

# Team with AJ Nealey in the 2011 Patròn GT3 Challenge



## The Platform - the 2011 Patròn GT3 Challenge by Yokohama

- Offers a defined ladder system to graduate to the American Le Mans Series and ultimately compete in 24 Hours of Le Mans
- The 2010 Porsche 911 GT3 Cup race car has 450 hp and a top speed of 194 mph
- Televised along with the American Le Mans Series - the pinnacle of sports car racing in North America
- Attracted a combined television and at-track fan base in the millions in 2009
- Appeals to one of the most desirable and growing fan bases in sports
- Parallels professional golf, tennis and other upscale endeavors
- Upscale brands such as Patròn, Yokohama and Motorola seek this demographic

## The Package - Benefits of Teaming with AJ Nealey Racing

- Branding on Porsche GT3 Cup car, driver, merchandise, gear, and more
- V.I.P. tickets with hospitality access - host clients and incentivize/reward employees
- Provides introductions to potential business partners
- Hot Laps with AJ at a track near you
- Appearances of GT3 Cup car and AJ available for your marketing needs
- Raise brand awareness in all forms of media including press releases, e-mail blasts, social media, interviews, forums, blogs, publications and broadcast
- Reach markets all across North America by taking advantage of its dynamic schedule
- Connect with the people that need your product or service

## The Professional - Race Car Driver, Brand Ambassador, AJ Nealey

- Achieved over 40 wins, multiple championships and track records in an 8 year career
- Completed 2 successful seasons in the televised Volkswagen Jetta TDI Cup
  - 3 podium appearances, 7 top fives, and 10 top ten finishes
- Delivered winning results for sponsors to millions of television viewers and fans
- Join AJ Nealey Racing for the 2011 GT3 Challenge - a marketing opportunity with the platform, the package and the professional to put your brand in the winner's circle
- Contact AJ today to schedule a personal in-depth presentation with your marketing team



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