



2012 Marketing Presentation

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The Driver:

#97 Eddie Witkum Jr.

The Cars:

1- Bodnar Chassis

1- Allegresso/Valley/Lane Chassis

Engines:

1- Jimmy D's Speed and Machine

1- Finger Lakes



Eddie Witkum Jr # 97

Birthdate: May 15, 1973

Wife: Vickie

Kids: Michael, Ava, and Grace

Hometown: Westford, Mass

Occupation: Crane Operator for Locke
Crane Service

Pretty much anytime you've gone to a racetrack in the Northeast for the last half century, you've seen a member of the Witkum Family not only racing hard, but winning races! Be it his father Ed, uncles Bobby and Joe, brothers Richie and Randy, and even his young nephew Jeffrey that nailed his first feature win his first time out. Multiple championships, feature wins, and decades of success can best describe one of New England's most decorated racing families!

Eddie Witkum's first venture in Supermodified racing began back at Hudson Speedway in their former V-6 class. A division that has spawned some of the best talent the area has to offer, including all three Witkum brothers, and that crazy guy from Rowley known as "The Rocket". Witkum had a lot of success aboard his V-6, including winning a Hudson Speedway V-6 Supermodified Championship!



After years of running at the historic Hudson speed plant, Witkum joined forces with longtime car owner Mark Burns to pilot his #17 350 Supermodified. Burns had given more people a chance to enter the world of Supermodified racing than probably anyone, but with that generosity may have cost him some of the wins the talented owner could have achieved over the years. Regardless, Burns and Witkum proved to be like two peas in a pod. Having many solid finishes, the team was knocking hard on that door for their first win. Soon enough that win would come, as the Burns Racing team and Eddie Witkum Jr. would get their first Star Speedway 350 SuperModified feature win!

Witkum has traveled down other paths in racing as well. Including (but not limited to) a few ISMA Supermodified starts aboard his uncle Bobby's potent #85 NAPA Supermodified, and in more recent years aboard the Bruce Budnick #88 and Dave Bushley #38. Witkum is also quite crafty behind the wrenches, as he was also a car chief for Triple Crown Racing in the Busch North Series for driver Eddie MacDonald.

The brunt of Witkum's success has actually come in more recent years. After Burns Racing finally closed its doors after years of supporting the local racing scene, Witkum joined forces with Haverhill's Dave Callahan and his potent #39 racer. The Callahan Motorsports entry is a former Dennis McKennedy-owned racer crafted out of the Jim Belfiore shop. It was ultra-fast with McKennedy behind the wheel, and proved even faster when the Callahan / Witkum duo joined forces!

Win after win, they proved to be the team to beat in Lee U.S.A.'s 350 Supermodified division! During both the 2007 and 2008 season Witkum had won so many races aboard the meticulously prepared racer that race fans unable to make the race didn't even ask who won? Dominance would only be an understatement as Witkum roared to back-to-back track championships!



Team History

Lane Racing is a family-based Supermodified race team. Lane Racing is dedicated to the presentation and performance of our team with the goal "get to the front and stay there." In racing you need to be hard working-whether it's getting the cars ready, traveling to shows, working on race day, or taking time for the fans after the races.

Howie and Debbie Lane are the owners of Lane Racing. Howie is a business owner, who formerly owned a trucking company and owns a very successful seafood restaurant. He's used to working hard and staying with a task until it's complete. His family, including daughters Leanne and Stephanie and his extensive family have always supported his racing activities, usually traveling with the team to the races, and providing socialization activities afterwards. Howie drove the #97 for fifteen years.

Howie's accomplishments as the driver of the #97 supermodified include 12 feature wins at Star Speedway in Epping, New Hampshire. In 1990 Howie won the Lee USA Speedway Supermodified Track Championship. Howie has won the Favorite Driver Award-an award voted on by the fans- twice as well as the Hard Charger Award at Lee USA Speedway. Howie's team won the Best Appearing Car and Crew the first time they races at the Oswego Classic in Oswego, New York. He was the 1988 International Supermodified Association (ISMA) Rookie of the Year and has also won a Hard Charger Award with ISMA. Lane Racing has also won Best Appearing Supermodified at Racearama, a trade show.



