



Fairgrounds Square Mall/Reading, Pa.
February 20-26, 2011

26th Annual Racing Legends Reunion & Car Show Marketing Fact Sheet

When: Sunday, February 20-Saturday, February 26, 2011

Where: Fairgrounds Square Mall – 5th Street Highway, Reading, Pa.

What: As the largest and highest-attended off-season show of its kind, the Racing Legends Reunion & Car Show averages 115-plus race cars on display inside the mall built on the former site of the Reading Fairgrounds Speedway - one of the Northeast's most successful auto racing short tracks that ceased operations in 1979. A reunion for the fabled speedway is held on Friday of the show, while Penn National (Pa.) Speedway is remembered on the final day. Vehicles representing the past, present and future of the sport are annually part of the event. There are race track displays, collectibles vendors, industry booths, activities, driver meet & greet sessions, an off-site awards party (hundreds of guests and media members) and nightly themed on-stage interviews and presentations coordinated by a professional master of ceremonies. Mall management estimated 2010 weeklong attendance at more than 40,000. Attendees of the show include fans of all forms of racing from Berks, Montgomery, Schuylkill, Bucks, Chester, Lebanon and Lancaster counties and beyond in Pennsylvania, in addition to out-of-state visitors from Delaware, New York and New Jersey. The show features a professionally printed souvenir program book and a full line of apparel including t-shirts, long-sleeve shirts and sweatshirts produced by Bob Hilbert Sportswear.

Who: The Racing Legends Reunion & Car Show is organized by Brett Deyo, a journalist who covers auto racing for a number of publications including national trade publication Area Auto Racing News and Berks County daily Reading Eagle. Deyo, who promotes high-profile stock car races at Penn Can (Pa.) Speedway and Five Mile Point (N.Y.) Speedway during the summer and fall months, assumed control of the show in 2009 from Bob Miller, who founded it a quarter-century ago.

For Marketing Partners: The show maintains a close marketing relationship with the Reading Eagle and WEEU 830-AM radio. In 2010, the Reading Eagle ran seven full-page, color advertorials promoting the show. The ads included names of show marketing partners. Additionally, WEEU broadcast live from the show for two hours providing additional exposure for advertisers. The show boasts an active PR program

that includes posters in local places of business, press release distribution to more than 100 trade/regional media outlets, a professional website (www.bdmotorsportsmedia.com) and extensive advertising plan in Area Auto Racing News (with readership of more than 80,000). The event maintains a professional graphic artist on staff for all promotional and advertising materials.

Options for Investment:

- **Primary Partnership (\$2,500)** – Your company name and logo will be featured prominently in all event publicity – advertising, press releases, flyers, website, apparel, program book cover and all promotional materials. A banner with your company name/logo will be displayed at center court for all stage activities where it will be included in photos distributed to media outlets. A representative of your company can address the crowd each day of the show. You will receive a full-page ad in the souvenir program. Your company will be permitted to set up a display to promote your product and service in the center court/stage area where there is the highest amount of foot traffic. If applicable, your company can display a vehicle or vehicles in the show for the week. You will be permitted to have signage at the awards party in addition to receiving ten (10) complimentary passes to the Friday night, Feb. 25 event. *Note: IRCO Community Federal Credit Union has taken the primary sponsor role at our sister show in Phillipsburg, N.J. for the past three years. They have been more than pleased with their results. Want to hear it from them? Contact Greg Collins by e-mail at gcollins@ircocu.com.*
- **Secondary Partnership (\$1,750)** – Your company name and logo will be included in event publicity including the majority of ads, press releases, website, flyers, etc. You will receive a half-page ad in the souvenir program. Your company will be allotted space on the show floor for a display to promote your product and service and display signage. You will receive six (6) complimentary passes to the Friday night, Feb. 25 awards party. *Note: Pioneer Pole Buildings Inc. took on a secondary sponsorship role last year at the Racing Legends Reunion & Car Show. They were pleased with the marketing value and feedback. Want to hear it from them? Contact Bob Greene at bgreene@pioneerpolebuildings.com.*
- **BASH Awards Party Partnership (\$1,250)** – Your company will be touted in all event publicity (advertising, press releases, flyers, website, apparel, program book, etc.) as the primary sponsor of the BASH Awards Party held off-site on Friday night, Feb. 25. The awards party, attended by hundreds of racing enthusiasts, includes presentation of show-best vehicles in all categories, plus the annual Don Marks Memorial Award presented to an individual who has contributed greatly to the sport. Your company can supply signage with name and logo to be displayed at the show on Friday night and at the offsite awards party location. A representative from your company can address the awards party attendees and present all awards. Your banner may be used in all photos

with award winners for use in media outlets. You will receive ten (10) free passes to the Friday night, Feb. 25 event. *Note: Due to the attendance and popularity of last year's awards party, this is an exciting new opportunity for 2011. Don't miss out!*

- **Nightly Partnership (\$425)** – Your company will be featured on one night of the show (nights sold on first come, first-serve basis, six available: Monday-Saturday). Your company's name and logo will be included in publicity promoting *that night's* event. You will be permitted to distribute promotional materials/information on your product and services and signage can be displayed in the center court/stage area. *Note: Reading Plastic Fabricators took on a night sponsorship role last year at the Racing Legends Reunion & Car Show. They were pleased with the marketing value and feedback. Want to hear it from them? Contact Tim Long at tlong@readingplastic.com.*

Looking for a tailor-made package for your company? We're flexible!

Contact Brett Deyo: Phone - 845.728.2781 or e-mail - Deyo99H@aol.com.

On the web: www.bdmotorsportsmedia.com

