

Live I Sports, LLC Sponsorship Packages

Grand Champion Title Sponsor: Exclusive: \$50,000

- **Designation as Exclusive Category:** Grand Champion Title Sponsor
- **Season Advertiser:** 6-to-7, 30 sec commercials during 17, 3-hour, live Web casts
- **Radar Gun:** Logo appears during 17, 3-hour, live Web casts
- **Pit Shots:** Logo appears during, 17, 3-hour, live Web casts
- **Company Logo** shall be associated with Live I Broadcast as Exclusive Grand Champion Title Sponsor in all promotional and advertising materials and activities, i.e. newspaper, television and radio advertising, brochures, Web, posters, etc.
- **Racer Profiles:** Logo appears during scrolling placement of drivers during Web cast along bottom of screen during 17, 3-hour Web casts
- **Camera Angles:** Logo appears during special camera shots during 17, 3-hour Web casts
- **Web Banner** Advertisement on Live I Sports Homepage
- **E-Newsletter Banner Advertisement** in Live I Sports e-Newsletter

Champion Title Sponsor: 2 Available: \$25,000

- **Designation Category:** Champion Title Sponsor
- **Season Advertiser:** 2, 30 sec commercials; 17, 3-hour, live Web casts
- **Radar Gun:** Logo appears during 17, 3-hour, live Web casts
- **Pit Shots:** Logo appears during, 17, 3-hour, live Web casts
- **Racer Profiles:** Logo appears during scrolling placement of drivers during Web cast along bottom of screen during 17, 3-hour Web casts
- **Camera Angles:** Logo appears during special camera shots during 17, 3-hour Web casts
- **Web Banner** Advertisement on Live I Sports Homepage
- **E-Newsletter Banner Advertisement** in Live I Sports e-Newsletter

Full Throttle Sponsor: 5 Available: \$10,000

- **Designation Category:** Full Throttle Sponsor
- **Season Advertiser:** 2, 30 sec commercials during 17, 3-hour, live Web casts
- **Radar Gun:** Logo appears during 17, three-hour, live Web casts
- **Pit Shots:** Logo appears during, 17, three-hour, live Web casts
- **Racer Profiles:** Logo appears during scrolling placement of drivers during Web cast along bottom of screen during 17, 3-hour Web casts
- **Camera Angles:** Logo appears during special camera shots during 17, 3-hour Web casts
- **Web Banner** Advertisement on Live I Sports Homepage
- **E-Newsletter Banner Advertisement** in Live I Sports e-Newsletter

Racing Sponsor: 28 Available: \$500

- **Designation Category:** Racing Sponsor
- **Racing Advertiser:** 1, 30 sec commercial during 1, 3-hour Web cast
- **Practice Race:** Logo appears during practice race during 1 Web cast
- **Racer Profiles:** Logo appears during scrolling placement of drivers during 1 Web cast along bottom of screen
- **Web link:** Link on Live I Sports Web site to sponsor's site
- **1 E-Newsletter Banner Advertisement** in Live I Sports e-Newsletter