



EScore

SPONSORSHIP PACKET

2013



eScore LLC | www.escorermx.com

Who we are: eScore LLC is a timing and scoring company that services a multitude of large motocross events for both ATV's and bikes. We currently have sponsorship opportunities still available for the 2013 season, and are looking to partner with interested companies for our mutual benefit.

Demographics: Partnering with us would grant you access to a very desirable demographic of young, athletic, middle class to upper-middle class males, ranging in age from 4 to 50 years old.

Scope: Our over 40 yearly events are spread across the United States, from coast to coast and top to bottom. States include: Pennsylvania, Tennessee, Texas, Oklahoma, Florida, Minnesota, Nevada, Michigan, Indiana, Virginia, Washington, Idaho, Georgia, and many more.

MAP OF RACES



SPONSORSHIP PACKAGES INCLUDE:

A banner on our live results website: This site is watched by people both at the track and at home. The banner will also be visible on the archived lap times and results pages hosted online for the life of our company.

Live timing provided by
MY LAPS

Class Finish Positions
2013 WORLD MINI GRAND PRIX - 4/8/2013
MESQUITE MX PARK

Home Results Laps Profile Live Results

2013 WORLD MINI GRAND PRIX - All Classes

50 Pee Wee Stk. thru 6 - Class Finish Positions

| Overall | Nbr | Name | Heat 1 | Heat 2 | Moto 1 | Moto 2 |
|---------|------|--|--------|--------|--------|--------|
| 1st | #140 | NOAH GORDON - COB MARIANA, AZ | - | - | 3rd | 2nd |
| 2nd | #711 | JORDAN TORRES - COB WATSONVILLE, CA | - | - | 2nd | 3rd |
| 3rd | #238 | HAIDEN DEEGAN - COB TEMECULA, CA | - | - | 1st | 4th |
| 4th | #299 | JULIEN BEAUMER - COB LAKE HAVASU CITY, AZ | - | - | 6th | 1st |
| 5th | #33 | DANE MORALES - COB HUNTINGTON BEACH, CA | - | - | 4th | 6th |
| 6th | #713 | JACE ALLRED - COB RIVERTON, UT | - | - | 7th | 5th |
| 7th | #111 | JESSE JAMES PARKEY - COB CARUTELLO, TX | - | - | 5th | 8th |
| 8th | #899 | WRYDER HUFFMAN - COB CLIFTON, CO | - | - | 8th | 7th |
| 9th | #106 | CHARLIE VON MILLER - COB ELKO, NV | - | - | 9th | 9th |
| 10th | #518 | KANON CHILDS - COB HELPER, UT | - | - | 10th | 10th |
| 11th | #62 | DALTON CAUDILL - KTM LITTLETON, CO | - | - | 11th | 11th |
| 12th | #616 | RYLER MOFFATT - COB GRANDE PRAIRIE, AB | - | - | 13th | 12th |
| 13th | #71 | EDGAR TIRADO - KTM GOODYEAR, AZ | - | - | 14th | 13th |
| 14th | #513 | GAGE LOVELOCK - KTM SON, ACCORD, AB | - | - | 12th | 15th |
| 15th | #19 | REAGAN BULLARD - KTM WASHINGTON, UT | - | - | 16th | 14th |
| 16th | #99 | CAVIN CHANDLER - KTM HENDERSON, NV | - | - | 15th | 17th |
| 17th | #555 | JAKE LANE - KTM CODY, WY | - | - | 19th | 16th |

