

Dirty Girl Motor Racing.com

Dirty Girl Motor Racing is seeking sponsors for the 2007 Racing Season

Why Sponsorship?

Sponsorship is a means by which companies can promote their product, service, or brand while creating a far more positive, productive impression than with paid, media based advertising.

Why Motorsports Sponsorship?

Motorsports of all kinds are at the cutting edge of 'cool'. Positioning your logo in a racing environment will create a strong and lasting impression on your client group.

Why sponsor a woman motorcycle racer?

Women are attracting a lot of attention in the motorsports world these days. Danica Patrick and Catherine Legge are now well known names in the 4-wheel world, and women are competing in all types of amateur motorcycle racing too. And yet a woman in her leathers at the racetrack is still a rare enough sight to draw a little extra attention for your sponsorship dollar.



Who is Dirty Girl Motor Racing?

My name is Andrea, and 2007 will be my third season racing in the Canadian Vintage Road Racing series organized by the VRRRA. I'm an avid motorcyclist, I teach rider training, and I contribute to Cycle Canada Magazine. My race bike is a rare model, a 1983 Honda NS250F V-twin 2-stroke, and I compete in the Period 4 Lightweight class. I organize an 'all women' team to run in Vintage Endurance races; last year my team placed third in our class. I plan to race at all the VRRRA events in the 2007 season, as well as two rounds in the vintage class at 'RACE' Series events.

Current Sponsors

Join corporate sponsors Lincoln Electric, the Rider Training Institute, and Dirty Girls Clothing, and support Dirty Girl Motor Racing in 2007. For more information please visit: www.dirtygirlmotorracing.com

What does your sponsorship dollar do for you?

Your sponsorship of Dirty Girl Motor Racing will gain your company positive exposure value on the internet, at the racetrack and everywhere in between. As a professional website designer, I have a successful website attracting about 1,000 visitors per month. During the racing season I travel thousands of km's, giving sponsors exposure on my race rig along the way. My bike is on display at the track throughout the racing weekend, events drawing hundreds of spectators, as well as at trackdays through the season. TV coverage of the VRRRA series is broadcast on TSN and OLN. As a sponsor your company would receive the benefits of this exposure.

Talk Turkey - how much?

A little or a lot - one of the advantages of sponsoring grass-roots racing is that a little goes a long way.

Feature Sponsorship	Cost	Return, in addition to the website traffic and logo exposure all sponsors receive.
Pit Sponsor	\$5,000.00	Personal appearance/speaking engagement at your corporate event, additional exposure for your banner at the track in my pits.
Tent Sponsor	\$2,500.00	Logo exposure on my bike, trailer and vehicle, and additional exposure at the track in my pits.
Bike Sponsor	\$1,000.00	Logo exposure on my bike.

Contributions of any size will be gratefully accepted and acknowledged! Publicity value will be commensurate with the size of your contribution, and I'm happy to work with you to plan suitable promotional return for your sponsorship investment. Support in the form of tools, equipment, tires, parts, oil, shop-fluids, fuel, etc. will also be gratefully accepted and acknowledged.

Thank you for considering **Dirty Girl Motor Racing** for your sponsorship dollar.

Andrea Goodman
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