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## Race Sponsor Opportunities

**This century-old racing motorsport is described as a fleet of giant boats contending for a winning position, throwing impressive rooster tails and screaming down the courses at truly awesome speeds as they compete for the world's most sought-after racing trophies and are acclaimed as the international water racing's greatest show.**

The first Abu Dhabi International Boat Racing Association event will take place on December 6, 2008, at 3:00 pm. This historic demonstration event will be the first Unlimited Hydroplane race in the Region. You can be certain that this initial demonstration event will grow in interest and participation in the following years. For this first initial event, the news media, entertainment television channels, and thousands of on-lookers will be in the area to observe this amazing water sport activity. Our "boats that fly" will exceed 200 miles per hour as they race past the Corniche in Abu Dhabi. And your corporate name will be prominently posted on all advertising media. As a result of your sponsorship in 2008 you will have first position for the 2009 ADIBRA 7 Seas Champion Racing Series which will be raced in the USA and the Middle East selected venues. We are shaping the future of motorsports internationally...join us in this quest.

This race event is jointly sponsored by the Abu Dhabi International Marine Sports Club (ADIMSC) and Global Business Analysis, Inc. (GBA) as the Abu Dhabi International Boat Racing Association (ADIBRA). The ADIBRA guarantees that we will professionally present your organization and we represent that will you be a considered partner in this race activity.

In an effort to show our sincere appreciation to early sponsors, GBA will offer to those who deliver commitment checks by September 6, 2008, preferred bookings for the week of the race and exclusive events with key business and government leaders from the region, as well as special

early sponsor recognition on race printed materials.

Additionally, GBA will provide regular race updates to sponsors along with the option to conduct a "conversation series" during race week, to have discussions with the local population and spectators about the broad range of and wealth of products and opportunities to expand in the region.

As a sponsor you are the ADIBRA principle partner in this race activity. We will meet with your race liaison staff each week to brief you on our promotion plans. Should you have any questions, do not hesitate to contact our Abu Dhabi team at +971 50682 9291.

This is an opportunity to be a part of a historic experience of a growing sport from the beginning. Abu Dhabi is growing leaps and bounds, as is unlimited hydroplane boat racing in the region. Come be a party of this exciting and historic inaugural event.

## Primary Entitlement Series Sponsor (only 1 @ \$750,000)

### As a minimum, you will receive the following benefits to include:

- We will name the international ADIBRA 7 Seas Champion Racing Series after your brand and/or product, as you so designate, as well as provide you with the most rewarding entitlements in the industry for your support (these customized entitlements will be negotiated with your race liaison staff). This offering is modeled after proven and successful media programs:



- The ADIBRA will Partner with you to leverage your Brand with a VIP hospitality chalet (to include passes) and other amenities to entertain customers, dealers, employees and the like. This a very exciting experience, second to no other in racing motorsports to entertain, conduct business, and boost your company's image;
- You will receive two VIP invitations to attend the 42nd running of the San Diego Bayfair Hydroplane Regatta in San Diego on Saturday and Sunday September 16th and 17th(dates to be verified)



The ADIBRA VIP package will provide you with first class hotel accommodations from Friday afternoon to Monday morning. We will provide you with dedicated transportation from the airport to your hotel and also to the race site as well as to events and touring the area. At the race site you will be our guest at selected VIP Chalets where you be entertained with a wide faire of food and refreshments, but more importantly to be a witness to the most exciting racing there is with or without wheels. As part of this excursion, you will be escorted to the boat pit area where you will have the opportunity to meet personally with the owners and drivers of these marvelous craft. We feel that you will be impressed with the first rate technology and craftsmanship that are put together in these "flying" boats. A series of other festivities will also be in store for you.

**THE SAN DIEGO THUNDERBOAT REGATTA:** *The San Diego races, held since 1964, is located on the sun drenched beaches and water of world famous Mission Bay. The course was developed in the late 1940's and early 1950's as a world class water park and it has far exceed expectations. Part of the forward thinking design of the park was to incorporate a body of water with an area that was compatible to host an unlimited race course. This is the only race course in the world designed as such. Because of this special design, spectators at all areas*

of the course have splendid view of each area of the race course. The course is located just north of the famous Sea World Aquatic Park whose tower casts a long shadow over the race course. The extra special attraction of this race course is the multiple type races that are held. World records have been set with the automotive engined drag boats on Crown Point Shores in addition to the wave pounding action of the offshore boats and the "turn on a dime" runs of the formula boats and SST 45's in addition to the high revolution automotive driven flat bottom classes. There is so much action going on that it takes an air traffic controller mentality to handle all the action. A spectacular fireworks show highlights the Saturday evening action. The salt water course, because of its extra buoyancy, provides an extra fast course and many closed course records are still held on these waters. This year the Boeing Company has generously agreed to be the title sponsor of the race and we warmly welcome their participation.

