

2015

ONDREJKO ***MOTORSPORTS***

***PLEASE TAKE A LOOK AT YOUR 200MPH
MARKETING OPPORTUNITY***



MEDIA GUIDE

INTRODUCTION

THIS PROPOSAL IS RESPECTFULLY SUBMITTED TO:



Thank you for taking an interest in learning more about the family of Ondrejko Motorsports, Seven-time NHRA Northeast Division Champions.

We believe you will find that drag racing is an extremely underestimated and untapped market. Our team prides itself on professionalism and results.

As you turn the pages within this proposal you will find the following:

- Boundless marketing opportunities to suit your every need
- How we can expose your business to thousands of people nationwide
- Learn about the driver and family at Ondrejko Motorsports
- See our past results and accomplishments
- Gain an understanding of NHRA Racing and where we fit in
- Understand the demographics of the NHRA fan base
- Find out where we are racing in 2015
- Learn how your involvement can help us both achieve our goals.

Should you have any further questions, please feel free to contact me. I am more than willing to discuss all the possibilities that can benefit your company and help us to have a successful 2015 season.

I look forward to hearing from you.

Sincerely,

Ryan Ondrejko

Ryan Ondrejko

SPONSORSHIP IN THE NHRA



IMAGINE ...having the name of your business seen by thousands. ...hearing the name of your business announced and associated with a Seven Time NHRA Northeast Division Champion... seeing the name of your business in national publications as a supporter of one of the greatest racing sports in America and associated with one of the top drivers in the Northeast. The opportunities are endless and we have a great canvas to display your business.

NHRA Drag Racing is a proven market for sponsors. With an expansive opportunity for a flexible sponsorship structure, needs can be met to benefit both the sponsor and the racing team. Racing is an expensive business and beneficial partnerships are very important to the success of every team.

Fans often associate sponsors with their favorite racers. The opportunity for sponsors to increase retail through positive endorsement of product and services through driver interaction with the fans is a personal experience most will remember for years. Hero cards which describe the driver, car and team along with sponsors are handed out and taken home as Souvenirs, a constant reminder of an exciting day.

Everyone takes pictures of their favorite race car. Those pictures hang in offices, garages, homes throughout the country. This will remain a constant reminder of who helped their favorite driver and car.

Signage on the hauler is a rolling billboard and can be seen both on the roadway as well as at the track. Signage on the car is viewed by the thousands of fans both while the car is racing or being worked on. Cars and drivers are branded by sponsors and these sponsors become a partner in the forefront of our success.

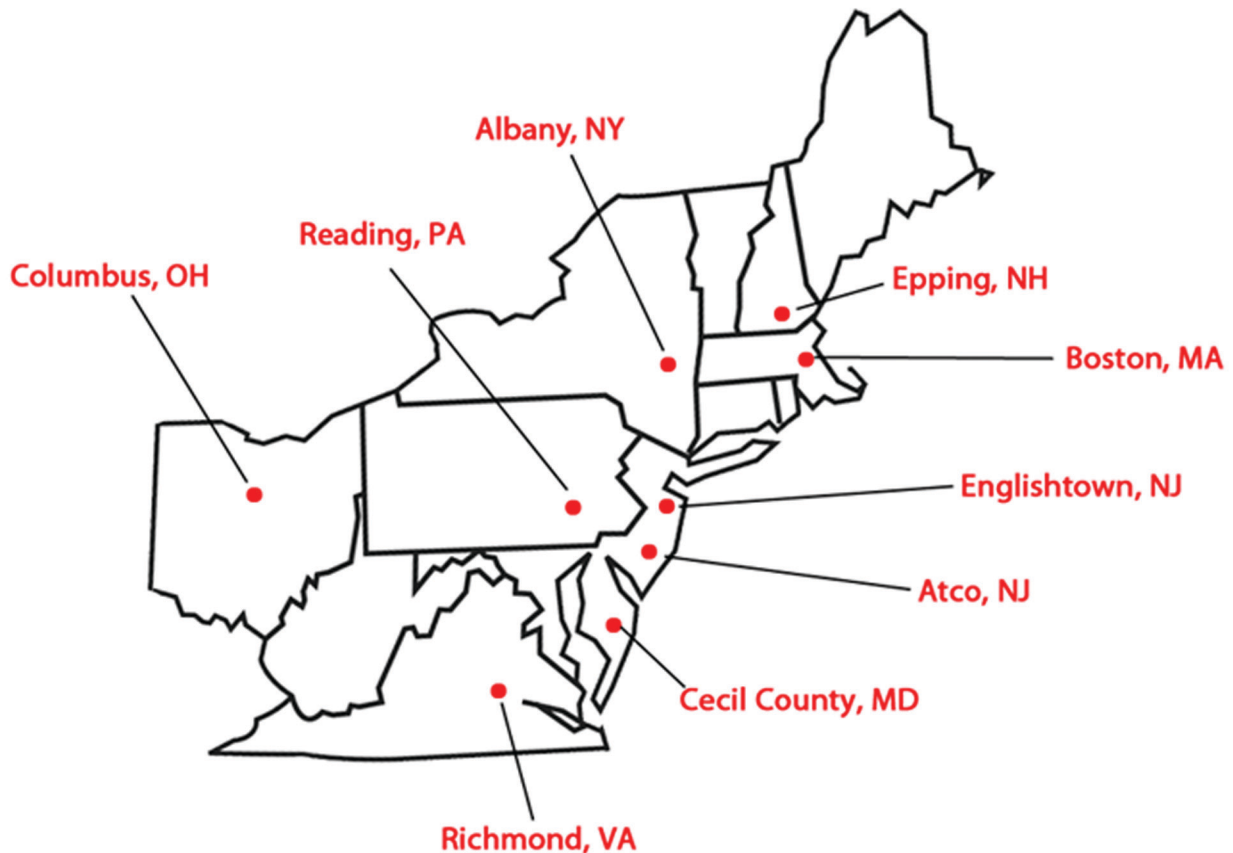
There is always media coverage of events and updates on the team in both print and interactive media. Not only do national publications run coverage and photos, there are endless websites that post race results as well as any information that happens with Ondrejko Motorsports. This can be found on the team's premier website www.rtomotorsports.com with links to sponsors and upcoming events.

