



Sponsorship Proposal

A & S Racing
2N305 Virginia St.
Glen Ellyn, Illinois 60137

888-299-0244

www.teamasracing.com

Table of Contents



Page

3.....A&S Racing Mission

4.....Sponsorship Benefits

8.....Our Team

10.....The Series and Schedules

13.....The Cars

15.....Demographics

19.....Contact Us

A&S Racing Mission



A&S Racing's mission is to offer low-cost motorsports opportunities for drivers and sponsors. European and South American born drivers dominate road racing in North America, at the amateur and especially the professional level. The few young American drivers to be given the opportunity to compete in recent years have usually been sons of established drivers or sons of wealthy motorsports enthusiasts. The problem is **not** a shortage of talented American born road racers.

Most corporate American sponsors have not been aware of motorsports series other than the popular NASCAR series, which competes entirely on oval tracks. The growing popularity of all forms of motorsports, particularly road racing, affords corporate sponsors a chance to reach a vast audience of potential and fiercely loyal customers.

A&S Racing believes that increasing the amount of corporate sponsors willing to back American born drivers will draw even more American viewers and spectators. Motorsport sponsorship at this level is inexpensive compared to NASCAR. A&S Racing offers opportunities for corporations to receive the benefits of sponsorship at a fraction of the cost to sponsor a NASCAR team.

Sponsorship Benefits



A&S Racing offers an exciting opportunity in motorsports sponsorship at a mere fraction of the cost of sponsorship in the major pro racing series like NASCAR, Champ Car or the IRL. Yet you can derive nearly all the same benefits. Our series (Star Mazda or FF2000 Championship) usually serves as a support race for the other major series so we race in front of the same crowds. (See the series schedule.)

At the Track

Race Car Graphics

By painting our racecar in your company colors, and boldly displaying your logos on the car, you will expose your company to thousands of spectators and prospective customers. The car will be seen both on the track and in the paddock area and possibly on television both in the United States and in the United Kingdom. Spectators at most of our venues have easy access to the paddock area and can view the racecars and teams up close.

Your colors and logos can also be displayed on our transporter where they will be exposed to thousands more potential customers as we travel across the country to series events

Customer Entertainment

Treat your customers to an exciting day at the races! Many corporations have discovered that the excitement of a motorsports event creates a dynamic selling environment, and is an effective method to get and keep customers. Imagine your key customers relaxing in a private, catered hospitality area while mingling with your staff! They will meet our team members and drivers in person and observe up close the preparations of a professional race team as they get ready for the race.

Having actually met a driver and team will make your customers feel like being part of the event and not just ordinary spectators. This gives them someone they now know personally to cheer for in the races. One thing is certain...your clients will remember and savor the experience for a long time, and they will remember you when it comes time to buy.

Display Booths

In addition to showing your corporate logo and colors on – track, we can also include a display booth in our pit area to show examples of your products and services and to distribute your literature.

Away From the Track

Trade Shows

Get your booth and exhibit **noticed** at your next trade show! Separate your company from your competitors by placing a full-fledged racecar **right in your booth!** A sophisticated racecar like our Pro Formula Mazda or Van Diemen FF 2000 Zetec is sure to draw a crowd. Even non-race fans like to take a close-up look at a real racecar and this one will be displaying your colors and logo. The car is high tech and sure to enhance a corporate image of winning and excellence.

Grand Openings

Make your next Grand Opening a rousing success by displaying **your** racecar on site. Nothing stops traffic like a “real live” racecar parked outside your location. Pass out spec sheets on the car, coupons for your products, serve refreshments and you’ll make a **splash** in any new market.

Special Events

The car can also be made available for display at special events like a Shareholders meeting, or other company gatherings. As we transport the car around the country to the various race venues, time could be allowed to display the car at locations in the area or en-route to or from a race. This is a great way to draw customers in for a special sales event.

Media

Press Coverage

All of the series races will be covered by local media as well as national media. The Star Mazda series races are broadcast in hour-long episodes on Speed in the US and on SKY Sports in the UK. The FF2000 series will post breaking news and race results on Apexspeed. They have also joined with Rob Howden and Formula Car Magazine/Eformulacar news. All race results include prominent mention of the sponsor's name.

Throughout the course of the season we will also send out press releases to such national publications such as Racer Magazine and Autoweek, mentioning all sponsors' names.