08. 85 (12-13) Modified - Div 2

| Place | Nbr | Make | Name | Lap | Lap Time |
|-------|-----|------|------------------|-----|-----------|
| 1 | 179 | KAW | Jon Ames | 1 | 00:00.000 |
| 2 | 820 | YAM | Matthew Burkeen | 1 | 00:00.000 |
| 3 | 396 | YAM | Chad Scogins | 1 | 00:00.000 |
| 4 | 10 | KAW | Austin Winslow | 1 | 00:00.000 |
| 5 | 68 | SUZ | Cody Mcculloch | 1 | 00:00.000 |
| 6 | 244 | SUZ | Tyler Kirschner | 1 | 00:00.000 |
| 7 | 124 | KAW | Bradford Young | 1 | 00:00.000 |
| 8 | 74 | HON | David Phillips | 1 | 00:00.000 |
| 9 | 29 | YAM | Henry Miller | 1 | 00:00.000 |
| 10 | 148 | YAM | Bennett Mantooth | 1 | 00:00.000 |

INSIGNIA

The logo would appear on all results screens at the track: Some races have as many as 3 display screens.

A banner or a logo on our lap times kiosk: This is a touch screen kiosk that racers use to print out a copy of their lap times as well as the lap times of everyone else that was on the track with them.



Logo on all the lap time reports that are printed: These lap times printouts are not just thrown away immediately. Racers keep lap times charts and study them on the drive home, put them in a scrap book, or hang them on the fridge when they get home. This is something they will look at over and over again.

This report created by Tracksides - Software for Race Promoters www.tracksidesoftware.com ** Not Official Race Results **

| Name | Nbr | Make | Lap 01 | | Lap 02 | | Lap 03 | | Lap 04 | | Lap 05 | | Lap 06 | | Lap 07 | | Lap 08 | |
|-------------------|-----|------|--------|------------|--------|------------|--------|------------|--------|------------|--------|------------|--------|------------|--------|------------|--------|------------|
| | | | Pos | LapTime | Pos | LapTime | Pos | LapTime | Pos | LapTime | Pos | LapTime | Pos | LapTime | Pos | LapTime | Pos | LapTime |
| John Natalie | 1 | CAN | 3 | 0:02:00.88 | 2 | 0:01:40.51 | 1 | 0:01:39.89 | 1 | 0:01:38.56 | 1 | 0:01:38.86 | 1 | 0:01:38.92 | 1 | 0:01:39.03 | 1 | 0:01:38.87 |
| Josh Creamer | 9 | CAN | 1 | 0:02:00.00 | 1 | 0:01:40.53 | 2 | 0:01:41.05 | 2 | 0:01:40.47 | 2 | 0:01:39.85 | 2 | 0:01:39.13 | 2 | 0:01:39.18 | 2 | 0:01:39.08 |
| Thomas Brown | 84 | YAM | 4 | 0:02:01.74 | 4 | 0:01:41.14 | 4 | 0:01:41.73 | 3 | 0:01:41.17 | 3 | 0:01:41.31 | 3 | 0:01:40.83 | 3 | 0:01:39.68 | 3 | 0:01:39.56 |
| Chad Wiener | 44 | YAM | 5 | 0:02:02.54 | 5 | 0:01:41.69 | 5 | 0:01:41.12 | 6 | 0:01:41.70 | 6 | 0:01:43.67 | 6 | 0:01:42.41 | 5 | 0:01:40.08 | 5 | 0:01:39.03 |
| Joel Hetrick | 88 | CAN | 6 | 0:02:02.94 | 6 | 0:01:41.97 | 6 | 0:01:42.29 | 5 | 0:01:39.51 | 5 | 0:01:43.48 | 5 | 0:01:41.97 | 4 | 0:01:39.29 | 4 | 0:01:38.52 |
| Josh Upperman | 20 | HON | 13 | 0:02:11.20 | 11 | 0:01:43.21 | 9 | 0:01:43.08 | 9 | 0:01:40.88 | 9 | 0:01:41.04 | 8 | 0:01:40.76 | 7 | 0:01:40.42 | 6 | 0:01:40.10 |
| Jeffrey Rastrelli | 728 | SUZ | 7 | 0:02:03.79 | 7 | 0:01:42.10 | 7 | 0:01:41.78 | 7 | 0:01:41.56 | 7 | 0:01:41.84 | 7 | 0:01:42.81 | 6 | 0:01:46.36 | 7 | 0:01:45.29 |
| Adam Clark | 31 | HON | 10 | 0:02:07.46 | 12 | 0:01:48.04 | 12 | 0:01:45.46 | 11 | 0:01:44.49 | 11 | 0:01:43.65 | 11 | 0:01:42.28 | 9 | 0:01:42.55 | 8 | 0:01:42.12 |
| Jesse Barnes | 91 | YAM | 8 | 0:02:05.87 | 9 | 0:01:47.72 | 11 | 0:01:47.00 | 12 | 0:01:46.18 | 12 | 0:01:45.60 | 12 | 0:01:45.17 | 10 | 0:01:45.08 | 10 | 0:01:44.92 |
| Craig Porter | 100 | HON | 14 | 0:02:11.85 | 14 | 0:01:46.64 | 14 | 0:01:46.31 | 13 | 0:01:45.80 | 13 | 0:01:44.78 | 13 | 0:01:46.27 | 11 | 0:01:45.26 | 11 | 0:01:44.79 |
| Jonathon Venjohn | 17 | HON | 12 | 0:02:10.05 | 13 | 0:01:47.34 | 13 | 0:01:46.49 | 14 | 0:01:49.68 | 14 | 0:01:47.54 | 14 | 0:01:48.12 | 12 | 0:01:48.49 | 12 | 0:01:48.70 |
| Mark Madl | 41 | HON | 11 | 0:02:07.58 | 8 | 0:01:44.84 | 8 | 0:01:41.64 | 8 | 0:01:41.60 | 8 | 0:01:43.01 | 9 | 0:01:45.23 | 8 | 0:01:45.26 | 9 | 0:01:53.12 |
| Derek Swartfager | 26 | HON | 9 | 0:02:06.66 | 10 | 0:01:47.29 | 10 | 0:01:45.58 | 10 | 0:01:42.91 | 10 | 0:01:42.11 | 10 | 0:01:42.06 | 13 | 0:03:43.00 | 13 | 0:06:48.33 |
| Joe Byrd | 7 | HON | 2 | 0:02:00.43 | 3 | 0:01:42.08 | 3 | 0:01:41.73 | 4 | 0:01:41.99 | 4 | 0:01:42.98 | 4 | 0:01:42.33 | | | | |