NHRA FACTS & DEMOGRAPHICS

- The NHRA is the world's largest motorsports organization.
- 98% of NHRA attendees feel positively about companies that support the NHRA.
- 78% of NHRA attendees are male and 22% are female.
- The NHRA has 80,000 plus members.
- 91% of NHRA attendees try to support companies that support the NHRA and NHRA race teams.
- NHRA fans are 38% more likely than the average U.S. population to own a home or condo.
- NHRA Full Throttle Drag Racing Series has over 2 million spectators annually.
- 91% of attendees are likely to take part in a promotion linked to the NHRA.
- The motorsports fan is well aware that corporate sponsorship makes "The Show" possible.
And unlike other sports, sponsorship and corporate involvement are expected and embraced by the audience.
- NHRA fans compared to NASCAR fans are 31% more likely to be ages 18-24 and 28% more likely to be Hispanic.
- Over 90% of NHRA fans are likely to try a new product service of promotion for the first time if it's a sponsor of the NHRA.
- 89% of NHRA attendees are likely to purchase the product of a NHRA sponsor over that of a non-sponsor.
- 24.8 million Americans are fans of NHRA Drag Racing - 14.7 % of U.S. population. NHRA is the #2 motor sport in America.
- Nearly 50% of NHRA fans stated they have switched brands because the brand they switched to was a sponsor of the NHRA.
- NHRA fans are 33% more likely than the average U.S. population to own a computer.
- Nearly 60% of NHRA fans live in households of 3 or more.
- NHRA attendees are: 71% White, 11% Hispanic, and 7.5% African American.

EVENT LOCATIONS

This season hosts so many possibilities for exposure on and off the track. To date these are the minimal races we will participate in within the 2015 NHRA Divisional Series.



2015 SCHEDULE

<u>Date</u>	<u>Event</u>	<u>Location</u>
April 24-25	Virginia Motorsports Park	Petersburg, Va.
May 22-24	Maple Grove Raceway	Reading, Pa.
June 26-28	Lebanon Valley Dragway	West Lebanon, N.Y.
July 17-19	New England Dragway	Epping, N.H.
July 31-Aug. 2	Atco Raceway	Atco, N.J.
Aug. 14-16	Cecil County Dragway	Rising Sun, Md.
Sept. 11-13	Old Bridge Twp. Raceway Park	Englishtown, N.J.
Sept. 18-20	JEGS Northern SportsNationals	Columbus, Ohio

EXPOSURE FOR CRUNCH FITNESS

Visibility is the key to getting your name out there and to expand the market of your product. With Crunch Fitness as a primary sponsor, imagine the additional advertising of association with Ondrejko Motorsports within an untapped market.

