

2003 Sponsorship Package Comparison

| | The Century | The Double | The Ultra | The Qualifier | The Echelon | The Tour |
|--|-------------|------------|-----------|---------------|-------------|----------|
| Package Cost | \$100 | \$500 | \$1,000 | \$2,500 | \$5,000 | \$10,000 |
| NKC Tribune listings (number April - July) | 3 | 3 | 3 | 3 | 4 | 4 |
| Logo used for Tribune listing | | | ☐ | ☐ | ☐ | ☐ |
| www.allenacrossamerica.com Exposure: | | | | | | |
| Listing on sponsor page | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Logo link on sponsor page | | ☐ | ☐ | ☐ | ☐ | ☐ |
| Rotating home page logo link (freq. increases on upper pkgs) | | | ☐ | ☐ | ☐ | ☐ |
| Full time banner style home page link | | | | | | ☐ |
| Video Exposure: | | | | | | |
| Name listing in end credits | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| Lower Right Logo placement (total time- Min.:Sec.) | | :30 | :60 | 1:00 | 3:00 | 6:00 |
| Comercial production length (in seconds) | | | :15 | :30 | :60 | :60 |
| Number of placements in R&R ch 40 programming | | | 3 | 5 | 5 | Daily |
| Number of placements in 2003 Documentary video | | | 1 | 2 | 2 | 4 |
| Verbal plug from Allen or crew member on video | | | | ☐ | ☐ | ☐ |
| Logo on background banner for interviews | | | | ☐ | ☐ | ☐ |
| Larger Primary placement and visibility of logos | | | | | | ☐ |
| Company Logo Van and Jersey Placements: | | | | | | |
| All media release sheets (flyers) | | | | | ☐ | ☐ |
| Support Van Logo Size (from May - November 2003) | | S | M | LG | XL | XXL |
| Number of Van Logos | | 2 | 3 | 3 | 4 | 4 |
| Jersey logo size | | | S | M | L | XL |
| Jersey Sleeve placement | | | | | | ☐ |
| Shorts Side panel Placement | | | | | ☐ | |
| Shorts Back Placement | | | | | | ☐ |
| Jersey primary visibility and placement | | | | | | ☐ |
| Van primary visibility and placement | | | | | | ☐ |
| Bonus Items: | | | | | | |
| RAAM 2003 Documentary Video (DVD contains bonus material) | | VHS | VHS | DVD | DVD | DVD |
| RAAM 2003 Shirt (t-shirt or Denim or equiv.) | | | T | T | D | D |
| Inspirational Speaking Availability (Expenses not Incl.) | | | ☐ | ☐ | ☐ | ☐ |
| Commemorative RAAM 2003 plaque (Incl. Company Name) | | | | ☐ | ☐ | ☐ |
| Rudy Project Sunglasses | | | | | | ☐ |
| \$ 500 in gift certificates and discout coupons | | | | | | ☐ |
| Race Jersey | | | | | | ☐ |
| 30 hours of Studio production time (materials not incl) | | | | | | ☐ |

*** All specified advertising inclusions are minimum - we will do our best to do more than promised whenever possible.