

Terry
MCCARL



24
T-MAC

WHATS INSIDE...

MOTORSPORTS IS ONE OF THE FASTEST GROWING SPECTATOR SPORTS IN THE WORLD. THE EXCEPTIONAL GROWTH OF MOTORSPORTS IN NORTH AMERICA CAN BE ATTRIBUTED TO A NUMBER OF FACTORS: INCREASED TELEVISION COVERAGE, ESCALATION OF LOYAL FANS, AND MOST IMPORTANTLY THE COMPANIES THAT MARKET THE TEAMS AND ASSOCIATIONS TO KEEP THE SPORT ALIVE.

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UP CLOSE WITH T-MAC

BIRTHDAY: 11-28-64

RESIDES: ALTOONA, IA

WIFE: LORI

CHILDREN: AUSTIN AND CARSON

RACING HEROES: AJ FOYT, FRED RAHMER

FAVORITE TRACKS: HUSET'S SPEEDWAY (BRANDON, SD)
KNOXVILLE RACEWAY (IA)
EAST BAY (FL)

TOUGHEST COMPETITOR: I DO NOT TAKE ANYONE LIGHTLY

MOST LIKE TO WIN: KING'S ROYAL

BIGGEST WIN: 2003 PELLA NATIONALS

FEATURE WINS:

247 SPRINT WINS

84 AT HUSET'S SPEEDWAY RANKS 1ST ALL-TIME

47 AT KNOXVILLE RACEWAY IS 4TH ALL-TIME

TERRY HAS SPRINT CAR WINS IN 17 STATES:

CALIFORNIA, FLORIDA, ILLINOIS, INDIANA, IOWA, KANSAS, MICHIGAN, MINNESOTA, MISSOURI,
NEBRASKA, NORTH DAKOTA, OHIO, OKLAHOMA, PENNSYLVANIA, SOUTH DAKOTA, WASHINGTON AND
WISCONSIN.

TERRY HAS SPRINT CAR WINS WITH 16 DIFFERENT SANCTIONS:

WORLD OF OUTLAWS, ALL STARS, WSS, NARC, IRA, NCRA, ASCS, WISSOTA, NMRA,
ESTS, SPRINT INVADERS, NOSA, SPRINT BANDITS, NST, JSTS AND USCS



RACE STATS; OVERALL 1984 - PRESENT

- 247 CAREER FEATURE WINS TO DATE
- 3-TIME KNOXVILLE 360 NATIONALS CHAMPION
- 6-TIME CONSECUTIVE KNOXVILLE RACEWAY TRACK CHAMPION
- 6-TIME HUSET'S SPEEDWAY TRACK CHAMPION
- 4-TIME TOP TEN WORLD OF OUTLAWS POINTS CHAMPIONSHIPS
- HIGHEST FINISH OF THIRD IN PRESTIGIOUS KNOXVILLE NATIONALS
- VOTED 5TH BEST DRIVER OF THE DECADE BY SPEED CHANNEL

2009 RACING VENUES

TULSA EXPO CENTER
AVALON RACEWAY
BORDERLINE SPEEDWAY
PREMIER SPEEDWAY
OCALA SPEEDWAY
VOLUSIA SPEEDWAY PARK
EAST BAY RACEWAY PARK
LAS VEGAS MOTOR SPEEDWAY
OCEAN SPEEDWAY
SILVER DOLLAR SPEEDWAY
THUNDERBOWL SPEEDWAY
MANZANITA SPEEDWAY
LONE STAR SPEEDWAY
HOUSTON RACEWAY PARK
PADUCAH INTERNATIONAL SPEEDWAY
I-55 RACEWAY
RIVERSIDE INTERNATIONAL SPEEDWAY
TRI-STATE SPEEDWAY
HUSEY'S SPEEDWAY
KNOXVILLE RACEWAY
ELDORA SPEEDWAY
JACKSON SPEEDWAY

TULSA, OKLAHOMA
LARA, AU
MOUNT GAMBIER, AU
WARRNAMBOOL, AU
OCALA, FLORIDA
VOLUSIA, FLORIDA
TAMPA, FLORIDA
LAS VEGAS, NEVADA
WATSONVILLE, CALIFORNIA
CHICO, CALIFORNIA
TULARE, CALIFORNIA
PHOENIX, ARIZONA
KILGORE, TEXAS
BAYTOWN, TEXAS
PADUCAH, KENTUCKY
PEVELY, MISSOURI
W. MEMPHIS, ARKANSAS
HAUBSTADT, INDIANA
BRANDON, SOUTH DAKOTA
KNOXVILLE, IOWA
ROSSBURG, OHIO
JACKSON, MINNESOTA