EVENT MARKETING

When you become a sponsor of Ondrejko Motorsports, you can directly interact with potential customers at the racetrack. You can either decide to supply the team with information to pass out or send one of your representatives to the track to display your product.

STORE DISPLAYS

At Ondrejko Motorsports we are always open to the idea of bringing our High Performance Race Vehicle to your location for display, interacting with potential customers and even allowing people to sit inside the vehicle.

INTERNET EXPOSURE

Your Company logo will be proudly displayed on our Ondrejko Motorsports website as well as our Social Media outlets. The website resides as a portal for our fans to check for updates via a monthly blog. You can easily cross link to your Companies website.

CUSTOM GRAPHICS PACKAGE

Decals of your choice will be placed on both doors of the race car as well as the roof of the race car. You will also have Logos on the Trailer. (Please ask for more information as this can be customized to your needs.)

CUSTOM APPARAL PACKAGE

Logos can be placed on all custom team apparel, ranging from T-Shirts to Crew Shirts or even Hats. (Please ask for more information as this can be customized to your needs.)

CUSTOM HANDOUTS PACKAGE

Every year we design what is called a "Hero Card" in the racing world. It is a 8x10 Photo, Schedule and Summary of the 2015 racing season which is meant to be given to the fans and autographed. This could also display your company logo.

PRINT AND MEDIA COVERAGE

OFFERING EXPOSURE AND VISIBILITY WITH A PERSONAL TOUCH

PRINT HANDOUTS

Personalized "Hero cards" that offer a description of the race team as well as "you", our sponsor and your contact information, location or products. These are great marketing tools as they are used both at the track and at personal appearances for autographs.



2013 FRONT



2013 BACK



2011 HERO CARD

NATIONAL AND LOCAL PRINT COVERAGE

Features in national publications such as National Dragster, which has a weekly readership of 300,000 people and 80,000 subscribers. ESPN Coverage of national sportsman races. Track Newspapers, and Local Print Coverage.



NATIONAL DRAGSTER MAGAZINE



ESPN2 TELEVISION COVERAGE



DRAG RACER MAGAZINE

CUSTOM APPAREL

Company logos featured on all official Ondrejko Motorsports apparel.



CREW SHIRTS

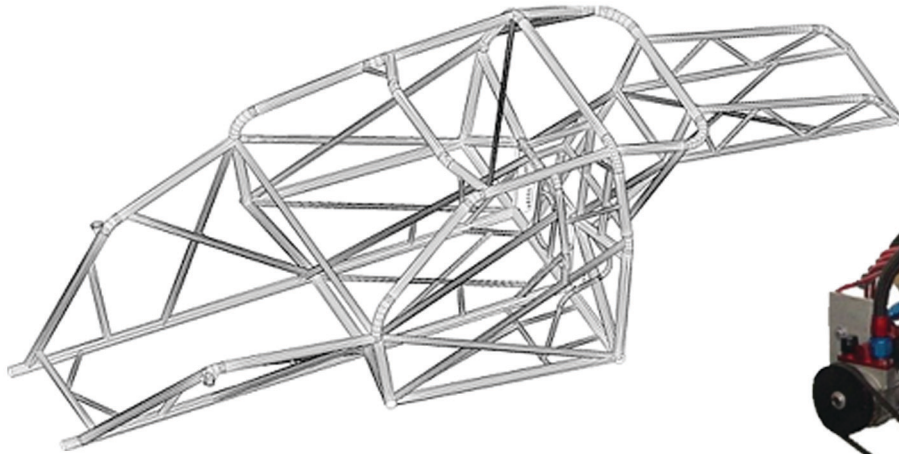


T-SHIRTS



HATS

OUR CHEVROLET CAMARO SS



FUN FACTS

- 2000 HORSEPOWER ENGINE
- 0 - 210MPH IN JUST 6 SECONDS
- +3.0 G's ON LAUNCH
- -3.5 G's ON DECELERATION



MEET OUR DRIVER



RYAN ONDREJKO

Age:	29
Background:	Mechanical Engineer
Experience:	9 Years
Race Wins:	27
Championships:	7
Best E.T:	6.552
Best Speed:	212.37



Ryan grew up the son of drag racer turned chassis builder, John Ondrejko, owner of John's Racecraft in Brockton, Massachusetts. He graduated with a Mechanical engineering degree from Boston's Wentworth Institute of Technology and currently works for Barletta Engineering as thier IT Manager in Boston, Massachusetts.