- Your brand name headlining the Race Series will be directly associated with all National and Regional TV as well as USA TV spots as negotiated for this event, Print Media, Websites, Blogs, Signage, Fans and Spectators as a minimum...targeted to the affluent, upscale, educated, families who have purchasing power and who seek out the best brands. As the series headliner, enjoy unlimited race related promotional opportunities in the USA and Middle East;
- Your brand on all race area signage programs to include Pennant strings, banners, inflatable signage and sporting equipment, posters, boat signage, and more, TBD;
- An ADIBRA race theme book sponsored with your brand will be published by our media group for local VIP's as well as a featured article in the ADIBRA magazine;
- On- and off-premise promotions, Collateral material distribution/direct mail, hydroplane and race spokesman appearances, product/service sampling and/or demonstrations, prominent position branding in parades and like promotions, logo'd premium item give-aways;
- Media promotions (broadcast media, print media, international internet exposure, and appropriate signage (to include program media), and race theme contests;
- Your brand logos embroidered on team uniforms;
- Permission to use the ADIBRA logo and event theme in your product promotions;
- Large brand logo on each of the unlimited racing hulls;
- Large logo on the exhibition racing hull with appearances at malls, special events, and chain stores;
- You will receive 50 VIP Tickets (or more as desired) and meet the Race Teams at a VIP Party bearing your name as the Series Sponsor before the race events;
- Guaranteed position for the 2009 and succeeding international ADIBRA Series sponsorship (USA and MENA Regions):

### **USA – Summer 2009**

Madison, Illinois

Washington DC President's Cup (tentative)

Detroit Gold Cup

Seattle Seafair Chevrolet Cup

Tri-Cities, Washington

San Diego, California



**MIDDLE EAST – Winter 2009**

Abu Dhabi, UAE

Dubai, UAE

Doha, Qatar

Amman, Jordan

Abu Dhabi, UAE - Your Series Championship Race

- Special privileges during the exhibition racing events; and
- Other requests as appropriate to this level of sponsorship.

**As the Entitlement Sponsor will have the opportunity to work with us in shaping both the marketing and direction of this sport going forward internationally...just like Red Bull did with the Air Races and Busch did with NASCAR...made them millions upon millions in revenues because they were involved in the shaping of their sports (similar to Nike and Tiger Woods) which allowed them to work a focus on their products in the markets best suited for them.**

## Secondary Entitlement Series Sponsor (only 1 @ \$300,000)

### As a minimum, you will receive the following benefits to include:

- We prominently display your brand with the international ADIBRA 7 Seas Champion Racing Series Sponsor as well as provide you with the most rewarding entitlements in the industry for your support (these customized entitlements will be negotiated with your race liaison staff);
- The ADIBRA will Partner with you to leverage your Brand by sharing the Series Sponsor VIP hospitality chalet (to include a specified number of passes) and other amenities to entertain customers, dealers, employees and the like. This a very exciting experience, second to no other in racing motorsports to entertain, conduct business, and boost your company's image;
- You will receive one VIP invitation to attend the 42nd running of the San Diego Bayfair Hydroplane Regatta in San Diego on Saturday and Sunday September 16th and 17th(dates to be verified). This package included hotel accommodations, transportation from the airport to your hotel and also to the race site. At the race site you will accompany the Series Sponsor and will be our guest at selected VIP Chalets where you be entertained with a wide faire of food and refreshments, but more importantly to be a witness to the most exciting racing there is with or without wheels. As part of this excursion, you will be escorted to the boat pit area where you will have the opportunity to meet personally with the owners and drivers of these marvelous craft;
- Your brand name will be directly associated with all National and Regional TV, Print Media, Websites, Blogs, Signage, Fans and Spectators as a minimum...targeted to the affluent, upscale , educated, families who have purchasing power and who seek out the best brands;
- Your brand featured in an ADIBRA race theme book logo'd by the Series Sponsor will be published by our media group for local VIP's as well as a featured article in the ADIBRA magazine;
- Your brand on area signage programs to include Pennant strings, banners, inflatable signage and sporting equipment, posters, boat signage, and more, TBD;
- On- and off-premise promotions, Collateral material distribution/direct mail, hydroplane and race spokesman appearances, product/service sampling and/or demonstrations, prominent position branding in parades and like promotions, logo'd premium item give-aways as appropriate;
- Media promotions (broadcast media, print media, international internet exposure, and appropriate signage (to include program media), and race theme contests;
- Permission to use the ADIBRA logo and event theme in your product promotions,
- 1 foot by 1foot brand logo on each of the unlimited racing hulls;
- Small logo on the exhibition racing hull with appearances at malls, special events, and chain stores; and
- You will receive 30 VIP Tickets and meet the Race Teams at a VIP Party co-sponsored with the Series Sponsor before the race events.

### **Official Race Partner Sponsors (no more than 10 @ \$50,000)**

- Your company / product logo will be presented in program guide book, print media, posters, broadcast, internet, and appropriate signage,
- Permission to use the ADIBRA logo and event theme in your product promotions,
- 1 foot by 1 foot company logo will be placed on one of the Unlimited Hydroplane Hulls,
- You will receive 10 VIP Tickets and meet the Race Teams at a VIP Party before the race events, and
- Other requests as appropriate to this level of sponsorship.

### **Promotional Sponsors (no more than 20 @ \$12,000)**

- Your company / product logo will be presented in program guide book, internet, and appropriate signage,
- Permission to use the ADIBRA logo and event theme in your product promotions,
- You will receive 2 VIP Tickets and meet the Race Teams at a VIP Party before the race events, and
- Other requests as appropriate to this level of sponsorship.