**Banner display
alongside our race
day set up:**

Pictured is one of
our kiosk areas
where racers print
their lap times with
a Dunlop banner. If
desired we could
set up a small
product demo or
display here as
well.



A place for a logo on our trucks: Many times these trucks are parked at the finish line and used to score the race. In this case, they would have a lot of exposure to spectators and racers. Oftentimes the trucks will be shown on TV during coverage of the event.



Events:

Below is a list of event types, including the number of racers who have entered the event.

Loretta Lynn Regional Events: These events are the biggest weekend events in amateur motocross, and we will be the event scoring company responsible for ten of them this year.

ATV Pro Motocross Series: This is the premier ATV Motocross series in the US. The best pros in the world compete here in the 10 race series as well as amateur classes from A classes to Vet, Women, and Youth classes.

Amateur National Motocross Events: These events are a group of 7 events that are considered the biggest and best of amateur motocross racing. They are all week long events. These events are: Mill Creek Spring Classic, GNC Final at Oak Hill, Spring Championships at Freestone, World Mini Grand Prix, Ponca City Championships, NMA Championships at Oklahoma City, And the Winter Olympics also known as Mini Olympics in Gainesville, FL. Also in this list is Branson USA that is slightly longer than a weekend event but not a full week running from Thursday to Sunday in Branson Missouri.

Endurocross: The Endurocross series is a newer form of racing in the US where an enduro style course is set up in an arena for racers to tackle. It is a short but very hard track and makes for a great show.