While going to school Ryan managed to race from time to time on the NHRA divisional level with races from Canada to Virginia. Starting in Super Street, a class that runs 10.90 seconds in the quarter mile, he won his first race in 2005. Soon after, he moved up to Super Gas which is a second quicker at 9.90 seconds in the quarter mile, where he racked up two consecutive NHRA Northeast, Division One Super Gas Championships in 2007 and 2008.

The progression was already started and there was only one direction to go from there. FASTER! He moved up to a Top Sportsman ride where the cars average six seconds at around 200 miles per hour. Two races into his Top Sportsman career, he won yet again. It was clear to a lot of people, Ryan was naturally gifted behind the wheel. By the end of 2008 he had five NHRA Wally's, a trophy most only dream of.

2009 was a very special year for Ondrejko. He scored 7 wins in his first 8 races in Top Sportsman! This opened some eyes and the opportunity to race for NHRA Pro Stock Driver Jim Yates. It wasn't long after, Ryan qualified for his very first NHRA National Pro Stock race in June of 2009 at the NHRA Route 66 Nationals. Ryan went on to compete at 8 more Pro Stock races that year and qualified at 8 of 9 garnering national attention and a reputation as an up and coming competitive force.

After realizing Ryan and his family could not financially support his Pro Stock dreams without a major sponsorship deal, he set his goals on a Top Sportsman Championship. With new determination, and his family and friends by his side, he competed in 2 NHRA National events and won both. He went on to compete in 6 divisional races and won 4 of those, wrapping up the two different Top Sportsman Championships in one season.

While Ryan is not racing, this 29 year old manages his graphics design company, Surgical Graphic Design. As an athlete both behind the wheel and outside the race car, Ryan competes on a men's basketball team and exercises regularly to stay sharpe both on and off the track. He also enjoys the hobby of golfing with family and friends. With talent and youth on his side, Ryan is confident that he will be making more news in the racing world.

THE CREW

MEET OUR FAMILY AND CREW

Without the support of a dedicated crew and family, championships are impossible. It takes teamwork and commitment to be one of the best. We have the best at Ondrejko Motorsports.



Karen Ondrejko
Moral Support
Nutritional Advisor



Jonathan Ondrejko
Crew Member



John Ondrejko
Crew Chief



Mark Monroe
Crew Member



Mark Wiktorowski
Assistant Crew Chief



Chris Cherry
Track Surface
Specialist



Lee Roby
Crew Member



Nitro
Mascot



Andrew McDonald
Crew Member

PROVEN SUCCESS

RESULTS AND STATISTICS

With every round won and final appearance comes repeated coverage. Most races are run over a three day period with plenty of opportunity for sponsors to be highlighted and recognized between the two to three qualifying sessions and the minimum of five total elimination rounds. Here's proof from last year's racing season.



Total Races Competed	25	<i>Percentages</i>	<i>Notes:</i>
Finals	15	60%	% of times make it to the Final
Wins	11	44%	% of times we win the Event

<u>Date</u>	<u>Location</u>	<u>Event</u>	<u>Class Competed</u>	<u>Results</u>
March 25-28, 2010	Charlotte, NC	NHRA Zmax 4-Wide Nationals	Top Sportsman	Won Event
April 9-11, 2010	Atco, NJ	NHRA PC Richard & Sons Open	Top Sportsman	Won Event
April 30-2, 2010	Atco, NJ	NHRA Lucas Oil Divisional	Top Sportsman	1st Round
May 14-16, 2010	Epping, NH	NED Top Sportsman Series	Top Sportsman	Won Event
May 28-30, 2010	Reading, PA	NHRA Lucas Oil Divisional	Top Sportsman	Semi Finals
July 2-4, 2010	West Lebanon, NY	NHRA Lucas Oil Divisional	Top Sportsman	Won Event
July 10-11, 2010	Epping, NH	NED Top Sportsman Series	Top Sportsman	Runner- Up
July 17, 2010	Epping, NH	NED Top Sportsman Series	Top Sportsman	Won Event
July 31-1, 2010	Epping, NH	NED Top Sportsman Series	Top Sportsman	Runner- Up
August 7-8, 2010	Epping, NH	NED Top Sportsman Series	Top Sportsman	2nd Round
August 20-22, 2010	Cecil County, MD	NHRA Lucas Oil Divisional	Top Sportsman	Runner Up
September 4-5, 2010	Epping, NH	NED Top Sportsman Series	Top Sportsman	Won Event
September 24-26, 2010	Columbus, OH	JEGS Sports Nationals	Top Sportsman	Won Event
October 2-3, 2010	Epping, NH	NED Top Sportsman Series	Top Sportsman	Won Event
October 21-24, 2010	Reading, PA	NHRA PC Richard & Sons Open	Top Sportsman	Semi Finals
April 8-10, 2011	Atco, NJ	NHRA National Open	Top Sportsman	Won Event
April 14-17, 2011	Charlotte, NC	NHRA Zmax 4-Wide Nationals	Top Sportsman	2nd Round
May 27-29, 2011	Maple Grove, PA	NHRA Lucas Oil Divisional	Top Sportsman	1st Round
June 23-26, 2011	Norwalk, OH	NHRA Nationals	Top Sportsman	Won Event
July 1-3, 2011	West Lebanon, NY	NHRA Lucas Oil Divisional	Top Sportsman	Semi Finals
July 7-10, 2011	Chicago, IL	NHRA Route 66 Nationals	All-Stars	Semi Finals
July 22-24, 2011	Epping, NH	NHRA Lucas Oil Divisional	Top Sportsman	2nd Round
August 19-21, 2011	Cecil County, MD	NHRA Lucas Oil Divisional	Top Sportsman	Runner-Up
September 23-25, 2011	Columbus, OH	JEGS Sports Nationals	Top Sportsman	2nd Round
October 13-16, 2011	Maple Grove, PA	NHRA National Open	Top Sportsman	Won Event

