

Corporate Partnerships

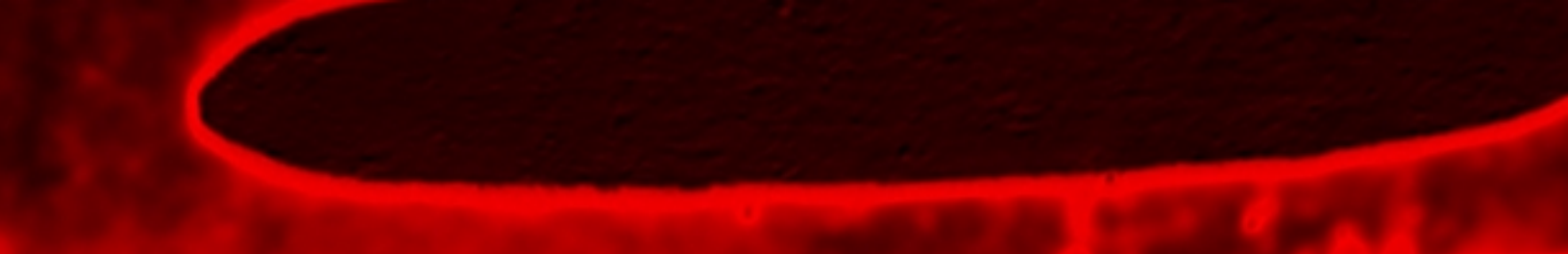


Deep down, there's a race car driver in all of us . . .

Everyone has a little bit of a race car driver inside of them. The executive. The college student. Even the soccer mom. The sports car is enjoying a renaissance worldwide, and our passion for motorsports is bigger than ever. Auto racing is the fastest growing sport in North America, and has fans and participants from all walks of life. From the boardroom to the kids bedroom, auto racing is fast becoming an important part of our culture.

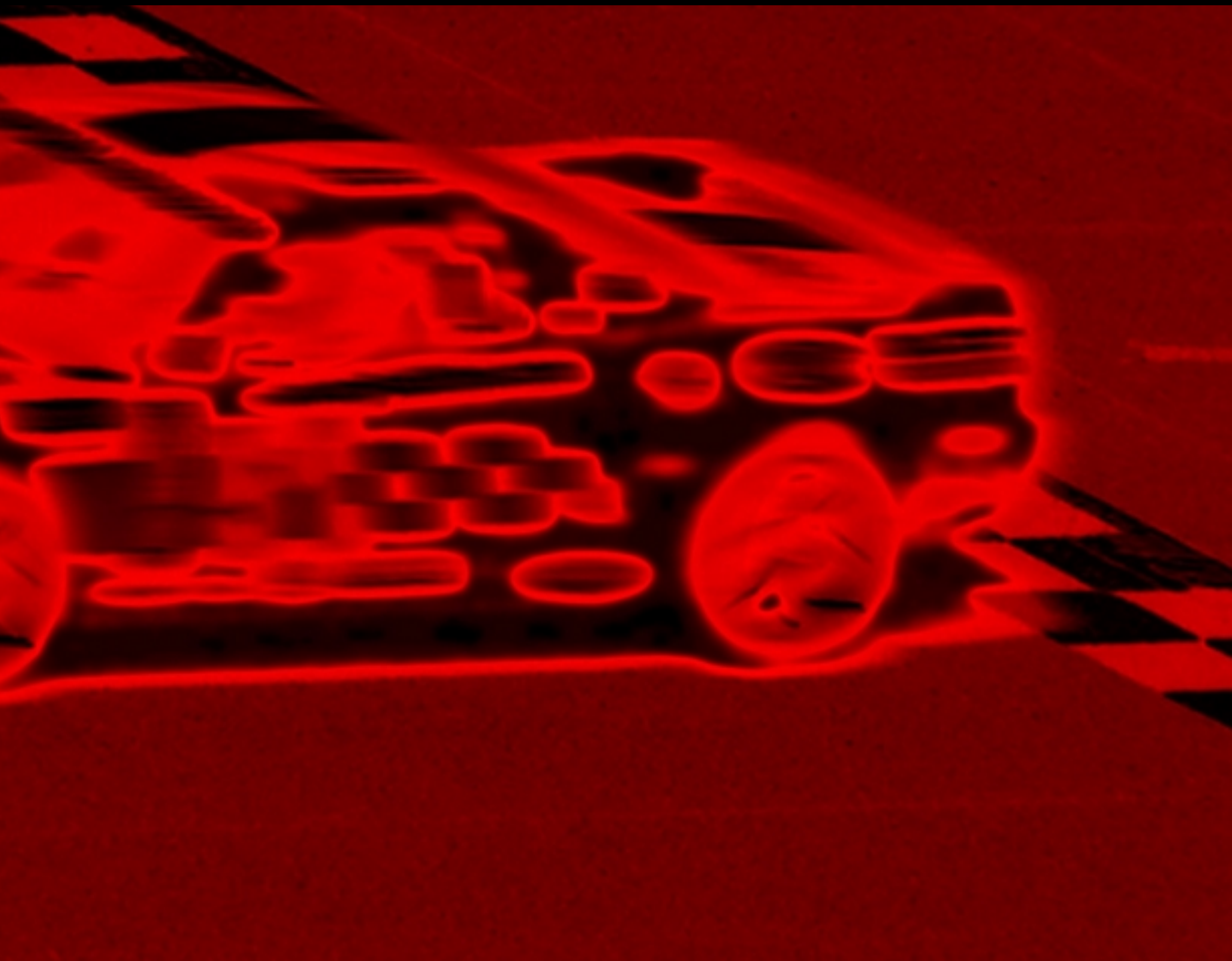
Partnering with an established professional team is smart business. Racing fans and enthusiasts represent a highly desirable demographic, and have proved to be extremely loyal to companies who show support for their favorite sport. Corporate advertising is what makes professional motorsports possible, and the fans are just as aware of this as the teams they root for.





