



2011



Team Racing Sponsorship Proposal



Our desire . . .

Becoming a NASCAR team sponsor is a big step for any company, regardless of size or budget. Faith Motorsports takes great pride in making sure each sponsor's expectations are greatly exceeded.

Our team becomes an extension of the marketing department of our sponsoring corporations or organizations. Our involvement can be as extensive as our sponsors desire and can include everything from television, print and radio advertisement campaigns, show car appearances, and driver and team appearances to sponsor promotions and other marketing services.

While Faith Motorsports is picky about who it accepts sponsorship from, those who do share the vision and philosophy of the team will receive a non-stop professional effort from the driver, crew and office staff. We guarantee we will work hard and represent each sponsor with dedication, devotion and integrity, regardless of the size of their sponsorship contract.



Our mission . . .

While Faith Motorsports is a lot like other race teams on the surface, our true mission each weekend is to do more than entertain NASCAR fans from around the world.

The team, driver and crew spend much of their race weekends promoting events at the track and surrounding communities, and we take our performance off the track just as important as our on-track success.

Speaking engagements, show car appearances, Bible School camps and other events are a regular part of the weekly routine for the Faith Motorsports team.

While all come from diverse Christian backgrounds, all agree on one thing—that Jesus Christ is Lord and Savior, and that the Faith Motorsports mission is to share that good news by promoting sponsorships from companies of good moral standing and providing a positive example of sportsmanship to all who are watching.



Our driver . . .

Morgan Shepherd is an avid race car driver, but unlike many of today's professional athletes his number one priority in life isn't all about racing. Its about being a Christian role model and giving back to his Lord and community.

Currently Shepherd is NASCAR's oldest regular competitor at age 69 and is the third-oldest driver to ever start a Sprint Cup race. He also holds the record as the oldest driver ever to race in the Camping World Truck Series.

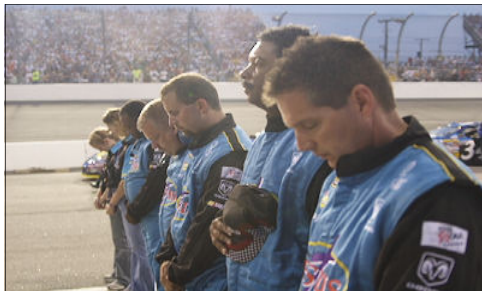
With more than 800 combined starts in NASCAR's three touring divisions, Shepherd has recorded numerous wins and poles, and has earned more than \$11 million in prize winnings.

Remarkably, he has an average finishing position within the Top 20 for his entire career, one of the highest finishing averages in the history of any form of racing.



Our team . . .

Faith Motorsports is most proud of the one asset which plays a large role in its continued success. You guessed it, our people!



Hailing from Connecticut, West Virginia, North Carolina, Virginia, Tennessee and beyond, the Faith Motorsports staff and pit crew converge on the race track each weekend to make up one of the closest-knit groups in professional racing.



From a professional window cleaner to a stone mason. From an electrician to a printer, the Faith Motorsports crew comes from all walks of life and diverse backgrounds to help promote Jesus Christ to the racing community.



Whether the outcome is successful or not, former two-time NASCAR Sprint Cup Champion Tony Stewart said it best when he described the pit crew of Morgan Shepherd's Chevrolets — "Those guys have their heads up and smiles on their faces, regardless of the situation."



Our 2010 performance . . .

Finishing the season finale at Homestead-Miami Speedway on the lead lap in the 26th position allowed Shepherd to tie his high in starts during the 2010 Nationwide season qualifying in 27 of a possible 35 races. His season average finishing position was 31.2. The Victory in Jesus Racing Team earned \$563,777 in race winnings for 2010.

Finishing the season on a high note is always important. Shepherd's last three races for which he qualified for earned him an average finish of 25th, completing 593 of 600 total laps ran, including a season high finish of 18th at Gateway International Speedway.

Shepherd and the team showed that when the funding is there so are the results. In 11 races in which the team crossed the checkered flag at the end, Shepherd completed 1,942 of a possible 1,964 laps, or 98.9 percent of the laps. Shepherd had seven Top 25 finishes in 2010 and recorded two Top 20 runs, leading one lap at Talladega Superspeedway along the way.



Nationwide Series 2011 Schedule

Feb. 19—Daytona
Feb. 26—Phoenix
March 5—Las Vegas
March 19—Bristol
March 26—California
April 8—Texas
April 16—Talladega
April 23—Nashville
April 29—Richmond
May 6—Darlington
May 14—Dover
May 22—Iowa
May 28—Charlotte
June 4—Chicago
June 18—Michigan
June 25—Road America
July 1—Daytona
July 8—Kentucky
July 16—New Hampshire
July 23—Nashville
July 30—Indianapolis
Aug. 6—Iowa
Aug. 13—Watkins Glen
Aug. 20—Montreal
Aug. 26—Bristol
Sept. 3—Atlanta
Sept. 9—Richmond
Sept. 17—Chicagoland
Oct. 1—Dover
Oct. 8—Kansas
Oct. 14—Charlotte
Nov. 5—Texas
Nov. 12—Phoenix
Nov. 19—Homestead

Our sponsorship program . . .

Faith Motorsports recognizes that becoming a successful NASCAR team sponsor means more than just having your logo splashed across the hood of a race car each weekend.

We understand that the on-track recognition a sponsor gets from its participation is just an introduction to the potential benefits a sponsorship package with Faith Motorsports can include.

