

RNR

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2009 Sponsorship Information



Coast to Coast Presence

RWR Core Programs include Racing for the Championship in all divisions, except a limited schedule in the Sprint Cup Series and the Craftsman Truck Series. This will allow you the affiliation with every major NASCAR series and align your company and it's products and services with the coveted identifiable NASCAR logo's

Would you like market penetration? How about doing it at **125** events and **100** show car appearances reaching millions of people in 12 months? This is a comprehensive exposure program that will cross all Motorsports interest; involving the young, the old, the male, and the female. This will allow YOUR COMPANY to see where we can grow, expand exposure, and observe what markets to concentrate on in the future. The Events start on the 1st week of January and ends on the 1st week of December.



Motorsports events for 2009

Show Car Program - (100) appearances - Truck and Trailer carrying **SHOW CAR**. (Example: Series 15 with a mid-mount mower.) This will be at 100 grocers/convenience stores promoting and sampling beverages from associate sponsors "Drawing" in fans for brochures and catalogs. Additional opportunities to hand out YOUR COMPANY'S racing merchandise catalogs exist to create revenue back to YOUR COMPANY!

Race Events

-  **35 NASCAR Nationwide Races** – Competing for Championship.
-  **3 NASCAR Sprint Cup Races** – Race #1 first event of the year at Daytona in the twin 150's trying to qualify for the Daytona 500. Past Daytona 500 Winner, Derrike Cope.
-  **3 NASCAR Craftsman Truck Races** – (1) Talladega, Texas twice (2) short tracks
-  **24 NASCAR Whelen Southern Modified Tour Races** - Competing for Championship.
-  **12 Hooter Cup Series / South Series Races** - Competing for Championship.
-  **16 AMA Supercross Events** – From California, Texas, to Daytona. The Worlds premiere athletes sell out stadiums from 40 to 60 thousand strong. Aggressive Pit action and eye-catching displays. your company will be there displaying and promoting their team and products.
-  **20 AMA Arenacross Events** – Coast to Coast in smaller sold out arenas from 10 – 20 thousand seats. YOUR COMPANY will be on the National #1 reigning champion's bike. More aggressive pit action and interaction.
-  **12 AMA Outdoor Motocross Events** – The riders from the Supercross, stadiums competing on natural terrain on grueling outdoor tracks covering every geographical region. Extensive multi-day pit action.





Managing the Coast to Coast Program

- Every Major Racing Series will have a representative who will be available to anyone at YOUR COMPANY for any local needs in regions.
- Every week an RWR operations manager will have a report for your representative on each of the weekends events, including photo's and related interest.
- Each Report will have a break down which includes show car appearances and how many catalogs and flyers were handed out, etc... **RWR wants to quantify each stop, race or show.**
- Questionnaires can be filled out to collect a data base for potential customers and needs they have. Race fans will always be happy to spend this time in exchange for decals and sample products! It is the difference in mindset, between company propaganda versus a "Racing Collectible" or souvenir.





RWR Background

Born into a racing family his father John raced Trans-Am, NASCAR, and Drag Raced on the West Coast. It was racing literally everything from Big Wheels, Go Karts, BMX, and Motocross the original "Joe Racer" just waited it out for the age and opportunity to move into cars. When his father decided to step aside Rick finally got the chance he had waited for. After a year of smaller regional races Rick made his NASCAR debut at 19 years old at the famed 2 mile road course at Riverside Raceway in the Warner Hodgdon 300. Rick led a substantial portion of the race and finished 3rd. From that point on Rick competed in hundreds of events coast to coast from the famed Daytona oval to the Longbeach Grand Prix.

1990 Marked the year he made his NASCAR Winston Cup and Busch Grand National debut. Rick concentrated on the growing NASCAR phenomenon and relocated east. This rounded out his experience of Trans-Am, IMSA and Superproduction all before he was 30 years old. Once back east he successfully raced Late Model Race, ARCA Series and the Craftsman Truck Series.

After a career ending neck and head injury it was time to move into the next phase of his racing career as a team owner.

Using his experience winning championships, races and pole positions and competing at over 45 race tracks in the US, RWR now has the experience of preparing and racing in the Cup, Busch (Nationwide) and Craftsman Truck Series.

RWR has worked and developed over 20 rookies making their NASCAR debut. Including female drivers with top 20 finishes as well as veterans such as Daytona 500 Champ Derrick Cope and Mike Wallace.

Having had to be hands on in every aspect of a race team including handling market/sponsor relations, hiring, scheduling, engine programs and overall management, RWR is open to any challenges. Example, to satisfy the growing needs of sponsors and the ever changing demographic RWR was versatile enough to assemble and compete in the AMA Supercross, Motocross Series and Arenacross. Not only did we cater to a new audience for the sponsors we competed and beat factory teams while simultaneously racing on opposite ends of the country (California and Daytona). This allowed RWR to have raced and entertained at over 20 events before the 1st flag fell for the 2007 season at Daytona.

In closing Rick Ware has a unique perspective as an owner, having been on both sides of the pitwall and just as comfortable pitching sponsors in main stream American boardrooms. Rick knows the importance of hiring the right people and when in doubt always hire people smarter than yourself.