Building a marketing campaign involving the partnership of a professional auto racing team provides an exceptional return on investment for those advertisers and marketers who desire unique and progressive ways to reach their target audience. Partnering companies as well as their customers, prospects and valued employees can all benefit from the perks available to those who participate in the drive for the checkered flag.

Partnering with a professional motorsports team is also your entry ticket into the exciting world of auto racing from a participant's perspective. Team sponsors and guests are treated like VIPs at the races, and a full hospitality program can be developed to showcase your investment in the team to your customers, prospects and employees.



DAL Motorsports:
a professional racing
team built from the
ground up





DAL Motorsports, LLC was established in 2002 by a team of experienced businessmen who share a love of motorsports, endurance sports car racing in particular. They developed a business plan to be a premier team operating Honda's premier sports car, the (Acura) NSX, while providing measurable value to corporate partners through a unique and exciting advertising medium: professional auto racing.

A budget was set and a timeline established. In early 2003, construction began on the team's first vehicle. A single goal was set: to complete a partial season in 2003 in preparation for a full 2004 points race. The team did just that, with the added pleasure of a top-ten finish in their first race.

Following the Daytona Finale in late 2003, the team announced an expansion: a second car, an additional team driver, and several advances in custom parts engineering. In early 2004, the team brought a seasoned professional driver on board to accelerate their climb in the season points race.

Professional drivers
who know the series,
teach racing, and have
a winning history





Pete Halsmer



Pete Halsmer brings extensive professional experience to DAL Motorsports. Pete's career began over 30 years ago, and has seen him behind the wheel in CART, Indy, IROC, GT and Prototype cars for teams including Ford/Roush, Mazda Motorsports and BMW-PTG. Pete most recently finished 2nd in the championship points in the 2003 Grand-Am Cup season behind the wheel of an Acura. Pete resides with his wife in Bloomfield, MI.

Vaughn Duarte



started his racing effort through "grass roots" years of driving education(DEs) events at different tracks in the area. After a couple of years he became a high performance driving instructor, and presently instructs with many organizations. His amateur racing experience includes both Sports Car Club of America and Porsche Club of America organizations. Vaughn has raced professionally in Grand-Am Cup since 2003 Vaughn resides with his wife and son in Coppell, TX.

Rob Morrison



comes to DAL Motorsports from SCCA Pro and FIA level racing, and is a high performance driving instructor for Chin Motorsports. Rob is a former World Champion in personal watercraft racing and looks to continue his winning ways in the world of sports cars. An Engineer by trade, Rob has over a dozen U.S. awarded patents. Rob currently resides with his wife in Hoschton, GA.

The Platform: Honda's finest engineering, and a recognized performance icon.

Currently DAL Motorsports races the Honda / Acura NSX, one of the greatest exotic sportscars ever produced and still a standard-bearer in sports-car feel and performance. The NSX has had a racing heritage even before birth: it was inspired by the Honda Marlboro McLaren Formula One race car.