Team Accomplishments:

Awards:

2011 finished 7th and 11th in ISMA points
11 top 10 finishes and 3 top 5 finishes

Jim Soule dedication Award
Jim Champine Award

2010 finished 6th and 27th in ISMA points
7 top 10 finishes and 1 top 5 finish

2009 finished 8th and 9th in ISMA points
12 top 10 finishes and 3 top 5 finishes

Feature Wins:

2008 finished 7th and 29th in ISMA points
6 top 10 finishes and 3 top 5 finishes

Star 12 (as Driver)

2007 finished 6th in ISMA points
9 top 10 finishes and 6 top 5 finishes
1 win at Stafford Speedway

Lee 5 (as Driver)

ISMA 4 (as Owner)

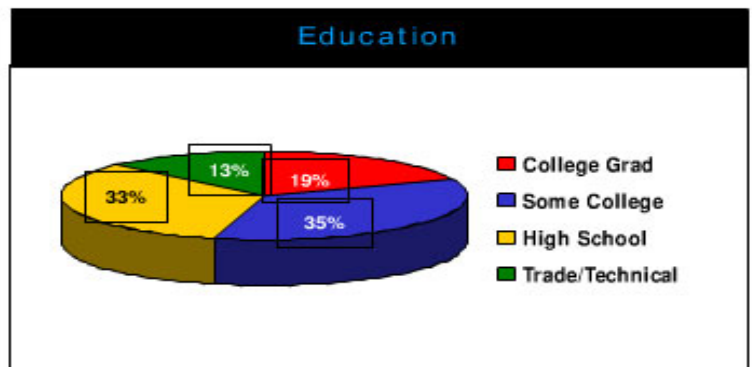
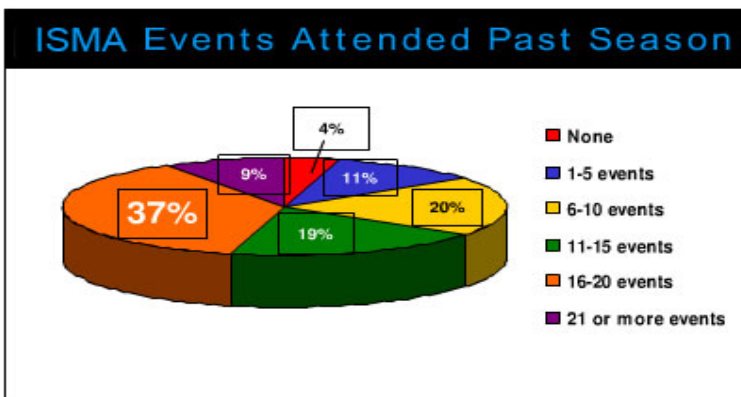
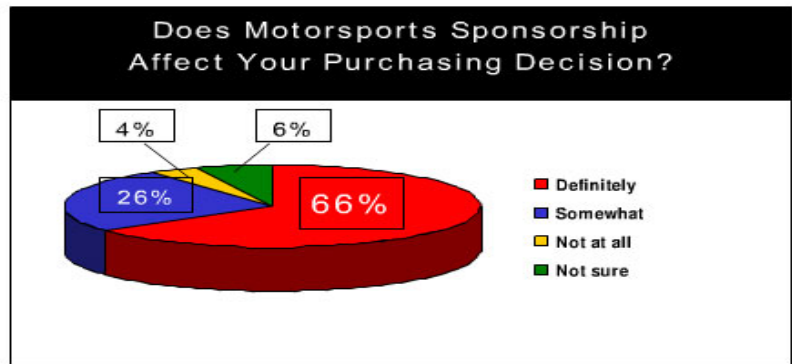
2006 finished 4th and 10th in ISMA Points.
12 top 10 finishes and 9 top 5 finishes
1 win at Lee USA Speedway

Total 21

2005 finished 7th and 11th in ISMA points
15 top 10 finishes and 4 top 5 finishes
1 win at Sandusky Speedway