On the Internet

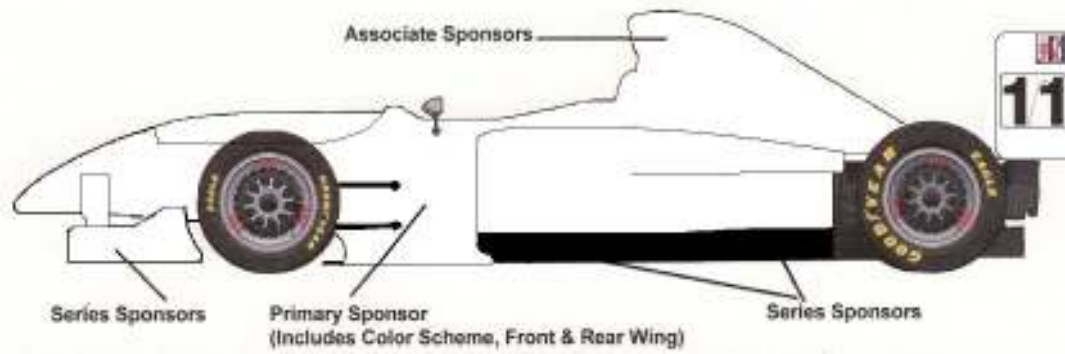
Our sponsors name and logo will be prominently displayed our team's web site: www.teamasracing.com. We will include a link to your company's web site. Our sponsor's name will also be included on the series web site under the listing for A & S Racing. The Star Mazda series web site can be found at www.starmazda.com and the FF2000 series web site is can be found at www.F2000championshipseries.com. News stories and results will be posted on Speed TV's website as well.

Your Own Advertising

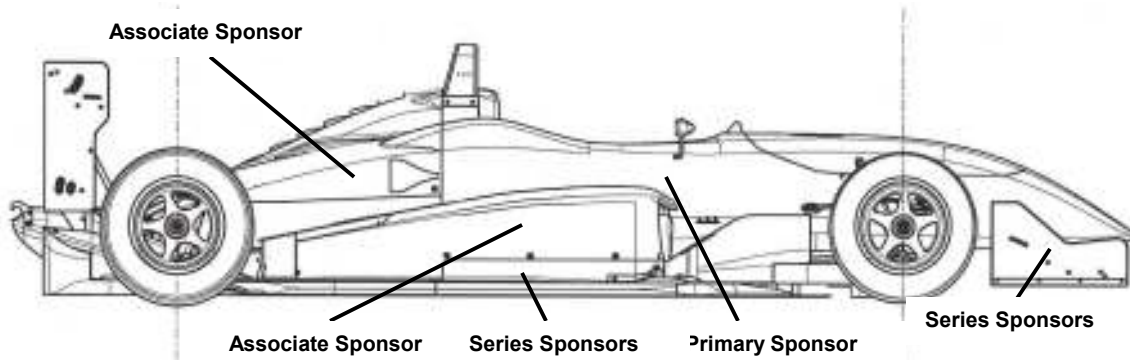
You can use pictures of the car with your colors and logo in your normal advertising as well. A picture of the car is sure to draw attention to your ad. Video images of the car on the track can also be made available for inclusion in TV commercials.

We will work with you in anyway we can to ensure you get good value for your sponsorship dollar.

Sponsor Branding



Pro Formula Mazda



FF2000

Your logos will also be displayed on crew and driver apparel, team transporter, in press releases, on the website, and in the race shop.

Our Team



A & S Racing is a family oriented team comprised of two fathers and their sons doing what we love to do best. Having been active in the sport at the amateur level for years we have decided to move up to a professional series to race and to also provide professional car preparation for other amateur racers.

Team Biographies

Team Principle and Team Manager: Doug (Bunky) Shippert.

Doug or “Bunky” as we all affectionately call him, is 63 years old and a retired high school Principal and farmer. He has been involved in road racing since 1969, first as part of race staff and then as a driver. Bunky has raced a CP Datsun 240Z, as well as a showroom stock 240Z. He has also raced a DP Datsun 2000 and a Triumph TR-4 with which he captured the Midwestern Council of Sports Car Clubs DP Class Championship.

