

**Stormin Norman “Norm” Mayhew  
Driving Regionally for  
Big Sisters / Big Brothers**

**Sponsor Proposal**

**April 2006**



## Racing

Stormin Norman “Norm” Mayhew enters the  
2006-racing season  
with what one might call a  
MAJOR overhaul to his team, car, engine and  
sponsorship opportunity –  
the best chance ever  
at the season’s title team for  
the 2006 Late Model – LUCAS Oil Championship.



*Stormin'*  
Performance Motorsports



## Big Sisters/Big Brothers

A National not-for-profit organization of volunteers whose mission is to partner “life” mentors with young protégés. Results from mentor intervention sees a significant decline in school dropout rates, increase in enrollment to post-secondary education and quite often – friends for life!

While over 17,000 kids benefit from the advantages of Big Sisters/Big Brothers over **7,000 wait in the wings** hoping a mentor partner is close at hand.



## Where you fit in.

Big Brothers and Big Sisters help so many in our local area, giving Little Sisters and Little Brothers (Littles) the opportunity to have mentorship that otherwise would not exist. This is true at least for those who have been successfully partnered. But dozens remain on the the waiting list.

Financial resources and the day-to-day tasks do not allow for progressive promotions, recruitment or special events.

WITH YOUR SUPPORT, you can assist the Stormin Performance promotion machine deliver the message the being a Big Brother or Big Sister (Bigs) is not only a nice thing to do – but is a lot of fun for Bigs and Littles alike.

We need your financial support to drive this machine while we work to raise your profile.



## How you can help

Signature Sponsor  
\$7,500+

Platinum  
\$5,000+

Gold  
\$2,500+

Silver  
\$1,000+

Bronze  
\$500+

Friend of Bigs & Littles  
\$ Any Amount



## **What you need to know.**

Monies raised to match the operating budget for SPM's 2006 will go directly to the operation of the team, expenses and special events held for sponsors, Bigs and Littles and to promote Big and Littles.

Monies raised in excess of the SPM 2006 budget will be shared between Big Brothers and Big Sisters Peterborough and Northumberland.

Regardless - all monies while allowing Norm Mayhew and SPM to race for 2006 will be used to promote the Big Brother's and Big Sister's organization

# **AT NO DIRECT COST TO LOCAL AGENCIES**



## Opportunity – Signature Sponsor \$ 7,500+

**SOLD**

Signature sponsors will enjoy many exclusive promotion opportunities:

- Branding Opportunities - predominant exposure on the SPM Late Model Car and driver's uniform
  - Pit area banner
  - Transporter branding opportunity
  - Trackside promotions - where available
  - Exciting Sponsor Events - including ride days
  - Mall kick-off participation
  - Public Relations exposure
  - Over 16 annual events
  - Special Premiums
- 
- Knowing that your support will directly and indirectly affect the ability for the BB/BS Organization to reach out.



## Opportunity – Platinum Sponsor

\$ 5,000+

Platinum sponsors will enjoy many exclusive promotion opportunities:

- Branding Opportunities - exposure on the SPM Late Model Car
  - Pit area banner
  - Special Helping Hand Promotion - dedicated sponsor
  - Trackside promotions - where available
  - Exciting Sponsor Events - including ride days
  - Mall kick-off participation
  - Public Relations exposure
  - Over 16 annual events
  - Designated seating
- Knowing that your support will directly and indirectly affect the ability for the BB/BS Organization to reach out.



## Opportunity – Gold Sponsor

\$ 2,500+

Gold sponsors will enjoy many promotion opportunities:

- Branding Opportunities - exposure on the SPM Late Model Car
  - Pit area presence
  - Exciting Sponsor/Customer Events - including ride days
  - Mall kick-off participation
  - Public Relations exposure
  - Over 16 annual events
  - Designated seating
- Knowing that your support will directly and indirectly affect the ability for the BB/BS Organization to reach out.

## Opportunity – Silver Sponsor

\$ 1,000+

Silver sponsors will enjoy many promotion opportunities:

- Branding Opportunities - limited exposure on the SPM Late Model Car
  - Pit area entry
  - Exciting Sponsor/Customer Events - including ride days
  - Mall kick-off participation
  - Public Relations exposure
  - Over 16 annual events
  - Designated seating
- 
- Knowing that your support will directly and indirectly affect the ability for the BB/BS Organization to reach out.

## Opportunity – Bronze Sponsor \$ 500+

Bronze sponsors will enjoy many promotion opportunities:

- Branding Opportunities - limited exposure on the SPM Late Model Car
  - Exciting Sponsor/Customer Events - including ride days
  - Mall kick-off participation
  - Public Relations exposure
  - Over 16 annual events
  - Designated seating
- 
- Knowing that your support will directly and indirectly affect the ability for the BB/BS Organization to reach out.

## Opportunity – Friends

\$ Any amount

Contributions from Friends are for those people that aren't using the opportunity to promote themselves but understand the importance of the BS/BB organization and wish to contribute. Friends will enjoy:

- Knowing that their support will directly and indirectly affect the ability for the BB/BS Organization to reach out.
- Be invited to BBQ's, sponsor events
- Attend races and be welcome to sit in team designated areas
- Any additional funds in excess of the SPM budget will be donated directly to the BS/BB organization in Peterborough and Northumberland Counties.