CURRENT SPONSORS

Although we are looking for Crunch Fitness to join our program as a primary sponsor, we wouldn't be able to make you such an affordable option without the strong support of our current associate sponsors. If you choose to become our primary sponsor you will be affiliated with these very professional companies and causes listed below.



HOW YOUR BRAND COULD LOOK



Race Car Graphics
Scooter

Team Shirts
Helmet

Trailer
Tow Vehicle

BECOME A PART OF OUR TEAM

This is not done alone.
They say it takes a village to raise a child.
It takes an entire team to win a race.

Every single person has a hand in a championship.

How exciting would it be to say you and your company
had the opportunity to be part of a championship?



It's easy enough. Our offers are flexible to meet your
needs and help us reach our goal. We are confident if you
sit down with us and come up with a plan, we will go
above and beyond to meet your needs.

We are willing to work with you and your company while
you help us. Here are some options we can suggest to
give you some ideas....

WHAT ARE YOUR OPTIONS?

PLATINUM PACKAGE

\$50,000

- This is a PRIMARY SPONSORSHIP for the ENTIRE season.
- Your company will enjoy a COMPLETE CUSTOM TAILORED TEAM DESIGN.
- Season media acknowledgement of the sponsorship (Website, News Articles)
- Meet and greet with the driver and crew at your local establishments
- FOUR complimentary tickets to each event
- Special at track in pit area hospitality for up to FOUR employees
- Includes food and drink.
- A framed, signed photo from Team Ondrejko displaying your product
- A complete vinyl wrap of the race car and pit vehicle
- Custom designed crew shirts
- A custom logo will also be displayed on the race car hauler
- You will be provided FOUR Ondrejko Racing Crew Shirts for your personal use

GOLD PACKAGE

\$25,000

- This is a CO-PRIMARY SPONSORSHIP for the ENTIRE season.
- 3 Large Decals on both Race Car doors and Roof
- Your company provides us with Hats, Decals, and Banners.
- Season media acknowledgement of the sponsorship (Website, News Articles)
- Meet and greet with the driver and crew at your local establishments
- TWO complimentary tickets to each event
- Special at track in pit area hospitality for up to TWO employees
- Includes food and drink.
- A framed, signed photo from Team Ondrejko displaying your product
- A custom logo will also be displayed on the race car hauler
- You will be provided TWO Ondrejko Racing Crew Shirts for your personal use

IN CONCLUSION

ONDREJKO ***MOTORSPORTS***

We hope you will join us on our quest. Our plans are always expanding as we receive assistance and opportunities arise for additional races and showings.

Ondrejko Motorsports would be honored to have Crunch Fitness on board as a sponsor.

Keep up to date on our season's progress, results and updates by checking in at the official website of Ondrejko Motorsports.

www.rtomotorsports.com

If we can be of further assistance, please do not hesitate to call. We look forward to welcoming you into our family.

Ryan Ondrejko
Ondrejko Motorsports
26 Hawthorne Street
Boston, MA 023131
617.212.3784