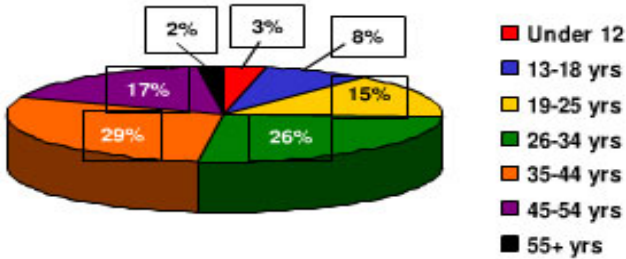
ISMA Tour Fan Demographics



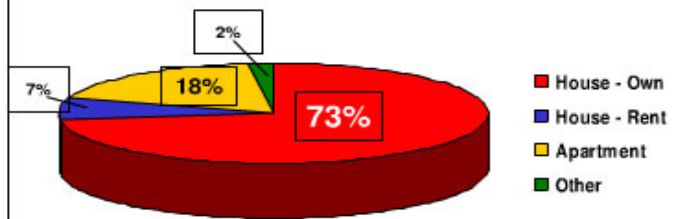


ISMA Tour Fan Demographics

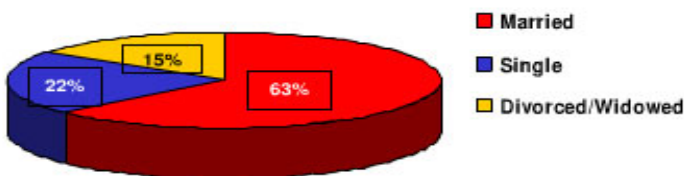
Age Composition



Type of Residence

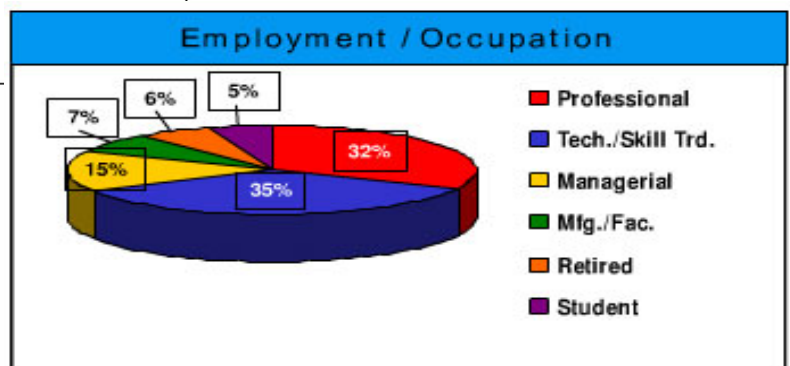
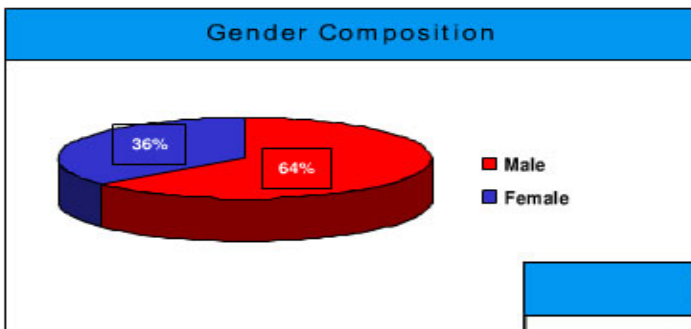
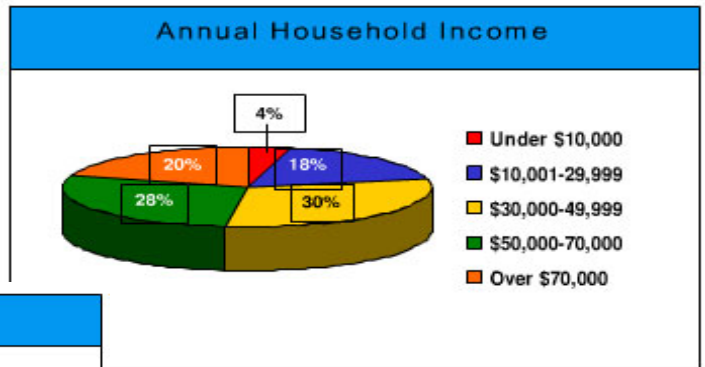
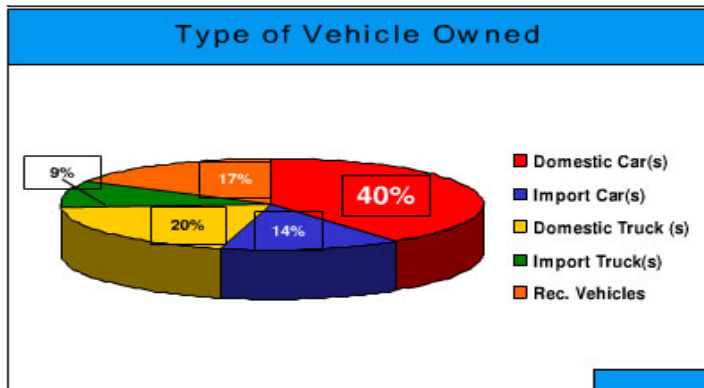


Marital Status





ISMA Tour Fan Demographics Cont.





Market Draw & Exposure

The multi-regional market for ISMA is very strong with 13,972,517 people in New England and 3,090,203 in the Toledo and the Sandusky (OH) resort area. This is a total of over 17 million people.

The drawing area of a racetrack is generally considered to be a 50-mile area around the track. That's where most of the fans live. Touring series like ISMA also bring fans with them as they follow their favorites from race to race.