For the last several years, Bunky has been the owner and team manager of Shippert Racing. With his son Ethan as the driver, they successfully campaigned in the highly competitive Formula Vee class at SCCA Nationals, twice qualifying for the SCCA National Championships or “Runoffs”. A & S Racing is an outgrowth of Shippert Racing.

Bunky is a graduate of North Central College and is married to Mary Ann. They have three children, Beth, Ethan and Laura.

Driver: Ethan Shippert

Ethan, with the support of his father, started driving racecars at age 16. Now at the age of 27 he has already had a successful racing career. Twice qualifying for the SCCA National Championships or “Runoffs,” he also won the SCCA’s Northern Pacific Division Championship in Formula Vee. Ethan is a graduate of the famed Winfield Driver School at the Paul Ricard circuit in France. He is also a graduate of the Jim Russell Racing Mechanics Training Program and the Russell driver’s school located at Infineon Raceway in California where he also won the championship as a driver in the mechanic’s driving series. Ethan has now moved up from Formula Vee to the Formula Ford class in which he competes at SCCA national races.

Ethan is single and currently employed as a mechanic for Veloche Motors West, maintaining vintage Formula One and Can Am racecars for their customers. Ethan is a graduate of the University of Wisconsin Green Bay.

Team Principle and President: Terry Aasen

Terry is 62 years old and employed as a Divisional Safety and Health Manager for a Fortune 500 company. He has been involved in motorsports since 1967, first as just a spectator, then race staff worker, then as a driver and in race administration.

Terry has worked every race staff position available except Starter, including several years as Chief Steward of the Chicagoland Sports Car Club. He has also served two terms as the club's president and administered several races as Race Chairman. As a driver he has campaigned a Formula Vee, EP MGB, a B sedan Datsun 510 and most recently a GT-1 Camaro. Terry is also the author of a book entitled "The Other Side of the Fence: Recollections of a Race Fan"

Terry is a graduate of North Central College and is married to Liz, who has also been very active in race staff and club positions. They have one son, Eric.

Crew Chief: Eric Aasen

Eric is 31 years old and literally grew up at racetracks, being dragged there by his parents nearly every other week during the season. Eric is a graduate of the Jim Russell Mechanics Training Program and the Russell Driver's School. He has been employed as a lead mechanic for various race teams such as Cape Motorsports in Palmetto, Florida and GFRO racing out of San Clemente, California. Both of those teams compete in the FF2000 Series.

Eric is single and a graduate of the University of North Dakota with a degree in Aviation Science. He is also a licensed pilot with instrument and commercial ratings.

The Series



A&S Racing can compete in two different series, the Star Mazda Series and the Pro Championship FF2000 series.

The Star Mazda series is a 12-Race championship that races across the United States and Canada supporting the American LeMans Series, ChampCar, and Formula One events, as well as one-hour television broadcasts of each event in the United States and United Kingdom.

Racing at key venues across North America, alongside the world's biggest racing series, the Star Mazda Championship works as a training ground for the next generation of racing stars and has become the most competitive open-wheel development series in North America.

The Pro Championship FF2000 series consists of both an east coast and a west coast series. Since A & S Racing is based in the Chicago area, the east coast series would be more geographically suitable. However, if our sponsor's demographics would favor competing in the west coast series, we would be more than glad to do so. With enough funding, we could compete in both series.

Both series run a 12-race season over six weekends. Races are run on both Saturday and Sunday, giving the car a great deal of exposure. Since the cars all run with either a restricted Zetec engine or a Ford Pinto engine and most use the same Van Diemen chassis, the competition is close and exciting, which keeps the spectators' interest. Both series are often included on other major series race weekends as a support race which means they race in front of the same large crowds and do so twice each weekend plus practice and qualifying.

The series is considered a ladder series and serves as an introduction to professional racing for young drivers looking to advance their careers. The fact that we race on many of the same weekends as the larger championship series means that they can showcase their talents in front of the top teams in the business. FF2000 graduates include Indy 500 winners Dan Weldon, Buddy Rice and Sam Hornish, Jr.

