

EL PASO BUSINESSES

Setting a Land Speed Record Lending a helping hand What You Can Do

We will issue more than 150 press releases describing this effort to national and international magazines and newspapers in advance of the run. With the three women drivers at Indianapolis this year, we think a woman attacking the land speed record in a NASCAR, a type of racing viewed as "too tough" for women, should be newsworthy. If we succeed, we will follow up with another round of press releases announcing the record. This should get El Paso some good publicity.

SPONSORSHIP PACKAGES

\$150 Package

- Invitation to the Car Signing Party at the Civic Center
- Large Poster of yourself and Christy Georges in front of the car documenting this record attempt.
- Recognition in El Paso, Inc.

\$500 Package

- Invitation to the Car Signing Party at the Civic Center
- Large Poster of yourself and Christy Georges in front of the car documenting this record attempt.
- Recognition in El Paso, Inc.
- Your logo on the car, one foot square.
- Your logo on 150 to 300 TV commercials as sponsor Number depends on when you join, commercials start mid-July.
- Your logo on up to three billboards. Number depends on when you join, billboards go up in August.

\$1000 Package

- Invitation to the Car Signing Party at the Civic Center
- Large Poster of yourself and Christy Georges in front of the car documenting this record attempt.
- Recognition in El Paso, Inc.
- Your logo on the car, two one-foot square spaces or One two foot square space.
- Your logo on 150 to 300 TV commercials as sponsor Number depends upon when you join, commercials start mid-July.
- Your logo on up to three billboards. Number depends upon when you join, billboards go up in August.
- The car brought to your location for a one day promotion. This can be before or after the attempt.

50% of the money from each package sold will be given to AVANCE. You can make out two checks: One to Monkey Wrench Motorsports, one to AVANCE. Once \$15,000 is raised for Monkey Wrench Motorsports, 100% of the money from additional package sales will go to AVANCE.