The NSX has also enjoyed a long history in motorsport since introduction. It is consistently a champion of the Japan GT Championship series, has won the Le Mans 24-hour race, has won the SCCA Speed World Challenge series, and has broken lap records at the famed Nurburgring in Germany. Many world-class race drivers and automotive elite from Rick Mears and Bobby Rahal to Ayrton Senna and Jimmy Vassar have chosen the NSX as an every-day sport car.

While DAL Motorsports' preference is the NSX and Honda products, as a business we continually assess our ability to be competitive with-in the series rules. Corporate partners, factory backed support and competitive strength are huge factors which decide the team's campaign platform. As such DAL Motorsports reserves the right to change vehicles to meet it own and its partner's goals.





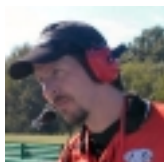
The Cup Series: a stable platform for sponsors, teams and enthusiasts

Grand American Road Racing is the premier sanctioning body for road racing in North America. With support from the most noted names in motorsports, including Jim France, Roger Penske and Skip Barber, Grand American's experienced and respected directors have a clear vision for the growth of the sport. Grand American Road Racing has created partnerships with historic road courses and major-market speedways throughout North America and sanctions one of the world's greatest endurance races, the ROLEX 24 AT DAYTONA.

The Grand-Am Cup Series is the premier proving ground for many of today's automotive manufacturers. The series competes at race tracks in the United States and Canada, featuring some of the best drivers from around the world. The majority of Grand-Am Cup events coincide with Grand American Rolex Sports Car Series schedule, providing a full weekend of exciting racing action for spectators.

This series complements the Rolex Sports Car Series by using race cars that are production cars. Similar to the Rolex Series GT cars in appearance, Grand-Am Cup cars are straight off the showroom floor with only minimal racing modifications to enhance safety and performance.

The Crew: assembling all the pieces of a winning motorsports team



Eric Robbins, Data Lead

Eric serves as the team's data acquisition lead, and is also an instructor at the Panoz Racing School at Texas Motor Speedway. Eric has a background in the software industry and lives in Flower Mound, Texas.



Chris Croninger, Crew Chief

Chris is a fellow NSX owner and high performance driving instructor from San Antonio, Texas who leads the crew members.

Kevin Adams, Lead Mechanic

As an ASE Master and NSX Certified technician, Kevin uses his 20+ years of experience with Honda/Acura in servicing the team's cars. Kevin works for Goodson Acura as a lead mechanic and resides in Lewisville, Texas.



Jim Kuzela, Tire Team Lead

Jim owns and drives an NSX, is an ASE Certified mechanic, supervises the tire team and determines tire strategy. Jim resides in Irving, Texas.



General Crew

Brett Duarte - Dallas, TX

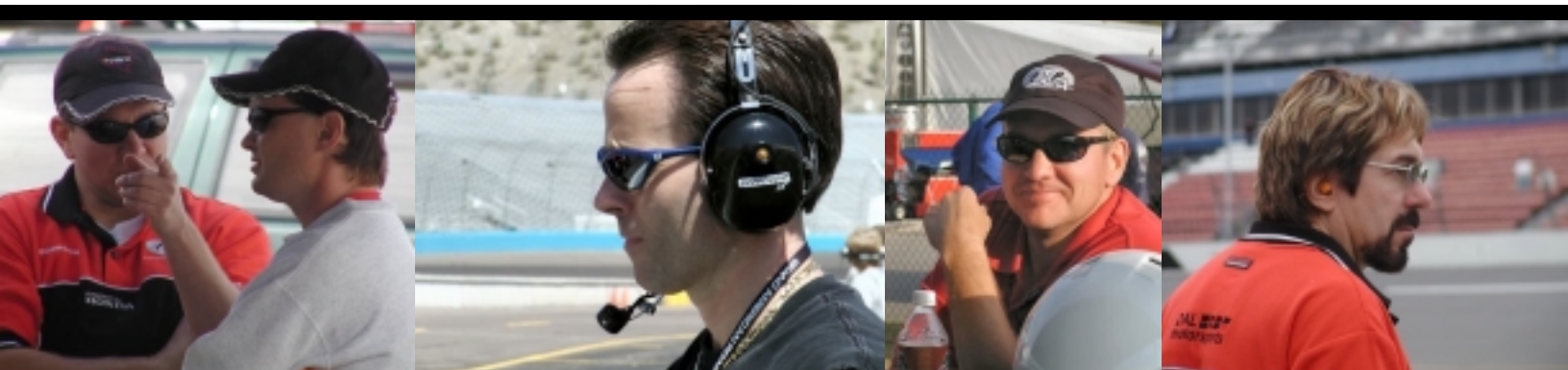
Rene Zamudio- Chicago, IL

Doug Kehoe - Hoschton, GA

Roger Duarte - Plano, TX

Doug Robbins - Atlanta, GA

Aaron Vanashee - Chicago, IL





The Experience: Unmatched in the world, and sought after by many

Few things can compare to the thrill of professional auto racing. From the sound of the engines to the smell of the exhaust, there are very few sports that allow its fans to get so up close and personal with the competitors and equipment.