Star Mazda Championship Schedule

March 15-16: Sebring International Raceway, Sebring, FL (ALMS)

April 21-22: Reliant Center, Houston, TX (ALMS/ChampCar)

April 27-28: Virginia International Raceway, Danville, VA (GrandAM)

May 18-19: Miller Motorsports Park, Toole, UT (ALMS)

June 8-9: Portland International Raceway, Portland, OR (ChampCar)

June 22-23: Burke Lakefront Airport, Cleveland, OH (ChampCar)

July 6-7: Toronto Street Course, Toronto, Canada (Champ Car)

August 18-19: Trois-Rivieres Street Course, Trois-Rivieres, Canada

August 24-25: Mosport International Raceway, Bowmanville, Canada
(ALMS)

October 4-5: Road Atlanta, Braselton, GA (ALMS)

October 19-20: Mazda Raceway Laguna Seca, Monterey, CA (ALMS)

FF2000 Championship Series East Coast Schedule (tentative)

March 16 -18 Road Atlanta, Braselton, Georgia

April 13 -15 Virginia International Raceway, Danville, Virginia

June 8 -10 Watkins Glen, New York (with Grand American series)

June 22 - 23 Cleveland, Ohio (with Champ Car Series)

July 13 - 15 Mid Ohio Race Course, Mansfield, Ohio

August 17 - 18 Lime Rock Park, Lakeville Connecticut (With NASCAR
Bush East)

FF2000 Championship Series West Coast Schedule

No 2007 schedule has been released as yet. However, last year's schedule included stops at the following venues which are likely to be included in 2007.

Phoenix, Arizona

California Speedway in Fontana, California (twice)

Buttonwillow, California (near Bakersfield)

Infineon Raceway in Sonoma, California

Las Vegas, Nevada

The Cars



Uniformity

Pro Formula Mazda

All cars must utilize a single-seat, rear-engine, open wheel chassis with a carbon fiber composite tub built to FIA standards. Star Race Cars builds all of the cars in the series.

FF2000

All cars must utilize a single-seat, rear-engine, open-wheel chassis made of tubular space frame. Most competitors use a chassis built by Van Diemen. The chassis must meet maximum dimensions for wheelbase, overall length, height and width. They are all fitted with front and rear wings.

Engine

Pro Formula Mazda

All Star Mazda cars are powered by the 240-horsepower Mazda “Renesis” rotary engine similar to the “stock” RX-8 street car. The rotary engine performs the four processes of intake, compression, combustion, and exhaust in succession by turning a triangular-shaped rotor in the cocoon-shaped combustion chamber to generate power.

FF2000

Zetec class engines must be the 2.0 liter Ford Zetec power plant. They are four-cylinder, double overhead cam engines with fuel injection and will produce approximately 160 BHP at 6,800 rpm. The engines are all are built by Quicksilver RacEngines.

Gearbox

Pro Formula Mazda

The cars utilize a six-speed sequential gearbox, much like a motorcycle, with no lift shift, which allows the driver to shift gears without taking his foot off of the throttle.

FF2000

The cars utilize a four-speed, quick-change, non-synchro gearbox. Sequential gearboxes are not permitted.

Performance

Pro Formula Mazda

The cars are capable of accelerating from 0 – 60 MPH in 3.5 seconds, with a top speed in excess of 165 MPH and a lateral acceleration of 2.0g. Braking capabilities are 60 – 0 MPH in 100 feet.

FF2000

The cars are capable of accelerating from 0 - 60 MPH in 3.9 seconds, with a top speed in excess of 150 MPH and lateral acceleration of 2.0g. Braking capabilities are 60 – 0 MPH in 100 feet.

