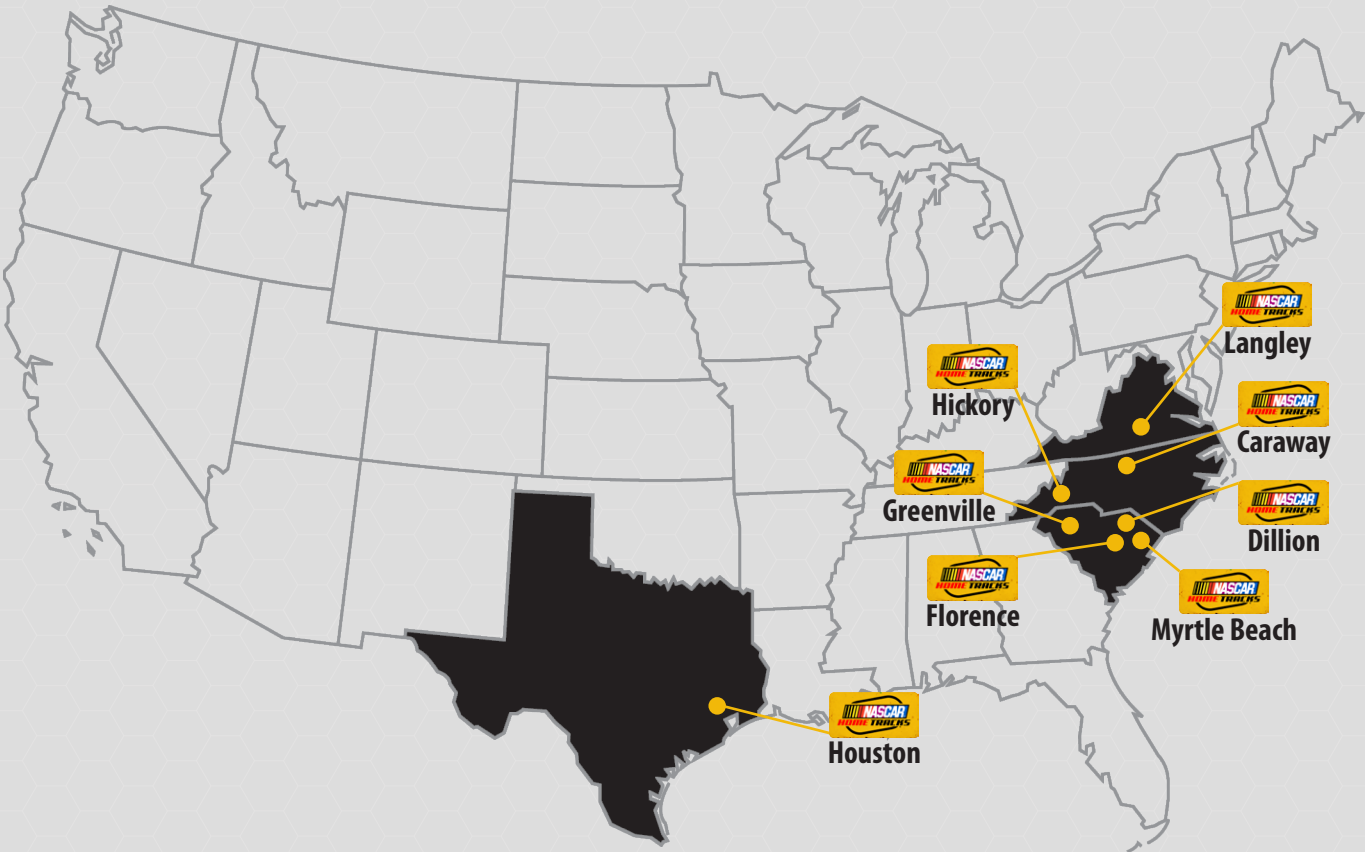
Over 2 million people will support the racers
by attending events st these premier facilities over the course of the season.

Over 20,000 crew members will prepare, fine tune, adjust,
and work on the cars and trucks which will compete in the NWAAS each weekend.



NASCAR Whelen All-American Series - Geography

Tracks We Race



NASCAR Whelen All-American Series Home Tracks we race:

<i>Late Model Super Truck</i>		
<i>Langley Speedway</i>	<i>Hampton, VA</i>	<i>Saturday's</i>
<i>Caraway Motor Speedway</i>	<i>Caraway, NC</i>	<i>Saturday's</i>
<i>Hickory Motor Speedway</i>	<i>Hickory, NC</i>	<i>Saturday's</i>
<i>Dillion Motor Speedway</i>	<i>Dillion, NC</i>	<i>Saturday's</i>
<i>Florence Motor Speedway</i>	<i>Timmonsville, SC</i>	<i>Saturday's</i>
<i>Myrtle Beach Speedway</i>	<i>Myrtle Beach, SC</i>	<i>Saturday's</i>
<i>Greenville-Pickens</i>	<i>Greenville, SC</i>	<i>Saturday's</i>
<i>Houston Motorsports Park</i>	<i>Houston, TX</i>	<i>Saturday's</i>

HamMorrisonRacing - highly effective marketing solutions

Ham Morrison Racing (HMR) is a full service sports marketing company dedicated to providing the very best business solutions for our sponsor's brands. By harnessing both the power of NASCAR and their millions of dedicated race fans, HMR is able to develop comprehensive and customized sponsorship programs for our clients.