For a select few, the very special experience of being a corporate partner and having direct association with a team is without equal. Watching the race from the hot pit lane; enjoying a catered lunch with customers in the paddock as the team tunes the car for qualifying; even the opportunity to go over the wall during a pit stop to be part of the team. These are all activities reserved for the select few who understand the value of associating their company with auto racing at the professional level.

Off the track, the experience continues as corporate partners, their employees, and their customers all follow the team's progress on television, in newspapers & magazines and on the Internet. Sponsors and supporters get the extra benefit of regular updates from the team through email as well as Internet access to photos and reports from private test days and race weekends.

Media Reach: television, print and online coverage worldwide

Grand American Road Racing reaches millions of fans worldwide through television, print and online media throughout the year. Grand-Am has the longest "season" of any professional sport in North America - 10 months, longer than the NFL, NBA, MLB and NHL.

SPEED Channel's coverage of Grand American Road Racing, including the Grand-Am Cup Series, begins with the ROLEX 24 AT DAYTONA, including pre-event promotion, news/event features and live coverage from the event. The Grand-Am Cup season then airs exclusively on SPEED and FOX Sports International with 11 events plus multiple re-airs of all broadcasts. SPEED Channel broadcasts of Grand American events reached more than 67 million homes in 2003. SPEED continues to be one of the fastest growing cable networks in North America.

Grand American Road Racing also enjoys substantial coverage in print and online media. During the 2004 season, more than 250 magazines and daily newspapers ran articles or reports on Grand American. Those articles accounted for a total circulation of more than 200 million readers. Grand American is covered by 75 of the top-100 daily newspapers in the U.S. by circulation.





Corporate Partnering: more than just your name on the car

Partnering with a professional motorsports team is much, much more than just your name on the car. It's a unique marketing engine that you can build a campaign around, entertain a customer with, or even use to reward valued employees, all while advertising your products or services to a highly desirable target audience. And, this is all done at a fraction of the cost of traditional media.

Both corporate and individual sponsors gain access to the world of professional motorsport from the team perspective. Partners and guests can join the crew in the hot pits, watch the traffic pass from pit wall, even join the team as a member of the race-day pit crew. These opportunities come over ten times per year, at various cities throughout the U.S. and Canada.

Corporate partners also gain access to the car, drivers and crew for corporate marketing, trade show and promotional events. In addition, licensing of the vehicle and driver images, creative input on team colors and car design, even race-used body panels for in-office display are all inside the scope of a properly structured sponsorship package. Qualified partners can also join the team during private test-days and get on-track, one-on-one race driving instruction from our team

FAQ: frequently asked questions





Isn't corporate partnership in motorsports expensive?

Not as expensive as you'd think. While NASCAR Nextel Cup and Formula One have Guinness-book level budgets, other areas of motorsport do not. Sponsorship opportunities with DAL Motorsports can be custom-tailored to fit your budget.

How much is it to advertise on SpeedTV during the race?

Advertising during the TV coverage of the race is another great way to promote your product or service. Pricing for 30 second spots come directly from SpeedTV Advertising Division. Please verify the latest prices by sending email to advertising@speedtv.com.

What about in-car cameras?

In-car camera sponsorships are available, pending scheduling of equipment from the SPEED Channel production crew. Camera contracts include a guaranteed minimum on-screen time, as provided by the SPEED Channel contract with the team. The portions of the car which are visible to the cameras (both interior and exterior view) can be used for advertising of products, services and websites.

How do you interface / communicate with sponsors and guests?

We have a private email announcement list which is exclusively for the use of our sponsors to receive news and updates from the team. Sponsors also have direct access to the team's managers and a dedicated relationship manager, who is also an active crew member and trackside contact.

How do I get involved?

Contact Brad Hartman, directly at 972-960-6644, or via e-mail at brad@dalmotorsports.com.

Go Racing...

Call now for further information and details
on Primary and Associate packages
customized to fit your needs

Brad Hartman
brad@dalmotorsports.com
972.960.6644

DAL 
motorsports

...and get to where you want to go...*fast!*