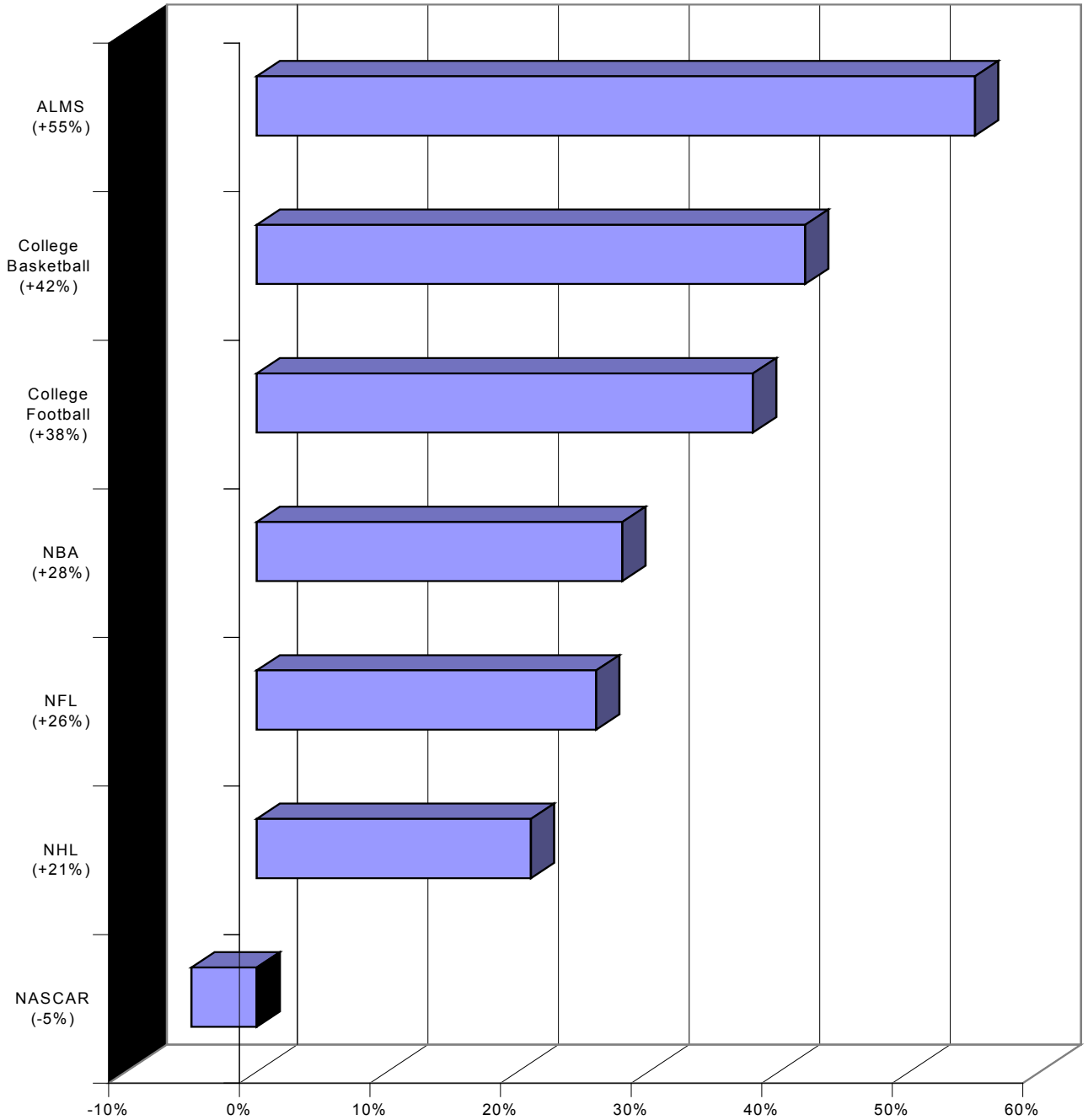


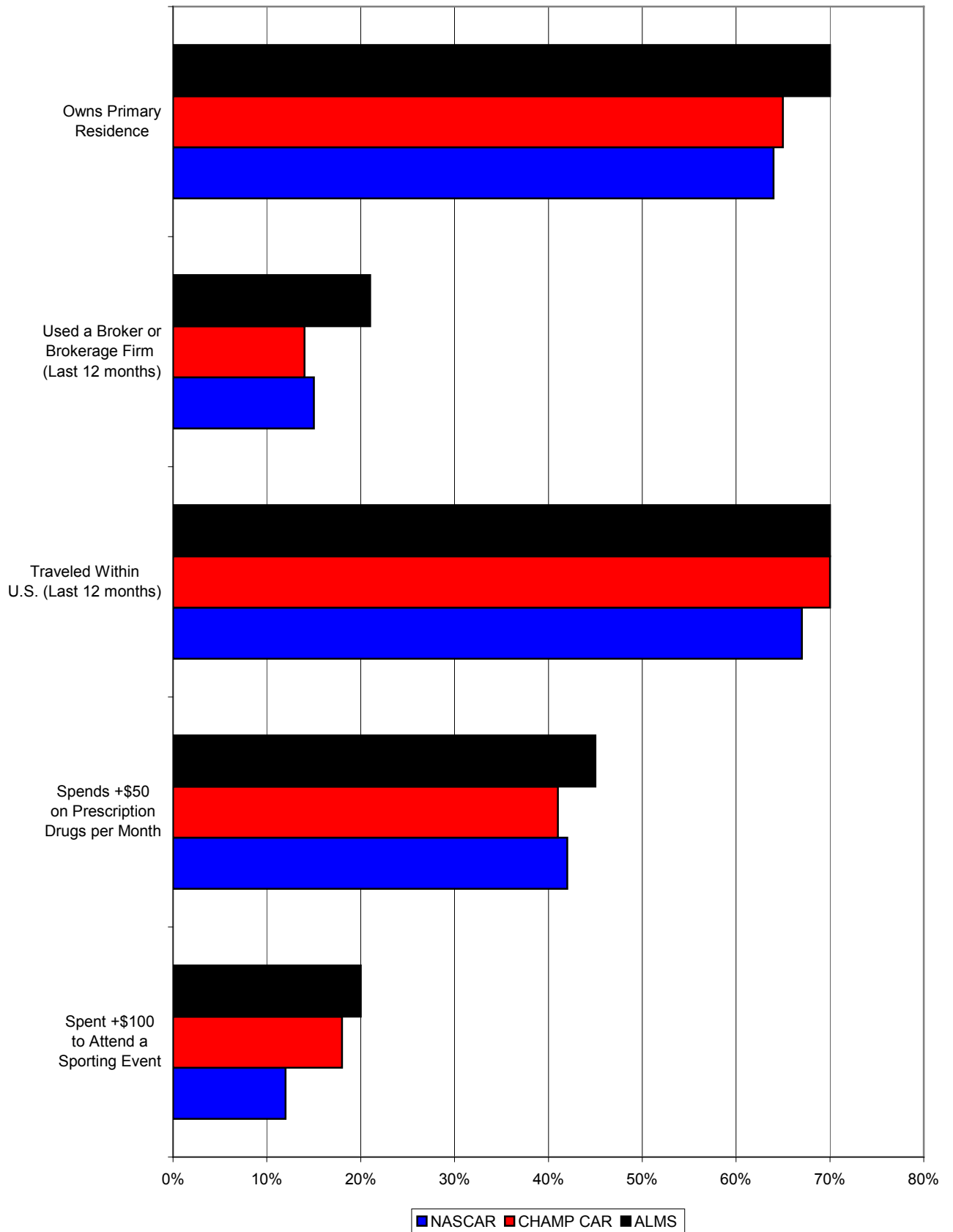
Pro Formula Mazda

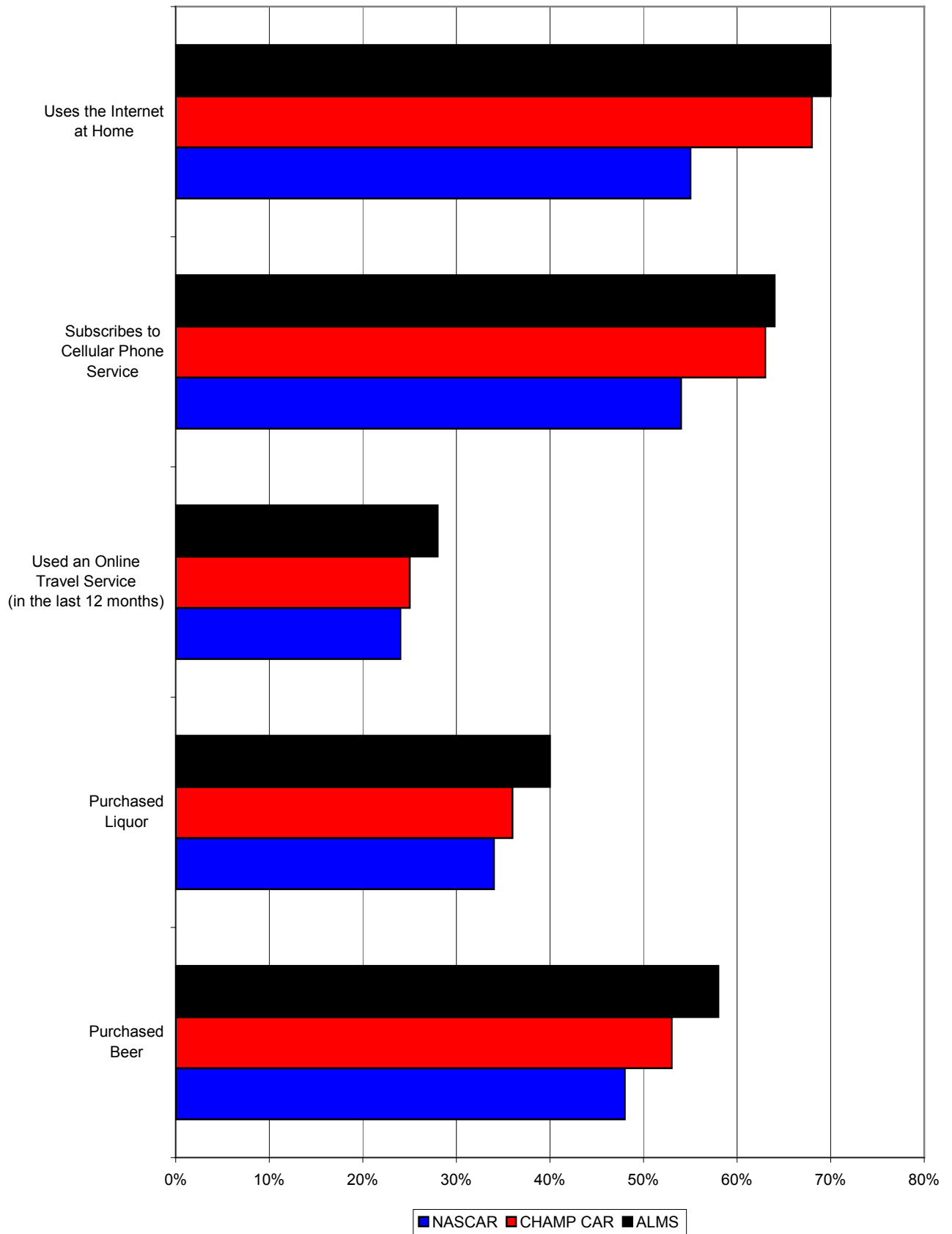


Van Diemen FF 2000

Demographics







2005 American Le Mans Series Event Attendance Summary

Event	Facility	Location	Date	Estimated Live Weekend Attendance
Mobil 1 Twelve Hours of Sebring	Sebring International Raceway	Sebring, Florida, USA	March 19, 2005	164,000
Grand Prix of Atlanta	Road Atlanta	Braselton, Georgia, USA	April 17, 2005	37,000
American Le Mans at Mid-Ohio	Mid-Ohio Sports Car Course	Lexington, Ohio, USA	May 22, 2005	60,000
New England Grand Prix	Lime Rock Park	Lime Rock, Connecticut, USA	July 4, 2005	20,500