(The drawing area is a useful measure of the “effective market area” for a specific race.)

Speedway	Location	Market Area	Population within 50 miles
Lee USA Speedway	Lee NH	Manchester, Concord, NH	2,623,776
Thompson International Speedway	East Thompson CT	Hartford, CT, Boston, MA, Worcester, MA	6,157,336
Oswego Speedway	Oswego NY	Syracuse and Utica NY	580,713
Toledo Speedway	Toledo OH	Toledo Metro	756,798
Sandusky Speedway	Sandusky OH	Cleveland, OH	2,333,415
Berlin Raceway	Marne MI	Berlin Area	486,987
Star Speedway	Epping, NH	Boston Suburbs, Manchester & Concord, NH	3,519,627



2012 Lane Racing ISMA Schedule

Tentative

<i>Date</i>	<i>Event</i>	<i>Location</i>	<i>Distance</i>
5-26-12	Waterford Speedbowl	Waterford, CT	50 Laps
6-30-12	Stafford Motor Speedway	Stafford Springs, CT	50 Laps
7-07-12	Oswego Speedway	Oswego, NY	50 Laps
7-27-12	Sandusky Speedway	Sandusky, OH	40 Laps
7-28-12	Sandusky Speedway	Sandusky, OH	100 Laps
8-03-12	Delaware Speedway	Delaware, Ont.	30 Laps
8-04-12	Delaware Speedway	Delaware, Ont.	50 Laps
8-10-12	Lee USA Speedway	Lee, NH	50 Laps
8-11-12	Waterford Speedbowl	Waterford, CT	50 Laps
8-25-12	Berlin Raceway	Marne, MI	50 Laps
9-01-12	Oswego Speedway	Oswego, NY	50 Laps
9-08-12	Star Speedway	Epping, NH	150 Laps
9-29-12	Seekonk Speedway	Seekonk, MA	100 Laps
10-13-12	Thompson Speedway	Thompson, CT	Heats
10-14-12	Thompson Speedway	Thompson, CT	50 Laps
11-03-12	ISMA Banquet Turning Stone Casino	Verona, NY	



Using Lane Racing in your Marketing Mix

Savvy companies use Motorsports Marketing Program to:

- ✓ Build Brand awareness
- ✓ Increase sales by using the race team as the attention grabber
- ✓ Develop co-op advertising packages using the drivers as “Personalities”
- ✓ Attract New Customers
- ✓ Reward their best Customers
- ✓ Motivate their sales staff
- ✓ Reward top performers
- ✓ Attract new employees
- ✓ Build an image of an exciting place to work
- ✓ Gain media exposure for the company



Sponsorship Packages Benefits

A Sponsorship Program with *Lane Racing* for the 2011 season will include various benefits depending upon participation level:

- ✓ The *Lane Racing* team would make available the #97 Super for display at the sponsor's merchandising promotions, corporate meetings, and employee promotions, or customer store promotions and openings.
- ✓ Driver Eddie Witkum would make appearances on behalf of the sponsor during each year of sponsorship
- ✓ The *Lane Racing* transporter will carry the sponsor's name and logo. This will generate more than 3 million impressions during the racing season.
- ✓ "Hero Cards" showing the #97 super and Eddie Witkum with Lane Racing and the sponsor's information would be produced for promotional distribution and for autograph signings.
- ✓ Prominent Sponsor signage on the nose, wing sides, hood, and inside of the wing of the #97
- ✓ The *Lane Racing* Super will be announced before every race event with sponsor's name.
- ✓ The Sponsors may use the name, photo's, video's and team information generated from these sponsored races for any and all publicity and promotional purpose targeted at the sponsors customers.



Sponsorship Packages Associate:

Tire Sponsor:

15 sets per year at \$720.00 a set

Total 1 car = \$12,000.00

Fuel Sponsor:

15 barrels per car at \$200.00 a barrel

Total 1 car = \$3,000.00



Sponsorship Packages

Primary:

1- Car Full Year Sponsor: \$40,000.00

15 sets of tires: \$12,000.00

15 Barrels of methonal: \$3,000.00

Engine Freshening: \$10,000.00

7 Oil Changes: \$200.00

Misc. Expenses:

Tolls

Fuel for Hauler



Contacts:

Marketing Contact:

Lane Racing Marketing

Robert Rodier

31 Hunter Dr.

Epping, NH 03042

Cell: (603) 608-7946

E-Mail: RobsMM@hotmail.com

Owner:

Howie Lane

176 John Wise Ave.

Essex, MA 01929