



## Sponsorship information for The Pittsburgh Classic

April 22<sup>nd</sup> 2012

Hello,

Please take a look at the information we have provided and let us know if you would be interested in Sponsorship for the Pittsburgh Classic.

The Pittsburgh Classic is going into its Third year and being run by K & L Motorsports LLC. K & L (Keith Bumgarner & Kathy Jacobs) has been organizing VW Racing events since 2002 and also run the SEVWA points series for the Southeast. We are looking towards a continued future, bringing more events for racers, show cars and VW Enthusiasts alike in the Southeast & Eastcoast region.

In the last few years K & L have accomplished several special endeavors which many said could never happen. March 2006 at Silver Dollar Raceway in Reynolds, Ga, we managed to bring out two of the fastest Dragsters in the US. These two had never had a match race until that day! The VW Paradise Crew from San Diego, CA with the Paradise Express and Roger Tannanbaum of Billet Racing Engines of Bradenton, FL. The Vintage Street and Unlimited Street East classes were added in 2006 & 2007. These two classes have become very popular over the last few years. October 2007 at Farmington Dragway brought out the largest Pro Stock heads up racing field ever! The Pro Stock group has a few races every year and usually only have 8 or less, but we managed to get 14

at one event! We are always looking for that one extraordinary piece that will make our events stand out from the rest!

Our goals are to provide the VW racers quality venues to safely race, as well as providing a family friendly atmosphere for VW enthusiasts to show and swap. We are here for the VW Community and look forward to each and every race. These race events are there for the VW Enthusiasts so they can come and have a place to bring their family and have fun. We hope when new VW folks come to the K & L Motorsports events, they can see what we can provide for each other. We hope that the quality in the K & L Motorsports events will encourage the community to continue to have a long prosperous future.

We have had several feature articles in national publications such as Hot VWs, and even an article in National Dragster.

We look forward to bringing the VW Enthusiasts the 4th Annual Pittsburgh Classic, held at Pittsburgh Raceway Park in New Alexandria, PA on Sept 11<sup>th</sup> and we hope you can join us!

Here is what K & L Motorsports Sponsorship can do for your business.

- Business name & logo will be displayed on any and all promotional materials. This includes show flyers, show shirts as well as the K & L Motorsports website. Your business name will also be announced over the intercom during the event.
- Business will receive a limited number of complementary front gate passes as well as show shirts.
- Your business will receive complementary vendor space (optional)

*Please look closely at the different levels of sponsorship. Choose one that will best fit your budget and your specific needs.*

#### Platinum Sponsors

- \$1000 + cash or Product
  - Business will be headlined on the design of the event shirt, flyers and on the K & L Motorsports website. Any ads for your business will be placed on the website and sent in emails at no charge.
  - 3 Complementary Vendor spaces (10x20) to display/sell/hand out pamphlets for your business.
  - 4 complementary front gate passes
  - 2 event shirts

#### Gold Sponsors

- \$500 cash or Product
  - Business name/Logo will be on the design of the event shirt, flyers and on the K & L Motorsports website.
  - 2 Complementary Vendor spaces (10x20) to display/sell/hand out pamphlets for your business.
  - 2 complementary front gate passes
  - 1 Event shirt

#### Silver Sponsors

- \$300 cash or Product
  - Business name will be on the back of the event shirt, flyers and on the K & L Motorsports website.
  - 1 Complementary Vendor space (10x20) space to display/sell/hand out pamphlets for your business. Additional spaces available at \$100 per 10x20 space.
  - 2 complementary front gate passes
  - 1 event shirt

### Bronze Sponsors

- \$150 cash or Product
  - Your business name will be on the flyers and on the event website.
  - 1 complimentary front gate passes

We would like to have banners from your business to display at the Pittsburgh Classic event. If you are unable to attend the event, please send us any flyers for your business and we will gladly display them.

If you have any questions, please feel free to ask us. We encourage you to take advantage of this unique opportunity to help support the VW Community as well as highlighting your business in front of local Volkswagen customers.

Kathy Jacobs & Keith Bumgarner

K & L Motorsports LLC

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