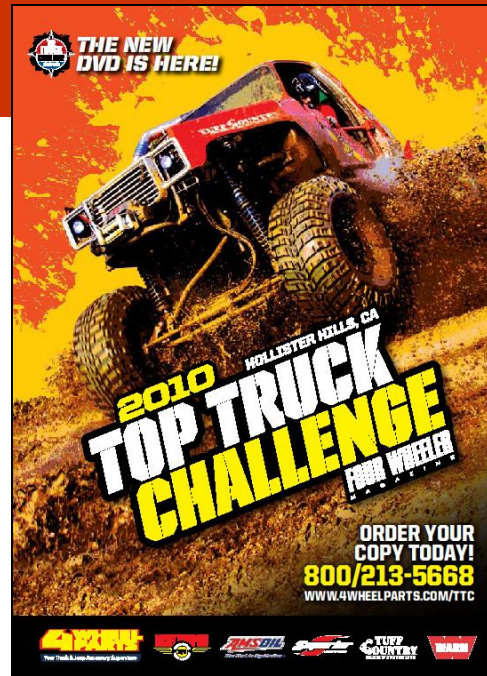




# Summary

- Event founded in 1993
- Flagship event for *Fourwheeler Magazine*
- 10 Trucks, each with Driver & Co-Driver team
- Trucks/drivers voted in from 400+ entries
- Hollister Hills SVRA, Hollister, CA
- Not head-to-head competition. Drivers compete against the clock in seven stages of various, unique obstacles.
- Event closed to public. By design, sponsors receive media impressions from magazines, websites, non-SIM websites, TV and DVD's

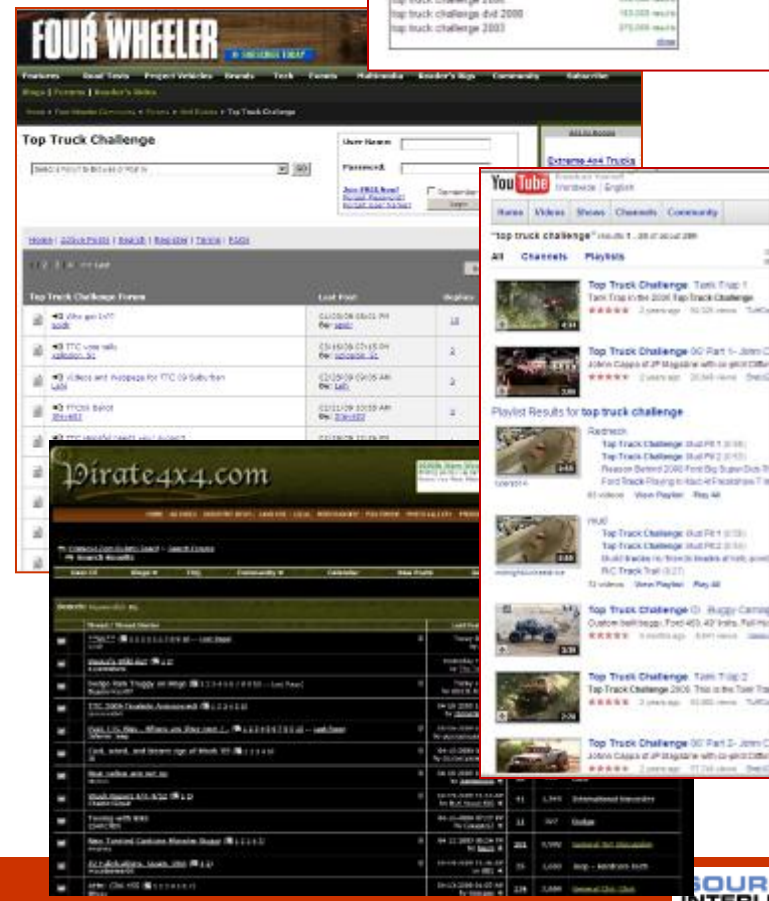


# Web exposure



• For 2011, TTC will receive advanced video clip proliferation on [www.fourwheeler.com](http://www.fourwheeler.com) and [www.youtube.com/fourwheeler](http://www.youtube.com/fourwheeler)

• TTC also heavily followed by other non-SIM web properties such as Pirate4x4.com.



• Detailed sponsor page TBA

# DVD: Sponsor reel, user testimonials...



# Official Product Sponsorship



## SUMMARY:

- ✓ Official Product sponsorship of TTC is category exclusive, only one brand for each category permitted
- ✓ Sponsor authorized to use the official title (e.g. Official Oil of *Four Wheeler Magazine's* 2010 Top Truck Challenge) for period of one year, typically commencing on April 1<sup>st</sup>, 2011 and terminating March 31<sup>st</sup>, 2012
- ✓ Sponsor receives First Right of Refusal for 2012 sponsorship renewal

## EVENT:

- ✓ Sponsor banners (sponsor supplied) placed strategically at event for potential print, DVD, website & TV exposure.
- ✓ Sponsor decals (sponsor supplied) placed on competitor vehicles IF accepted/approved by driver/owner for potential print, DVD, website & TV exposure
- ✓ Sponsor logo placed on Official T-Shirt

## DVD:

- ✓ Sponsor logo flashed at start of main body event coverage
- ✓ Sponsor logo placed on main menu
- ✓ Sponsor company overview or interview of spokesperson, if present, 60-90 seconds
- ✓ Space for sponsor supplied 30 second commercial
- ✓ Sponsor logo on DVD packaging
- ✓ Sponsor supplied 50 count DVD's

## TELEVISION:

- ✓ Four TTC 2011 episodes, minimum, to air on The Outdoor Channel within 2011

## WEBSITE:

- ✓ Sponsor page contains sponsor logo, event/sponsor relevant images, sponsor DVD video clip, text paragraph, link to site

**\$17,000 Net, due August 31<sup>st</sup>, 2011**





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