From pre-race print to broadcast media to on-site Truck and Driver events, HMR uses every marketing channel available to make sure your program is activated and in market long before the big day. When race weekend arrives, the HMR team functions as ambassadors of your brand with signature hospitality events, race day pit passes, public relations. Once the green flag drops, the HMR team leverages the power of mobile and social media to give race fans and brands the inside scoop. And the digital dialogue continues long after the race is complete as the HMR team continues to provide loyal fans with details on our co-branded website and blog.

For HMR race day is every day. And for our sponsors, race day starts Monday as we move their brand to the next track!

Our services include:

- Help devise best marketing strategy for client
- Plan, market and implement off-track events
- Promote cross marketing opportunities
- Plan, market and implement track side hospitality
- Coordinate media coverage // press releases
- Provide photography and social media coverage

Community event?

You name it and we can be there, tactfully representing your brand and promoting your product(s).



Ham“bone” Morrison - driver #74 Chevrolet Silverardo

Ham Morrison has been racing since the day he sat in the driver's seat of his father's 1976 Plymouth Fury.



22 years later and fresh out of college, Morrison finally got behind the wheel of a real race car at the Bob Bondurant School of Racing. During the school's final race, Morrison felt years of determination and drive come to fruition; Morrison won. "The moment Mr. Bondurant came down from that flag stand to shake my hand I knew I wanted to race and had to potential to do it," says Morrison.

And he was right.

In 2004, Morrison completed his first full season and earned the 2004 Summerville Speedway's NASCAR Thunder and Lightning Division Championship, securing 3 victories and 10 top 5's that year.

Ready to continue his passion and success, Morrison started 2005 by racing in the NASCAR's Whelen Late Model Super Truck Series at Myrtle Beach Speedway. To date Morrison's #74 has had 20 starts with 6 Top 10's against a field of 24 better funded teams. No small feat and a testament to his growing potential.



Sponsorship Opportunities - Sponsorship Introduction

There are 3 levels of sponsorship.

1. Primary/Total Year Buyout

Total Truck Buyout for 10 races. Full sponsorship of the Ham Morrison Racing (HMR) Chevrolet Silverado
Cost: \$25,000 ± with full marketing activation for 4 events: on- site promotions -or- trackside hospitality

- Naming rights to the team in all references (i.e the Reywords Property Management Chevy Silverado)
- 4 events with full activation either as a on-site promotion -or- track-side hospitality
- Exclusive display signage on our race truck, hauler and driver suit
- Use of likeness of HMR brand in any marketing
- Direct link on the HMR website
- 2x10 pit wall banner showing designated color and logos at each event and race
- Cross-marketing opportunities with all of our partners
- Merchandising opportunity
- Photographs and Video of site-promotions and race events
- Social media activation before and after each event
- Pit passes for the races (TBD)

2. Co-Primary

Shared Sponsorship for 10 races of the HMR #74 Chevrolet Silverado
Cost: \$15,000 ± with full marketing activation for 2 events: on-site promotions -or- trackside hospitality

- Naming rights to the team (i.e the HuBee D's Chevy silverado)
- 2 events with full activation either as a on-site promotion -or- track-side hospitality
- Shared design signage on our race truck, hauler and driver suit
- Use of likeness of HMR brand in any marketing
- Direct link on the HMR website
- shared display space on our 2x10 pit wall banner
- Cross-marketing opportunities with all of our partners
- Merchandising opportunity
- Photographs and video of site promotions and race events
- Social media activation before and after each event
- Pit passes for the races (TBD)

3. Sponsor a Race or Two

(see race schedule to pick out your very own race to own and activate anyway you want!) Cost: \$3,000 for 1 or \$4,000 for 2

- Your company name on the HMR Chevy Silverado hood
- You **keep your logo'd hood** (signed by our team) after the race to place where you please
- Rights to promote your partnership with HMR

Sponsorship Opportunities - Sponsorship Introduction

- HMR will attend 1 site promotion -or- track-side hospitality event of sponsors choosing (if 2 race deal is struck)
- Direct link on the HMR website
- Signed 8x10 photograph of the race team at the track
- Cross-marketing opportunities with all HMR partners

Options:

- \$500 for 1.5 minute promotional video covering your company to use anyway you want

4. Associate

- Fees negotiable and typically reflective of measured revenue
- Business to business
- Referral source for your company





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