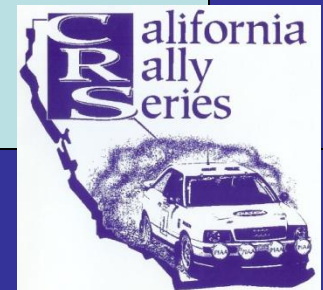


# 2016 Glen Helen RallyCross Series



By JayCom Event Management





# Series Details



- RallyCross described as 'AutoX on dirt' or 'Stage Rally Shrunk'
- All amateur drivers, ranging from first timers to multi-decade veterans
- Awards given at each Championship and EnduroRallyX event
- Points awarded at each champ event to create season series race
  - Large cash purse and champion jackets awarded to top class drivers
- Glen Helen RallyXes in 12<sup>th</sup> year!
  - Current management took over series in 2011 which has been met with great praise and growing entries.
- 2016 Tentative Calendar
  - Feb - Practice/Championship #1
  - Jun 3-4 - National Challenge (Champ #2 & #3)
  - Oct 8-9 - Practice/Championship #4
  - Nov 12-13 - Practice/Championships #5





# Market Background



- CalClub Region (greater L.A. area) of the national auto racing SCCA org
- Up to 130 drivers per weekend, equal number of spectators and countless off site followers
- Amateur car racing enthusiast and spectators
  - Not just bench racers, these participants use expendable income on their cars
- Demographic is significantly younger than the typical motorsport participants
  - Drivers range from 16 to 70, but most in late 20's early 30's.
- Draw participants and spectators very large territory;
  - California, Nevada, Arizona, New Mexico, Colorado, Texas and Utah
- Very significant Web presence





# Title Sponsor



- The title sponsor's name would be included in the title of the event. Presented at every opportunity. Highest exposure available.
- Typically 120 drivers and about 120 spectators at each event weekend (4). Website gets 50 hits/day in off season and hundreds when nearing an event.



- Benefits to the sponsor:
  - Consistent and frequent acknowledgements
  - Sponsor name tagged to all on-line and printed event postings
  - Credit given to sponsor for “Directly lowering the entry price”
  - Conflicting lower level sponsors disallowed.
  - Free simple banner supplied and put on display at the event(s) (does not apply to practice only sponsor).
- \$3000 for season, \$600 for single championship, \$300 for single practice



# Season Prize Pool Naming Rights



- The season prize pool sponsor would have naming rights on the very popular cash prize pool. Very high exposure.
- 160 drivers nearing the end of the 2015 season series. High word of mouth nearing finale. Website gets 50 hits/day in off season and hundreds when nearing an event.
- Benefits to the sponsor
  - Consistent acknowledgement all season, especially near finale
  - Sponsor name tagged on on-line postings
  - Credit given to sponsor for “Directly raising the prize pool”
  - Conflicting lower level sponsors disallowed
  - Free simple banner supplied and displayed
- \$1000 for season





# Award Ceremony Naming Rights



- The award ceremony sponsor would have naming rights on the award ceremonies.
- Typically 50 attendants at each ceremony. Pictures and discussion of ceremonies often included in regional articles.



- Benefits to the sponsor
  - Frequent acknowledgements around and during ceremonies
  - Very captive audience
  - Simple banner supplied and displayed at events

- \$500 for season, \$125 for single championship



# Results Sponsor



- The results sponsor would be directly associated with the event results "Results brought to you by...".
- 70 competing drivers and numerous interested parties self direct to results. Website gets 50 hits/day in off season and hundreds around events.
- Benefits to the sponsor
  - Frequent sponsor acknowledgements after the event
  - Sponsor name/logo tagged in all postings
  - Result postings are 'permanent' (posted for years).
  - For season long sponsor, free simple banner supplied and put on display at the events.
- \$500 for season, \$125 for single championship