## Specific Benefits – Big Sisters/Big Brothers

- March through October Promotion
- Big Sisters/Big Brothers brand carried predominantly on car
- Weekly team event races in Peterborough reaching Peterborough, Durham and Northumberland Counties
- Regional Races, covering Sanair Motor Speedway, Quebec and Delaware Speedway, London, Ontario
- Stormin' Norman and lead sponsor will have created a fervent and loyal fan base – which will readily adopt BS/BB
- All secondary sponsors are willing to decrease their sponsor recognition to give BS/BB the Limelight
- SPM enjoys great press relations with regional media and will exploit same on behalf of BS/BB and their valued sponsors

## Specific Benefits – Big Sisters/Big Brothers Continued

- Norm and the SPM team in cooperation with local BS/BB offices can work to create “match” activities around weekly racing events
  - a) Tailgate parties – cokes and dogs with Norm pre/post race
  - b) Bigs and Littles signature program – signing of a car panel to be presented at end of season
  - c) Pit visits and ride program
  - d) Sponsor days – special event including BS/BB, Bigs and Littles, and all secondary sponsors.
  - e) Photo opportunities

## Stormin' Norman *Career highlights...*

-2005 – 3<sup>rd</sup> overall (Kawartha Speedway),

- 1 Heat race **win**,
- 1 Semi Final **win**,
- 3 second place Feature race finishes

-2004 – 3<sup>rd</sup> overall in championship points (Kawartha Speedway),

- **Limited Late Model class Rookie of the Year**,
- 2 Feature race **wins**,
- 5 Heat race **wins**

-2003 – 8<sup>th</sup> overall in championship points (Mosport Speedway),

- 5 second place Feature race finishes,
- 5 Heat race **wins**,
- 2<sup>nd</sup> place in Jean Berger Memorial Race



## Stormin' Norman *Career highlights continued...*

-2002 – 4<sup>th</sup> overall in championship points (Kawartha Speedway),

- 9 Feature race **wins**,
- 19 Heat **race wins**,
- including a string of 21 consecutive races,
- hard luck award for having a crash or season,
- **Most feature wins**

-2001 – 3<sup>rd</sup> overall in championship points (Kawartha Speedway),

- 5 Feature race wins,
- **winner**s of Kawartha Speedway Pit Crew Challenge,
- 10 Heat race **wins**,
- **Mid Season Championship Winner**,
- **Most feature wins**

-2000 2<sup>nd</sup> overall in championship points (Peterborough Speedway)

5 Feature race **wins**, 27 Heat race **wins**, **Most Improved Driver**, Best Appearing Car,  
**Mid Season Championship Winner**, Most feature **wins**



# Schedule

DATE	RACE	SPECIAL	
2-Jun	LM, LLM, TC, MS	OSCAAR Outlaw Super Late Models	
9-Jun	LM, LLM, TC, MS	Closed	
16-Jun	LM, LLM, TC, MS	Late Model Spring Shoot Out - 50 Lap Thunder Car Feature	
23-Jun	LM, LLM, TC, MS		
30-Jun	LM, LLM, TC, MS	Thunder Car Invitational- 50 Lap Thunder Car Feature	
7-Jul	LM, LLM, TC, MS	Mini Stock Extravaganza - 50 Lap Mini Stock Feature	
8, 9-Jul	LM	Late Model Invitational - SENAIR, Quebec	
14-Jul	LM, LLM, TC, MS	Late Model Summer Shoot Out 100 Lap Late Model Feature	
21-Jul	LM, LLM, TC, MS		
28-Jul	LM, LLM, TC, MS	Limited Late Model Invitational 100 Lap Limited Late Model Feature	
11-Aug	LM, LLM, TC, MS	OSCAAR Outlaw Super Late Models	
26,27-Aug	LM, LLM, TC, MS	3rd Annual Horses & Horsepower Invitational "Summer Sizzler" 200 Lap Late Model Showdown Plus 50 Lap Thunder Car Invitational	
1-Sep	LM, LLM, TC, MS	Limited Late Model Invitational 100 Lap LLM Feature	
2, 3-Sep	LM, LLM, TC, MS	Late Model Invitational, Delaware (LONDON), Ontario	
16-Sep	CASCAR	CASCAR Championship Finale CASCAR Sportsman Series 100 Lap Feature CASCAR Super Series Qualifying Ontario Legends Series	
17-Sep	CASCAR	CASCAR Super Series Lap Feature Event	250
29-Sep	LM, LLM, TC, MS	Season End Championship	
<p><b>LEGEND</b>  <b>LM: Late Model</b> Stormin Performance  <b>LLM: Limited Late Model</b>  <b>TC: Thunder Car</b>  <b>MS: Mini Stock</b>  <b>CASCAR</b> Stormin Performance Option</p>			



**DODGE**  
INTRPID



**Big Brothers Big Sisters  
of Canada**

Stormin' Performance Motorsports  
2006 Concept Design



# New Release

Northumberland Mall

April 2006



**For further information please contact:**

**Jerry Birney**

C/O The Amara Company

**905-372-4371 ext: 222**

**email: [admin@amaracompany.com](mailto:admin@amaracompany.com)**

**Stormin' Performance Motorsports**

**90 Buchanan St.**

**Cobourg, ON K9A 4L1**

**THANK YOU**