LAWRENCEBURG SPEEDWAY
OSHKOSH SPEEDZONE
ATTICA RACEWAY PARK
MILLSTREAM SPEEDWAY
WAYNE COUNTY SPEEDWAY
HILLTOP SPEEDWAY
US36 SPEEDWAY
DODGE COUNTY FAIRGROUNDS
34 RACEWAY
CEDAR LAKE SPEEDWAY
LERNEVILLE SPEEDWAY
ELKO SPEEDWAY
BELLEVILLE HIGH BANKS
DEER CREEK SPEEDWAY
MORGAN COUNTY SPEEDWAY
TERRE HAUTE ACTION TRACK
ST. FRANCOIS COUNTY RACEWAY
CLAY COUNTY FAIR
COWTOWN SPEEDWAY
I-30 SPEEDWAY
LOWE'S MOTOR SPEEDWAY
SUPERIOR SPEEDWAY
HARTFORD MOTOR SPEEDWAY

LAWRENCEBURG, INDIANA
OSHKOSH, WISCONSIN
ATTICA, OHIO
FINDLAY, OHIO
ORRVILLE, OHIO
MILLERSBURG, OHIO
CAMERON, MISSOURI
BEAVER DAM, WISCONSIN
WEST BURLINGTON, IOWA
NEW RICHMOND, WISCONSIN
SARVER, PENNSYLVANIA
NEW MARKET, MINNESOTA
BELLEVILLE, KS
SPRING VALLEY, MINNESOTA
JACKSONVILLE, ILLINOIS
TERRE HAUTE, INDIANA
FARMINGTON, MISSOURI
SPENCER, IOWA
KENNEDALE, TEXAS
LITTLE ROCK, ARKANSAS
CONCORD, NORTH CAROLINA
SUPERIOR, WISCONSIN
HARTFORD, MICHIGAN

BENEFITS OF MOTORSPORTS MARKETING & ROI

- **RACE CAR GRAPHICS:** YOUR COMPANY NAME AND LOGO CAN BE PRESENTED ON THE RACE CAR. YOUR LOGO WILL BE SEEN BY MULTITUDES OF AFFLUENT PROSPECTS. THE OVERALL PAINT SCHEMED TOWARDS YOUR COMPANY COLORS AND OVERALL LOOK.
- **APPEARANCES:** THE CAR AND TEAM CAN BE MADE AVAILABLE FOR MARKETING EVENTS CHOSEN BY YOUR COMPANY. WE WILL WORK WITH YOU TO PROVIDE OUR DRIVER AND RACECAR FOR AN AGREED UPON NUMBER OF PERSONAL APPEARANCES.
- **TEAM TRANSPORTER GRAPHICS:** THE RACE CAR TRANSPORTER CAN BE A ROLLING BILLBOARD FOR YOUR COMPANY. DESIGN OF THE TRANSPORTER WILL DISPLAY YOUR COMPANY'S LOGO AND COLORS WITH PRIMARY LOCATION. MULTITUDES OF PEOPLE WILL BE VIEWING THE "ROLLING BILLBOARD" ON THE WAY TO AND FROM ALL RACING EVENTS. TEAM GENERALLY TRAVELS CLOSE TO 35,000 MILES PER YEAR.
- **WEBSITE:** THIS COULD ALSO INCLUDE CUSTOMIZATION OF www.TerryMcCARL.com TO HIGHLIGHT YOUR COMPANY LOGO AND LINKS TO YOUR OWN CUSTOMER WEBSITE. YOUR LOGO, REGARDLESS WHICH PACKAGE YOU INVEST IN, WILL HAVE TRACKING TO PROVIDE YOU WITH STATISTICS YOUR ADVERTISEMENT IS RECEIVING.
- **OVERSIZED HANDOUTS:** THESE INCLUDE APPROXIMATELY 2000 24"x36" POSTERS AND 10,000 8"x10" HERO CARDS WHICH CAN BE CUSTOMIZED WITH YOUR LOGO AND COMPANY INFORMATION; COLORS AND SCHEMES TO BE WOULD BE HANDED OUT AT RACING EVENTS AND PUBLIC APPEARANCES.
- **RACING ATTIRE/SPORTSWEAR:** ALL T-SHIRTS, SWEATSHIRTS AND ALL OTHER SPORTSWEAR THAT IS PRODUCED CAN BE GEARED WITH YOUR COMPANY LOGO AND COLOR SCHEMES. PRODUCT AND SERVICE INFORMATION CAN BE DISTRIBUTED WITH EACH PURCHASE. DRIVER'S SUIT AS WELL AS CREW UNIFORMS CAN ALSO BE GEARED WITH YOUR COMPANY LOGO AND COLORS. TEAM SELLS 5,000 PLUS SHIRTS PER YEAR ACROSS THE NATION. TEAM ALSO SELLS NEARLY 2000 DIE CAST CARS IN WHICH YOUR LOGO COULD BE DISPLAYED.