ISOC Snocross: This is the premier Snocross series in the US, The world's fastest pros as well as amateurs from 4 – 50 years old compete at this 8 round series.

| Event Name | Number of Events | Avg Number of Entrants | Website Hits | Number of Texts sent out in 2012 | Avg Number of Printouts |
|--------------------------|------------------|------------------------|--------------|----------------------------------|-------------------------|
| Loretta Lynn Regionals | 10 | 800 | 6,134,699 | 19,856 | 4,000 |
| ATV Pro Motocross Series | 10 | 600 | 9,007,485 | 44,705 | 1,600 |
| Amateur Nationals | 7 | 1,100 | 43,682,487 | 82,659 | 4,000 |
| Endurocross | 6 | 160 | 848,855 | 405 | 0 |
| ISOC Snocross | 8 | 400 | 2,041,596 | 1,553 | 160 |
| Totals | 41 | | 61,715,122 | 149,178 | 9,760 |

LAP TIME PRINTOUTS:

- Up to 90% of racers use the kiosks to print lap times depending on the event.
- Because lap time printouts can be a point of pride, racers are likely to share them with friends and family. This exposure is much more personal than only having a banner hanging at the track or in the pits.

DISPLAY OR DEMO:

- We would be more than happy to set up a small display or simple product demonstration next to our lap time kiosks. This would ensure that at least 80% of all racers at the event would be exposed to our sponsor's product.

LIVE TIMING SITE:

- All of these events will have a live timing site where family, friends, and racers can watch the race results real-time
- Archived lap times and results remain online for the life of our company
- The sponsor logo or banner on this page will double as a link to their site.

TV SCREEN EXPOSURE:

- Our timing equipment feeds a screen for all of the spectators to see racer's lap times and positions.
- Jumbo screen in venue: Endurocross only. We feed a screen for all of the spectators in the arena to see which shows lap times and positions. A list of events with this option may be provided upon request.

LIVE ONLINE BROADCAST: Snocross and Endurocross only**

- We supply a feed of results to the live online video broadcast, which garnered just fewer than 1 million unique viewers last year for ISOC Snocross.
- The sponsor name or website will be added to the ticker file to be shown scrolling on this live broadcast.

TEXT MESSAGE LAP TIMES:

- At every event, the opportunity is available for anyone to send an SMS text to an email address which gives lap times and position of any racer on the track sent back to a cell phone or email address.
- It is also possible to subscribe via text to any particular racer. Once this is done, that phone or email will get a message each time that racer crosses the finish with the lap time and position.
- Both features are free to anyone. We can set this up to be the sponsor's name, or even have a custom message from the sponsor in every text.
- Discounts and coupons could also be offered via text.

Live Timing Statistics:

[Regional 1](#)
[Regional 2](#)

[Endurocross](#)

[ISOC Snocross](#)

[ATV motocross](#)

Amateur Nationals:

[Freestone Spring Classic](#)

[Oak Hill GNC Final](#)

[Mill Creek Spring Classic](#)

[World Mini Grand Prix](#)

[NMA Grand National](#)

[Championships](#)

[Ponca City Championships](#)

[Branson USA](#)

[Mini Olympics](#)

Summary:

We believe this is a very unique and great opportunity for a few key reasons:

- A very wide variety of racing types are represented.
- Unlike any other vendor at a race track we have exposure to at least 80% of racers through our vending area.
- We provide a more personal interaction between your brand and potential customers (racers, as well as fans, friends, and family) than simply hanging a banner in the pits or on the track.
- Signage on vehicles is seen in between events while traveling
- We offer a variety of mediums to connect with your target audience, including: flyers, online, visually, and orally.
- Be well represented at events with a product display or demo that is guaranteed to be seen by more than 80% of the racers and their friends and family without even leaving the office.

Please contact us to further inquire about this business development opportunity!

Regards,

Drew Carl
President / Owner



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