



proposal for

Motorcycle Rally Team

Jonah Street – Rider

“Team YOUR COMPANY”

Rally PanAm contact:
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Sponsorship Advantages

- Popular independent rider
- Positive worldwide media exposure
- Strong, experienced team guarantees visibility and minimizes risks



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How we deliver these Advantages:

Jonah Street, Popular independent rider

- Competitive rider recognized worldwide as prime contender, featured in mass media as one of the premier stars of the sport.
- The top rally rider from the Western Hemisphere, contender for wins in every event entered.
- Expected by many to win the 2010 Dakar.
- Official KTM factory support for 2010 Dakar.
- Proven rally results:
Dakar 2009: Stage 5 winner, 2nd Overall for much of the event.
Dakar Series, Central Europe Rally 2008: 9th Overall.
Dakar 2007: 2nd Overall after 4 Stages.
Dakar 2006: 2 Stage podium finishes and 3 Stage top 5 finishes.
- Desert Racing Champion:
Baja 500 (Mexico): Three-time winner.
Baja 1000 (Mexico): Four-time second place finisher.
Best-in-the-Desert (USA) series champion.
Nevada 2000 (USA) stage winner.



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Media Exposure (Dakar 2009 numbers)

- 2.2 Billion TV viewers of the event worldwide.
- 1153 hours of TV coverage worldwide.
- 19.5 hours TV coverage dedicated specifically to Jonah Street and Rally PanAm.
- 4 million spectators watched the Dakar in person.
- Impressive newspaper, magazine, radio and other media attention on the rally. Much of this focused on Jonah Street.
- Anticipated increased attention for Jonah Street in the 2010 event. TV press has already contacted the team to schedule pre-rally filming. (April 2009)



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Rally PanAm:

Strong, experienced team guarantees visibility and minimizes risks

- A very experienced and professional rally support team.
- Excellent relationships with Dakar television and media crews.
- Team members have competed in and supported Dakar Rallies over 20 times.
- Results-oriented, in competition and for sponsors.
- Established rally training program. Trained every North American rally rider since 2003, including KTM factory team members Chris Blais, Casey McCoy and Andy Grider.
- Uniquely qualified to prepare for and win the Dakar Rally.
- Prepares and operates competitive rally racing motorcycles and assistance vehicles.



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Sponsorship:

2010 Argentina-Chile Dakar Rally

Team “YOUR COMPANY”:

- YOUR COMPANY logo dominates brand-able space so that every viewer of Jonah Street and Rally PanAm will unmistakably see YOUR COMPANY brand name.
- YOUR COMPANY logos on majority of Jonah Street riding gear (chest, helmet, shoulders, arms, legs and back), on casual gear, and on team gear.
- YOUR COMPANY logo on large flat space on side of bike and on front of bike.
- YOUR COMPANY logo on majority of assistance vehicle space and crew uniforms.
- Professional standards of team and logo presentation in front of the media and fans.
- We work with you to determine best placement of logos and team gear and vehicle colors.
- Includes Media Exposure and Advantages described in this document.
- Team participation in the 2010 Dakar Rally.
- Rights to use Jonah Street and team member images and names.
- Endorsements from Jonah Street and team members.
- Up to 3 appearances at promotional events.
- VIP hospitality package at Dakar Rally in Buenos Aires.
- High Resolution photos.
- Copy for advertising and promotions.
- High quality video.
- Re-branding of team website to “Team YOUR COMPANY/ Rally PanAm”.
- Access to team “Riff Raff” fan club.

For Cost Details, please contact:

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