

2012 Marketing Opportunities



<http://flminisprints.com/>



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Club Overview



The Florida Mini Sprint Association is a Family-oriented Club that was established about 20 years ago to find an economical way to go sprint car racing. These cars run on Pump, Racing Gas, and Methanol and are Fuel Injection 600cc-750cc Sport-Bike Stock Engines with 130-160+ H.P. with speeds of over 130 M.P.H. on big tracks. All cars run on 10" Wheels. F.M.S.A. have about 50 members traveling across Florida and Georgia states. FMSA have an average of 25 races season with a combined advertisement miles totaling over 4,375,000 Interstate and highway miles in the southeast.

Our Mission

To Keep our Members and Fans in close communication with the F.M.S.A., Sponsors, Fans, Sponsors and Tracks..

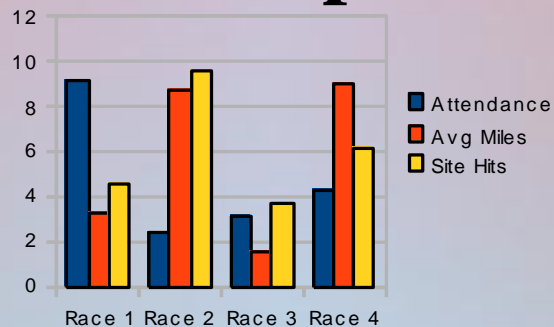


Club Growth

Only sprint car club in Florida with increasing car counts over the past two years.

F.M.S.A. has 50 Members with an 25- 35 cars per event in 2011,with almost double that during Speed weeks.

Club often runs as a support series to the state's premier full size sprint car touring series- The Top Gun Sprint Series, which only averages only 18 sprint cars.



2012 Schedule

Running with USAC and World of Outlaws Late Model Series to kick off the 2012 Season.

Already have 20+ confirmed dates at Bubba Raceway Park in Ocala Florida, East Bay Raceway Park in Tampa Florida and North Florida Speedway in Lake City Florida.

Club ran 37 events in 2011, the most in any sprint car touring series in the state of Florida.



Value Proposition

The FMSEA is a member-focused club that provides an economical safe and friendly environment for our competitors.

All of our cars are professional in appearance and our drivers are fan friendly and focused on providing a top notch show for the fans.

We run races all over the state of Florida and south Georgia, providing reach into all major markets in the south east in which there is a dirt track.



Marketing Opportunities

The FMSSA is currently looking for Associate sponsors in 2012.

Ideally we would like to partner with companies that share marketing advertisement and providing Marketing ROI that is second to none in Florida.

Our philosophy on associate programs is to professionally advertise with company logos. Which will be placed on Victory Lane Banner, Announcer's Sheet, racecars, trailers traveling to racetracks across Florida and South Georgia .



Marketing Opportunities

We currently have openings for the following 2012 FMSA Dirt Series Championship program.

Full Size Logos on Racecars and Trailers

Full Size Logos on T-Shirts, Banners

Full Size Logos on FMSA Programs, and Web Page

Scheduled Car shows at Affiliated Companies

Race Event VIP Tickets



Marketing Opportunities

For our associate programs, we ask for.

Your logo, for our banners and marketing materials.

Your advertisement contributions will be disbursed to allow this partnership to be successful for years..

We will provide you up to date on your program performance. We take photos of all winners, and weekly site statistics and email them to you after each

race.



Associate Sponsorship Cost \$10,000.00

Contact Us

**Thank You for consideration in partnering with the
FMSSA for the 2012 racing season, we truly
appreciate it! For more information, please contact:
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You can also visit us online at:

www.flminisprints.com

