



Winning reach and visibility in 1996.



JAG Promotions has developed a high quality motorsports marketing program that can maximize the effectiveness of the invested marketing dollar. With a well planned and executed effort, it is possible to greatly increase the value of motorsports sponsorship.

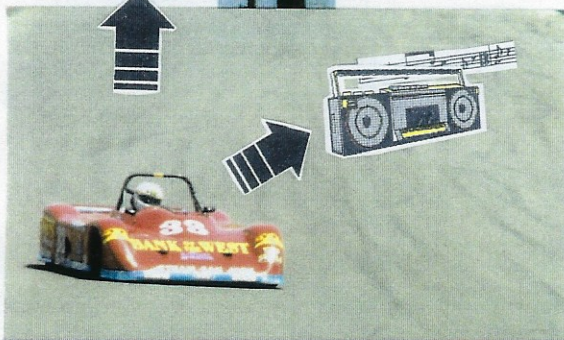
Exposure: These rolling billboards can deliver corporate messages to audiences of spectators, participants, and fans at the events, and through television coverage of events. Increasing coverage (from both network and especially cable TV) is boosting exposures to levels competitive with paid advertising. The racing community along with its spectators and fans support a specialized press that covers the sport and increases visibility on a regional and national level. The participants themselves represent a very attractive, upscale demographic who tend to support and seek business with companies involved in the sport.



Hospitality activities at an ACRL Event

Corporate Hospitality: Another aspect of this type of promotion that adds to its effectiveness is the opportunity it creates for corporate hospitality. Racing events are an excellent venue for entertaining clients, customers, as well as employees, and can be used as the proverbial "golf course" for conducting business or making deals. Because of the diverse corporate involvement in the sport, these hospitality activities make the racing events a very likely place for making valuable contacts across diverse industries.





JAG Promotions will build synergy around a racing program.

The benefits of the racing promotion do not need to stop with the exposure generated by the racing itself. **JAG Promotions** has put together programs that include traditional advertising space as an integral part of the sponsorship. By aligning the involvement of radio, outdoor, and other media vehicles, sponsors can receive traditional advertising space coupled with a racing program that increases the impact of a company's media budget. Our involvement with charity is another positive aspect of our racing program that helps increase the impact of our publicity efforts and generate more visibility for a good cause and all of the sponsors.

leukemia[®]
society of america



Support activities:

The racing can generate its own support advertising activities with involvement for collateral materials, point of sale materials, consumer competitions, and dealer / retailer / wholesaler competitions. Events can be used for product sampling, sales, or an outlet for a merchandising program.

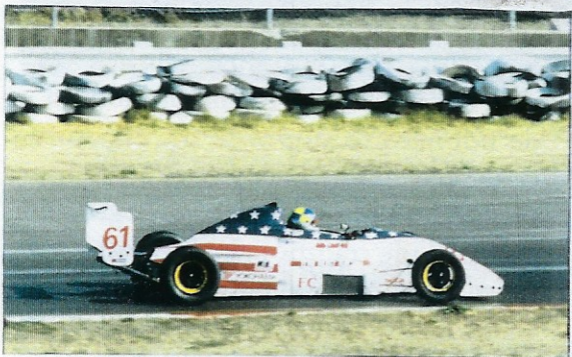




JAG Promotions



Sports Cars



Formula Cars

JAG Promotions can tailor a West Coast or national racing program suited to your corporate needs.

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