RWR Race Shop



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NASCAR Nationwide Series

Feb. 14	Camping World 300	Daytona International Speedway
Feb. 21	Stater Bros. 300	Auto Club Speedway
Feb. 28	Sam's Town 300	Las Vegas Motor Speedway
March 21	Sharpie Mini 300	Bristol Motor Speedway
April 4	O'Reilly 300	Texas Motor Speedway
April 11	Pepsi 300	Nashville Superspeedway
April 17	Bashas' Supermarkets 200	Phoenix International Raceway
April 25	Aaron's 312	Talladega Superspeedway
May 1	Lipton TEA 250	Richmond International Raceway
May 8	Diamond Hill Plywood 200	Darlington Raceway
May 23	Carquest Auto Parts 300	Lowe's Motor Speedway
May 30	Heluva Good! 200	Dover International Speedway
June 6	Federated Auto Parts 300	Nashville Superspeedway
June 13	Meijer 300	Kentucky Speedway
June 20	Camping World RV Rental 250	Milwaukee Mile
June 27	Camping World 200	New Hampshire Motor Speedway
July 3	Winn-Dixie 250	Daytona International Speedway
July 10	Dollar General 300	Chicagoland Speedway
July 18	Missouri-Illinois Dodge Dealers 250	Gateway International Raceway
July 25	Kroger 200	O'Reilly Raceway Park
Aug. 1	Iowa 250	Iowa Speedway
Aug. 8	Zippo 200	Watkins Glen International
Aug. 15	Carfax 250	Michigan International Speedway
Aug. 21	Food City 250	Bristol Motor Speedway
Aug. 30	NAPA Auto Parts 200	Circuit Gilles Villeneuve
Sept. 5	Nicorette 300	Atlanta Motor Speedway
Sept. 11	Emerson Radio 250	Richmond International Raceway
Sept. 26	RoadLoans.com 200	Dover International Speedway
Oct. 3	Kansas Lottery 300	Kansas Speedway
Oct. 10	Camping World 200	Auto Club Speedway
Oct. 16	Dollar General 300	Lowe's Motor Speedway
Oct. 24	Memphis 250	Memphis Motorsports Park
Nov. 7	O'Reilly Challenge	Texas Motor Speedway
Nov. 14	Arizona Travel 200	Phoenix International Raceway
Nov. 21	Ford 300	Homestead-Miami Speedway





Hooters Pro Cup Series (tentative)

May 31	Milwaukee Mile	Milwaukee, WI
June 21	Myrtle Beach Speedway	Myrtle Beach, SC
July 19	Southern National Speedway	Kenly, NC
August 2	Hickory Speedway	Hickory, NC
August 9	South Boston	South Boston, VA
August 20	Bristol Motor Speedway	Bristol, TN
August 30	Mansfield Motorsports Spdwy	Mansfield, OH
September 20	Iowa Speedway	Newton, IA
October 18	USA International Speedway	Lakeland, FL
November 1	Rockingham Speedway	Rockingham, NC





Southern Modified Tour

March 22	Caraway Speedway	Asheboro, NC
March 29	Southern National Raceway Park	Kenly, NC
April 5	Greenville-Pickens Speedway	Greenville, SC
April 11	Ace Speedway	Altamahaw, NC
April 12	Caraway Speedway	Asheboro, NC
April 19	Caraway Speedway	Asheboro, NC
July 4	Caraway Speedway	Asheboro, NC
Aug. 2	Bowman Gray Stadium	Winston Salem, NC
Aug. 22	Caraway Speedway	Asheboro, NC
Aug. 30	Lanier National Speedway	Braselton, Ga
Sept. 6	Caraway Speedway	Asheboro, NC
Sept. 13	Southern National Raceway Park	Kenly, NC
Sept. 20	Martinsville Speedway	Martinsville, VA
Sept. 27	Caraway Speedway	Asheboro, NC
Oct. 4	Caraway Speedway	Asheboro, NC

Note: (10) additional events at Bowman Gray Winston Salem, NC





AMA Supercross

Jan 3	Anaheim
Jan 10	Phoenix
Jan 17	Anaheim
Jan 24	Houston
Jan 31	San Francisco
Feb 7	Anaheim
Feb 14	San Diego
Feb 21	Atlanta
Feb 28	Indianapolis
March 6	Daytona Beach
March 14	New Orleans
March 21	St. Louis
March 28	Toronto, Canada
April 4	Jacksonville, Fla
April 18	Seattle
April 25	Salt Lake City
May 2	Las Vegas

AMA Arenacross

Nov 7-9	Des Moines, IA
Jan 2-4	Grand Rapids, MI
Jan 9-11	Baltimore, MD
Jan 17-18	Dayton, OH
Jan 23-25	Louisville, KY
Jan 31-Feb 1	Greensboro, N.C.
Feb 7-8	Tulsa, OK
Feb 14-15	Fresno, CA
Feb 21-22	Sacramento, CA
Feb 27-March 1	Reno, NV
March 13-15	Wilkes Barre, PA
March 20-22	Highland Heights, KY





AMA Toyota Motocross (tentative)

May 24-25	Glen Helen	San Bernardino, CA
May 31-June 1	Hangtown	Rancho Cordova, CA
June 7-8	Freestone	Wortham, TX
June 14-15	High Point	Mt. Morris, PA
June 27-28	Thunder Valley	Lakewood, CO
July 5-6	Red Bud	Buchanan, MI
July 12-13	Budds Creek	Mechanicsville, MD
July 19-20	Unadilla	New Berlin, NY
July 26-27	Washougal	Washougal, WA
August 16-17	Spring Creek	Millville, MN
Aug. 23-24	Motocross 338	Southwick, MA
August 29-30	Steel City	Export, PA





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