



2008 Windsor Karting Grand Prix Sponsorship Opportunities

For more information, please contact:

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MAYOR'S OFFICE
CITY OF WINDSOR
350 City Hall Square West
Windsor, ON N9A 6S1

Sunparlor Kart Club
Earl Lajoie, President
1141 Oak
Windsor, ON N9A 5G5

July 10, 2008

Dear Earl,

More frequently than ever, new traditions are being established between the “Two Nation Destination” regions of Windsor, Ontario, Canada, and Detroit, Michigan, USA. The Brian Stewart Racing Karting Championship Series is the latest and certainly among the most welcome and exciting additions to our cooperative spirit and initiative.

The “Detroit Belle Isle Grand Prix” and “Race to Windsor” to be held Labour Day Weekend, August 29th thru August 31st will celebrate our international border between Windsor and Detroit providing an unparalleled backdrop for spectators locally and worldwide to experience one of the most exciting motor sports competitions around today.

The cities of Windsor and Detroit add a further dimension to the IRL Indy Car Series, Le Mans Series and IRL Brian Stewart Racing Karting Championship Series. We provide a locale unique to motor sports, because people of two of the friendliest nations on earth will be able to enjoy the unique qualities and thrills of this series of races.

Sunparlor Kart Club with support of the Downtown Windsor Business Improvement Association and the City of Windsor in 2007 were successful in attracting over 80 racing participants. This year embarks on exciting territory with the partnership racing with the IRL Brian Stewart Karting Championship Series. The course structure designed along Riverside Drive and in conjunction with Festival Plaza will provide an exciting opportunity of road racing, an original course featured only in the Windsor series.

The City of Windsor is proud to be part of the IRL Brian Stewart Karting Championship Series Race schedule, 2008, and we look forward to a successful relationship which we trust will continue for many years to come.

Sincerely,

Eddie Francis
Mayor of Windsor

SPONSORSHIP PACKAGES

Start Your Engines

\$500.00

Benefits include:

- Race to Windsor Program booklet 1/8 page advertisement
- Business name association to event signage in downtown core area within street closure area
- IRL Brian Stewart Karting Racing Championship promotion to include driver appearance at restaurant or place of business in the downtown core area on Saturday, August 30, 2008 between 6-8pm
- Business name and commentary announcement during races Saturday and Sunday August 30th and 31st – Festival Plaza
- Recognition on sponsor page in Program Race Schedule
- Name association on website, poster and advertisement of event
- 2 complimentary concert tickets to attend “Blushing Brides” Rolling Stones International Tribute Show Saturday, August 30th held at the Boom Boom Room 9:00pm
- Free access to Race to Windsor weekend at Festival Plaza and meet drivers of IRL Karting Championship

The Green Flag

\$1,000.00

Benefits Include:

- * Race to Windsor Program booklet 1/4 page advertisement
- Business name association to event signage in downtown core area within street closure area
- IRL Brian Stewart Karting Racing Championship promotion to include driver appearance at restaurant or place of business in the downtown core area on Saturday, August 30, 2008 between 6-8pm
- Business name and commentary announcement during races Saturday and Sunday August 30th and 31st – Festival Plaza
- Recognition on sponsor page in Program Race Schedule
- Name association on website, poster and advertisement of event
- 4 complimentary concert tickets to attend “Blushing Brides” Rolling Stones International Tribute Show Saturday, August 30th held at the Boom Boom Room 9:00pm
- Free access to Race to Windsor weekend at Festival Plaza and meet drivers of IRL Karting Championship

Taking the Lead
Benefits Include:

\$2,500.00

- * Race to Windsor Program booklet 1/2 page advertisement
- Business logo association to event signage in downtown core area within street closure area
- IRL Brian Stewart Karting Racing Championship promotion to include driver appearance at restaurant or place of business in the downtown core area on Saturday, August 30, 2008 between 6-8pm
- Business name and commentary announcement during races Saturday and Sunday August 30th and 31st – Festival Plaza
- Recognition on sponsor page in Program Race Schedule
- Name association on website, poster and advertisement of event
- 4 complimentary concert tickets to attend “Blushing Brides” Rolling Stones International Tribute Show Saturday, August 30th held at the Boom Boom Room 9:00pm
- Free access to Race to Windsor weekend at Festival Plaza and meet drivers of IRL Karting Championship
- Signage opportunities with banner promotion (provided) on site of IRL Brian Stewart Karting Racing Championships Windsor Riverfront.
- 2 Canadian Grandstand Fan Prix Ticket Package for Sunday, August 31st Detroit Belle Isle Grand Prix Indy Races - including reserved seating in Canadian Grandstand 2 (Start/Finish line), Paddock Pass providing all-day access to the Indy Car Series “Garage”, where crews and drivers can be seen preparing their race cars, FREE parking in City of Windsor Municipal Lot 22, 25, or 26, round-trip Transit Windsor bus ticket to Belle Isle, Access to the Family Zone on Belle Isle and FREE concert on Belle Isle prior to Indy finals.

Winner's Circle
Benefits Include:

\$4,000.00

- * Race to Windsor Program booklet full page advertisement (back cover and inside cover)
- Business logo association to event signage in downtown core area within street closure area
- IRL Brian Stewart Karting Racing Championship promotion to include driver appearance at restaurant or place of business in the downtown core area on Saturday, August 30, 2008 between 6-8pm
- Business name and commentary announcement during races Saturday and Sunday August 30th and 31st – Festival Plaza
- Recognition on sponsor page in Program Race Schedule
- Name association on website, poster and advertisement of event
- 4 complimentary concert tickets to attend “Blushing Brides” Rolling Stones International Tribute Show Saturday, August 30th held at the Boom Boom Room 9:00pm
- 2 VIP complimentary concert tickets to attend “Blushing Brides” Rolling Stones International Tribute Show Saturday, August 30th held at the Boom Boom Room (VIP Private Reception with Band 8:00pm prior to concert) 9:00pm - midnight
- Free access to Race to Windsor weekend at Festival Plaza and meet drivers of IRL Karting Championship
- Name association to all radio announcement with AM 800 CKLW and the advertisement with the Windsor Star
- Signage opportunities with banner promotion (provided) on site of IRL Brian Stewart Karting Racing Championships Windsor Riverfront.
- Space allocation provided in Race area for Company product promotion
- 4 Canadian Grandstand Fan Prix Ticket Package for Sunday, August 31st Detroit Belle Isle Grand Prix Indy Races - including reserved seating in Canadian Grandstand 2 (Start/Finish line), Paddock Pass providing all-day access to the Indy Car Series “Garage”, where crews and drivers can be seen preparing their race cars, FREE parking in City of Windsor Municipal Lot 22, 25, or 26, round-trip Transit Windsor bus ticket to Belle Isle, Access to the Family Zone on Belle Isle and FREE concert on Belle Isle prior to Indy finals.