Infineon Technologies Grand Prix of Sonoma presented by Ravenswood Winery	Infineon Raceway	Sonoma, California, USA	July 17, 2005	35,000
Portland Grand Prix	Portland International Raceway	Portland, Oregon, USA	July 30, 2005	40,000
Generac 500 at Road America	Road America	Elkhart Lake, Wisconsin, USA	August 21, 2005	47,000
Labour Day Weekend Grand Prix of Mosport	Mosport International Raceway	Bowmanville, Ontario, Canada	September 4, 2005	73,000
Petit Le Mans	Road Atlanta	Braselton, Georgia, USA	October 1, 2005	77,000
Monterey Sports Car Championships	Mazda Raceway Laguna Seca	Monterey, California, USA	October 15, 2005	55,000
2005 EVENT ATTENDANCE TOTAL				608,500
2004 Event Attendance Total				541,200
2004 - 2005 Annual Event Attendance Increase				67,300
				12.44%

Note: These are 2005 attendance statistics, 2006 numbers are not available.

Contact Us!



Motorsports sponsorship has proven itself over and over again as an effective and dynamic means of advertising. If you are interested in this exciting and cost effective opportunity to advertise your company and products through motorsports sponsorship, we want to hear from you!

Check out our web site at www.teamasracing.com and click on the link to contact us. Or for questions about our team call us toll free at **1-888-299-0244** or email us at terry@teamasracing.com

For sponsorship details, contact Jan Slomiany, On Target Productions, at **1-866-687-5536** or by email at: js@ontargetpros.com.

Let A & S Racing help Accelerate your Sales!!