Glen Helen #4, Oct 16th, 2011							
S2							
				Run 1	Run 3	Run 5	
				Run 2	Run 4	Run 6	Total
1	Brent	Hercelinsky	35	95.707	94.065	102.134	584.136
		89 Suzuki Swift -		93.146	105.973	93.111	
2	Danny	Downey	71	107.715	92.729	102.028	602.202
		91 Dodge Stealth -		94.084	110.126	95.520	
3	Louie	Minette	441	103.762	94.225	105.608	623.839
		11 Rental POS -		100.985	119.907	99.352	
4	Dave	Haws	44	108.065	97.356	102.213	627.214
		05 Subaru Golden Thunder - My wife		103.387	117.703	98.490	
5	Phil	Stewart-Jones	144	117.190	97.951	104.928	635.080
		77 Capri (maybe?) -		105.561	112.330	97.120	
6	Carol	Janes	124	116.000	103.388	108.449	653.673
		04 Scion xA -		109.637	111.361	104.838	
7	Arto	Ylikangas	902	107.965	99.244	99.000	3308.028
		BMW 325i -		103.819	99.000	99.000	
S4							
				Run 1	Run 3	Run 5	
				Run 2	Run 4	Run 6	Total
1	Thomas	Bloess	31	94.263	88.713	87.043	536.135
		08 Subaru WRX - Oil Away		91.101	89.738	85.277	
2	Pete	Landry	303	94.533	87.666	87.186	547.217
		08 Subaru STI -		90.760	99.043	88.029	
3	Tsukasa	Gushi	23	93.497	89.749	88.696	549.884
		Subaru Impreza RS -		91.049	94.607	92.286	
4	Leelyn	Pritchard	37	94.493	89.773	89.759	551.950
		2000 Subaru Impreza -		90.955	98.787	88.183	
5	George	Schilling	510	98.613	92.908	92.593	563.413
		Rental Super Duper - Thanks Ron!		91.204	96.784	91.311	
6	Austin	Evelo	16	102.625	92.858	91.426	569.994
		03 Subaru WRX -		96.207	92.849	94.029	
7	Justin	Setchell	664	97.244	91.994	94.751	583.130
		99 Subaru Impreza L -		98.796	102.782	99.563	
8	Kassie	Sasaki	123	95.686	94.903	99.294	590.740
		Subaru Impreza 2.5RS - www.GushiAutoIntl.co		93.786	113.596	93.473	
9	Ron	Tsumura	500	102.827	95.617	95.019	590.897
		02 Honda CR-V - Got Jesus?		95.302	107.647	94.425	
10	Chris	Chafin	17	100.067	93.198	94.927	593.323
		1 Subaru Impreza RS -		93.736	107.394	104.001	
11	Taku	Yamamoto	2	103.184	100.045	95.733	595.641
		02 Subaru Impreza Wrx -		97.902	104.205	94.572	
12	David	Chafin	88	111.346	98.764	95.004	602.521
		95 Subaru Impreza L -		97.341	101.008	99.058	



# Heavy Machinery Sponsor



- The heavy machinery sponsor would be directly associated with the events' heavy equipment "Water truck brought to you by..."
- Typically 120 drivers and about 120 spectators at each event weekend (4). Heavy equipment is used about 15 times per day
- Benefits to the sponsor:
  - Sponsor acknowledgement during use
  - Consistent mentioning throughout the season or particular sponsored events.
  - For season long sponsor, free simple banner supplied and put on display at the events.
- \$500 for season,  
\$100 for single championship,  
\$50 for single practice







# Class Champion Jackets Sponsor



- The Class Championship Jackets Sponsor would be directly associated with the championship jackets.
- 160 drivers through 2015 season series. Huge word of mouth nearing finale. Winners wear for years.



- Benefits to the sponsor:
  - Consistent acknowledgement all season, especially near finale
  - Sponsor name tagged on on-line postings.
  - Simple sponsor logo included on the jackets.
  - Some sponsor tagging on online postings.
- \$250 for season