MARKETING PARTNERSHIP LOCATIONS PART 1

- **PRIMARY TOP WING LOCATION "A"**

- BOTH SIDES OF WING; GRANDSTAND & PIT
- PRIMARY MARKETING PARTNER LOCATION
- INCLUDES FRONT AND REAR CENTER LOCATION OF DRIVERS SUIT
- INCLUDES PRIMARY LOCATION ON RACE HAULER

- **PRIMARY HOOD LOCATION "B"**

- BOTH SIDES OF HOOD
- INCLUDES SECONDARY LOCATION OF DRIVERS SUIT
- INCLUDES SECONDARY LOCATION ON RACE HAULER

- **NOSE WING LOCATION "F"**

- CENTER FOIL OF NOSE WING; 20" x 34"



- **SECONDARY TOP WING LOCATION "C"**

- BOTH SIDES; 18" WIDE BENEATH CAR NUMBER
- INCLUDES SHOULDER LOCATION OF DRIVERS SUIT
- INCLUDES SECONDARY LOCATION ON RACE HAULER



- **TOP WING LOCATION "E"**

- 16" x 16" PLACEMENT (3 SPOTS AVAILABLE)
- INCLUDES SHOULDER LOCATION OF DRIVERS SUIT

- **PRIMARY NOSE WING LOCATION "D"**

- BOTH SIDES OF NOSE WING
- INCLUDES SECONDARY LOCATION OF DRIVERS SUIT
- INCLUDES SECONDARY LOCATION ON RACE HAULER

MARKETING PARTNERSHIP LOCATIONS PART 2



- **SECONDARY RACE HAULER LOCATION "B"**
 - ALONG BOTTOM OF HAULER; 36" x 24"
 - REFER TO "HOOSIER" LOCATION

- **PRIMARY RACE HAULER LOCATION "A"**
 - ALONG BOTTOM OF HAULER; 144" x 60"
 - REFER TO "BIG GAME" LOCATION

- **PRIMARY DRIVER SUIT LOCATION "A"**
 - FRONT OF SUIT ON DRIVER'S CHEST & BACK
 - REFER TO "BIG GAME" LOCATION
 - PRIMARY DRIVER SUIT LOCATION INCLUDES PRIMARY LOCATION ON CREW SHIRTS

- **SECONDARY DRIVER SUIT LOCATION "B"**
 - ON UPPER CHEST OF DRIVER'S SUIT
 - SECONDARY DRIVER SUIT LOCATION INCLUDES SECONDARY LOCATION ON CREW SHIRTS

- **DRIVER SUIT LOCATION "C"**
 - ALONG SHOULDERS/ARMS OF DRIVER'S SUIT
 - DRIVER SUIT LOCATION "C" INCLUDES LOCATION "C" ON CREW SHIRTS



MARKETING PARTNERSHIP LOCATIONS DEFINITIONS

\$400,000/YR.

\$7500/RACE (MINIMUM 5 RACES)

● **PRIMARY TOP WING LOCATION "A"**

- BOTH SIDES OF WING; GRANDSTAND & PIT
- PRIMARY MARKETING PARTNER LOCATION
- INCLUDES FRONT AND REAR CENTER LOCATION OF DRIVERS SUIT
- INCLUDES PRIMARY LOCATION ON RACE HAULER
- PRIMARY LOCATION ON DRIVER HANDOUTS, SPORTSWEAR, AND OTHER TEAM MERCHANDISE
- 4 CAR/DRIVER APPEARANCES FOR OPEN HOUSE/IN-STORE PROMOTIONS ON DATES WITH NO CONFLICTION OF RACE TIMES

\$75,000/YR.

\$4000/RACE

● **PRIMARY HOOD LOCATION "B"**

- BOTH SIDES OF HOOD
- INCLUDES SECONDARY LOCATION OF DRIVERS SUIT
- INCLUDES SECONDARY LOCATION ON RACE HAULER
- SECONDARY LOCATION ON DRIVER HANDOUTS, SPORTSWEAR, AND OTHER TEAM MERCHANDISE
- 2 CAR/DRIVER APPEARANCES FOR OPEN HOUSE/IN-STORE PROMOTIONS ON DATES WITH NO CONFLICTION OF RACE TIMES

\$50,000/YR.

