



I N T R O D U C T I O N

F O R

P O N T E N T I A L S P O N S O R S

OPDS Management

*Steve Dress - Shawn Miller
Eric Patterson - Shawn Bingaman
Jim Staub*

Allow us to introduce ourselves – We are the **OUTLAW PONTIAC DRAG SERIES**. An ALL-PONTIAC drag racing bracket series dedicated to the avid Pontiac enthusiast.



The Outlaw Pontiac Drag Series (OPDS) had its start as part of the OUTLAW PONTIAC RACERS ASSOCIATION, but in an effort to better support the East coast racers and, very importantly, our sponsors, we decided to become our own entity, a separate organization in 2004.

Our “home” track is Mason Dixon Dragway, located near Hagerstown, Maryland. 2008 will be our 10th season of racing action. Our race series consists of 8-10 races per season, showing off the very best in Pontiac hardware. We offer two classes to race in: the **Warrior** Class and the **Street** Class. These classes feature everything from all-out 7 second race cars to 14 second GTP’s. Early classics such as the GTO, Tempest, Lemans, and Firebird to the latest Trans Am, Grand Am, Sunfire, and GTOs race with us. In addition to our races, we participate in car shows such as the **Burdett Brothers Pontiac Car Show** and have been well represented at major Pontiac racing events such as **Norwalk**, “**Pontiacs in the Park**” at Virginia Motorsports Park and the **Outlaw Pontiac Nationals** at Cecil County Dragway. We offer our racers cash and prizes at the races as well as at our season-end Racer Awards banquet. Pitside cookouts, a great website and lots of friendship, fun and Ponti-action!

We come to you asking for help and sponsorship in further supporting the spread of Pontiac Drag Racing, as well as the continuing effort to get racing off the streets and into a legal, organized venue. Those of us who have been in the sport for twenty plus years realize that our sport will only continue to thrive by working to make sure those of the younger generations get the right start.

As we enter our 10th year of Pontiac racing, we believe we have a unique vehicle for you and your business to directly communicate with Pontiac people, as well as the fan base attending our events. Our current sponsors range from some of the biggest Pontiac after market providers to local businesses who like what we stand for.

If you are a business looking to put your name in front of an audience of automotive enthusiasts, we can promote your name and business. OPDS offers

visibility at every race using the following avenues:

- Advertising on our **track banner** that is on display at each of our OPDS points races as well as several races we attend in other areas, such as PA, NJ, VA and OH. In 2008, we will retire the current banner and replace it with one that advertises 2008 as our 10th season.
- Advertising through the use of your handouts, catalogs & products, all available at our sign up tent at each race.
- Verbal recognition of sponsors during our Drivers meeting. We mention existing and new sponsors and introduce any sponsors that happen to be attending a given race.
- Logo placement on the payout envelopes that we use.
- Sponsorship of special awards at each race, such as Best Reaction Time, Fastest Pontiac, Best package, Trophies for winners for each class.



We also offer space at our "Sponsor Midway" that we put up at our season end Racer Awards Banquet.



In 2007, our winners in each class brought their cars to the banquet where we displayed them.

In 2008, we are doubling the size of the banquet hall and offering to allow sponsors more room in the "Sponsor Midway", along with allowing them to bring their race cars for display.

Our website has been designed to highlight our sponsors along with providing up to date information describing our series. OPDS wants the website to be a win-win for both us and our sponsors. We have three levels of sponsorship:

The screenshot shows the OPDS website layout. At the top, there are two featured cars: a yellow 2006 Outlaw Warrior Champion by Jack Gaydosch and a black 2006 Outlaw Street Champion by Johnie Campbell. Below this is a navigation menu with links for Home/Main, About, Rules, Schedule, Points, Weather, OPDS FORUMS, and PY Online Forums. A row of sponsor logos includes Claydosh Performance, ALL PONTIAC, BUTLER Performance, and Stu Kincaid Racing. The main content area features a 'Level 1 Sponsors' callout pointing to the top row of logos. Below this is a news article titled 'OPDS in the News' with a 'Level 2 Sponsors' callout pointing to a sidebar of logos including Mason Dixon Performance, Performance Years, SLY, CUSTOM CONCEPTS, SWAN, PYRES, JOHN KANE RESTORATIONS, and POWER COMPANY DJ'S. Another 'Level 3 Sponsors' callout points to a table at the bottom of the page. On the right side, there are sections for 'Upcoming Events' (Banquet to be determined) and 'Race Results' (listing dates from 4/15 to 10/07).

LEVEL 1 - \$1000 and up

A **Level 1** sponsor will have their company logo located at the top of our portal pages. If there are four or less Level 1 sponsors, the logo's will be static. If there are greater than four Level 1 sponsors, the logo's will slowly slide across the page, as if they were on a conveyor belt. These logo's are larger than the logo's used for the other two levels. They are approximately 99 pixels in height. The width will depend upon the logo's normal width-height relationship. The logo will either link to the sponsors' website or an 'OPDS Sponsor Spotlight' page if the sponsor does not have a website. An 'OPDS Sponsor Spotlight' for a Level 1 sponsor is a **one page** description of the sponsor, their products, services and contact information. The 'Sponsor Spotlight' pages are not meant to function as an online shopping cart. They are static in nature, generally meant to introduce you & your business, with contact information.

LEVEL 2 - \$500.00 to \$999.99

A **Level 2** sponsor will have their company logo located on the left hand side of our portal pages. These logo's are static at the present time. If there would be more than ten level 2 sponsors, the logo's will rotate in a top-to-bottom manner. These logo's will be smaller than the level 1 logos, with the width limited to 130 pixels. The height will depend upon the logo's normal width-height relationship. The logo will either link to the sponsors' website or an 'OPDS Sponsor Spotlight' **half** page if the sponsor does not have a website. An 'OPDS Sponsor Spotlight' page is a half page description of the sponsor, their products, services and contact information. Two sponsors will share a given page. We will not place direct competitors on the same page.

LEVEL 3 - \$50.00 to \$499.99

A **Level 3** sponsor will have their company logo located directly below the level 2 sponsor area. Level 3 logos will be presented one at a time, rotating through all the logos. These logos will link to the sponsor's website, if there is one.

We do not generally change the forum software, including placing any logo's on the forum pages. But, starting in 2008, we will create a separate forum area to be used by our sponsors as a way to make announcements, list any specials and promote their products.