Our professional marketing program can include:

Race car sponsorship

Faith Motorsports offers many primary and associate sponsorship packages in NASCAR's 35-race 2011 Nationwide Series.

Prices vary widely based on the amount of exposure a

Nationwide Series

Single Race/Primary
\$25,000 to \$50,000

Single Race/Major
Associate
\$7,500 to \$15,000

Single Race/
Associate
\$1,200 to \$5,000



Full Season Sponsorships

\$525,000 and up

potential sponsor desires and in what division it chooses to race.

Our team offers full season primary sponsorship opportunities beginning at \$525,000 for the Nationwide Series. This type of sponsorship includes all of the benefits and opportunities which follow and allow the participating sponsor to have their product or service regularly presented to more than 80 million Americans who claim to be regular NASCAR fans.

If a sponsor is not sure about committing to a full race season, Faith Motorsports also offers half season, multi-race and single-race sponsorship opportunities at various prices depending on the duration of the sponsorship. However, marketing data strongly shows that sponsors who are serious about promoting their products to the fullest are best served by establishing a long-term relationship with a single team and driver.

Many of the reasons for choosing a full-year primary



sponsorship are the extra marketing efforts which accompany that long-term relationship.

Included in primary sponsorship package could be:

Driver, Show Car and Team Appearances



Faith Motorsports would agree to schedule its driver at an agreed-upon number of appearances for the sponsor's scheduled events, fairs, festivals, corporate outings and other events. The team also would produce a show car (an exact replica of the race car) which could be used to promote the sponsor's products and services away from the track at scheduled events. In addition, team members would be made available to the sponsor for marketing purposes.



Web Advertising



The sponsor could have a custom-designed racing website which could link directly to the sponsor's own website. This could allow a direct connection for race fans to click their way right onto the sponsor's storefront.



Web Advertising

For a sample of the team's website please visit:

www.racewithfaith.com

and

www.morganshepherd.com

In addition, a separate sponsor website could be created and managed at:

www.yourcompanynameracing.com

Radio Show

The team's bi-monthly radio show could carry the sponsor's name and include radio advertisements for the sponsor, guest appearances on the show by the sponsor and special offers or contests supported by the sponsor.



Apparel Line

The team could jointly create an apparel and merchandise line with the sponsor which could include t-shirts, hats, bracelets, license plates, key chains, die cast cars and more.

Joint marketing arrangements could allow the sponsor to directly profit significantly through their team sponsorship agreement.

Faith Motorsports also would design its website to resemble and promote the sponsor's image to the thousands of fans who visit the team's sites each month (www.racewithfaith.com & www.morganshepherd.com).

Regular Radio Show

Faith Motorsports produces and broadcasts a bi-monthly radio show which is distributed around the world via FM/AM radio stations and a live internet web stream. This show, listened to by thousands live and archived on the team's websites for listening by fans later, is a tool which is used to promote the team and sponsors to a dedicated audience on a regular basis.

Apparel Line

The team, with direct involvement from the sponsor, could create and market a complete product line of apparel and race merchandise to broaden the sponsor's name and image recognition among fans. The sponsor also could receive joint marketing rights to the team, its images, logos and likenesses to create its own line of



apparel or merchandise.

Custom Uniforms



TV, Radio and Print Ad Support

As part of a primary sponsorship agreement, Faith Motorsports could make its driver, cars, team and images available to the sponsor to use in television, radio and print advertising campaigns in an effort to help raise awareness of the sponsor's products and services.

Custom Pit Crew and Driver Uniforms

The team and driver also could be fitted with custom team uniforms which would promote the sponsor's message to all fans at the track and watching via television on race day. Uniforms could carry the sponsor's logos, colors, designs and include their website address, phone numbers or other identifying marks.

Custom Car and Hauler Paint Schemes



Custom Hauler Paint Scheme

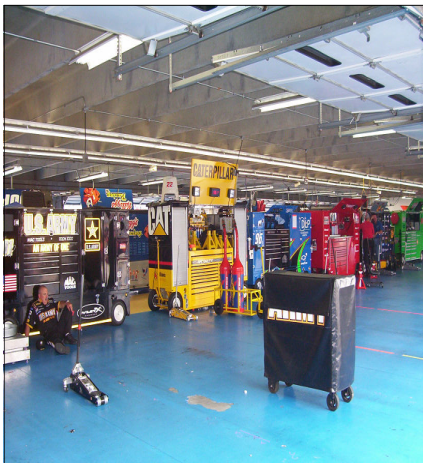
The team's tractor trailer could feature a sponsor design paint scheme and become a traveling billboard for the





Other Sponsor Benefits

Complimentary pit passes
Complimentary race tickets
Complimentary hospitality events
Photo opportunities
Company spokespersons
Involvement in decision-making
Involvement in marketing plans
Complimentary team apparel
Increased product awareness
Improved corporate image
Employee contests and drawings
Improved employee moral
and more!



sponsor's products or services as it travels the national racing circuit 10 months out of the year.

Access to Race Track and Garage Area

As a primary sponsor, your company and its guests could be granted access to the garage and pit area on race weekends allowing for your staff and corporate guests to see a NASCAR event from the inside.

If you would like to learn more about how a Faith Motorsports sponsorship package could benefit your company we hope you will contact us toll free at 1-877-736-7303 or via e-mail through our website at www.racewithfaith.com.

If associating your name with a company which exemplifies high moral standards and pristine public image is how you would like to market your product or service then Faith Motorsports may be the perfect fit!

For more information about NASCAR fan demographics visit www.greenflagmarketing.com

Additional information about Morgan Shepherd is available at www.kingdomwinners.com