\$2500/RACE

● **SECONDARY TOP WING LOCATION "C"**

- BOTH SIDES; 18" WIDE BENEATH CAR NUMBER
- INCLUDES SHOULDER LOCATION OF DRIVERS SUIT
- INCLUDES SECONDARY LOCATION ON RACE HAULER
- SECONDARY LOCATION ON DRIVER HANDOUTS, SPORTSWEAR, AND OTHER TEAM MERCHANDISE
- 2 CAR/DRIVER APPEARANCES FOR OPEN HOUSE/IN-STORE PROMOTIONS ON DATES WITH NO CONFLICTION OF RACE TIMES

\$37,500/YR.

\$1500/RACE

● **PRIMARY NOSE WING LOCATION "D"**

- BOTH SIDES OF NOSE WING
- INCLUDES SECONDARY LOCATION OF DRIVERS SUIT
- INCLUDES SECONDARY LOCATION ON RACE HAULER
- SECONDARY LOCATION ON DRIVER HANDOUTS, SPORTSWEAR, AND OTHER TEAM MERCHANDISE
- 1 CAR/DRIVER APPEARANCE FOR OPEN HOUSE/IN-STORE PROMOTIONS ON DATES WITH NO CONFLICTION OF RACE TIMES

\$12,500/YR.

\$500/RACE

● **TOP WING LOCATION "E"**

- 16" x 16" PLACEMENT (3 SPOTS AVAILABLE)
- INCLUDES SHOULDER LOCATION OF DRIVERS SUIT
- SECONDARY LOCATION ON DRIVER HANDOUTS, SPORTSWEAR, AND OTHER TEAM MERCHANDISE

\$12,500/YR.

\$500/RACE

● **NOSE WING LOCATION "F"**

- CENTER FOIL OF NOSE WING; 20" x 34"
- SECONDARY LOCATION ON DRIVER HANDOUTS, SPORTSWEAR, AND OTHER TEAM MERCHANDISE

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OVERVIEW & CONTACT INFORMATION

MOTORSPORTS IS A DYNAMIC, COST EFFECTIVE SOLUTION THAT GENERATES MAXIMUM RESULTS AND RETURN ON INVESTMENT. AN INTEGRATED MOTORSPORTS MARKETING PLAN, WITH SPECIFIC GOALS AND OBJECTIVES, HAS PROVEN TO BE ONE OF THE MOST EFFECTIVE WAYS TO REACH CONSUMERS. HUNDREDS OF MAJOR CORPORATIONS, INCLUDING SEVERAL FORTUNE 500 COMPANIES HAVE MADE MOTORSPORTS A PART OF THEIR MARKETING STRATEGY.

RECENT STATISTICS HAVE SHOWN THAT MOTORSPORTS FANS ARE AFFLUENT, EDUCATED, UPSCALE, BRAND LOYAL CONSUMERS. STATISTICS SHOW THAT 74% OF RACING FANS SAY THEY'RE LOYAL TO TEAM SPONSORS AS COMPARED TO 52% OF TENNIS FANS, 47% OF GOLF FANS AND 38% OF BASKETBALL FANS. IF EXPOSURE IS WHAT YOU ARE LOOKING FOR, MOTORSPORTS BY FAR IS THE #1 MARKETING BUY. IN TERMS OF EXPOSURE, YET COMPANIES SAY THAT IT IS WORTH EVERY PENNY. MOTORSPORTS IS THE FASTEST GROWING SPECTATOR SPORT IN THE UNITED STATES. OVER 69 MILLION FANS ATTEND MOTORSPORTS EVENTS, WITH AN ADDITIONAL TWO HUNDRED MILLION TV VIEWERS. ONE WILL SEE A MOTORSPORTS EVENT ON THE 'BIG THREE', AS WELL AS ESPN, ESPN 2, FOX, FX, VS, AND SPEED. MOST SPORTS MARKETING PROGRAMS HAVE A FIXED PRICE TAG, AND DO NOT OFFER MUCH FLEXIBILITY. A WELL PLANNED, INTEGRATED MOTORSPORTS MARKETING PROGRAM CAN BE DESIGNED TO FIT WITHIN ANY BUDGET. THESE PROGRAMS ARE EXTREMELY FLEXIBLE AND CAN BE DEVELOPED TO ACHIEVE SPECIFIC BUSINESS GOALS AND SALES OBJECTIVES.

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