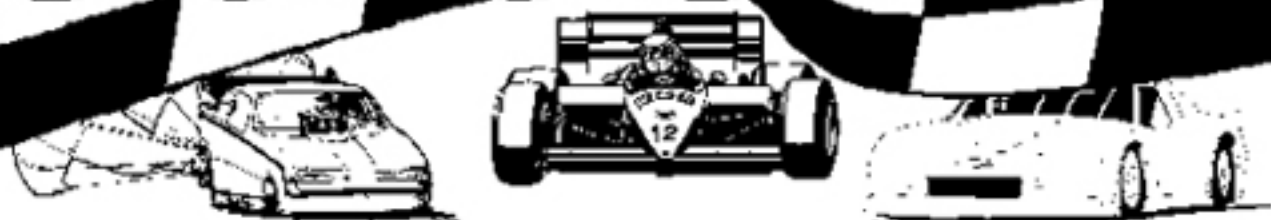


# SPONSORSHIP 101



## 1-DAY SPONSORSHIP SEMINAR

### What you will learn:

- Basics of Sponsorship
- Tools for Effective Promotions
- How-To Improve your Image to Sponsors
- Media Basics/The Internet & Sponsorship
- Understanding Sponsor's Goals & Objectives
- How-To Identify the "Market Value" of Your Race Program

Coming in 2006:

**CALIFORNIA**

**Friday, January 27**

California Speedway  
Fontana, CA

**For Additional Information Call (775) 727-4955**

Or Visit us at [www.sponsorship-101.com](http://www.sponsorship-101.com)

**YES!** I Need to GET SPONSORED!

Please register me for the one-day, *Sponsorship 101* Seminar.

\$199 per person, includes Lunch, Materials and Workbook

Second Attendee (for spouse, teammate, car-owner, etc.) available for an additional \$99.

**EARLY-BIRD SPECIAL:** Register before Dec. 16, 2005 and receive a FREE copy of Milt Gede's CD-book "How-To Write a Winning Proposal"!

**All Seats are Reserved...No Tickets Will be Available the Day of the Seminar**

#1 Attendee's Name \_\_\_\_\_ Address \_\_\_\_\_ Phone # \_\_\_\_\_

#2 Attendee's Name \_\_\_\_\_ Address \_\_\_\_\_ Phone # \_\_\_\_\_

Total amount due: \$ \_\_\_\_\_

Please include a workbook for my second attendee for an additional \$35.00

Charge to:  MC  VISA

Card Number

Exp. Date

Check # \_\_\_\_\_ (payable to CRE Sports Marketing) is enclosed.

Mail to: CRE Sports Marketing, PO Box 5919, Pahrump, NV 89041 OR Fax to: 775-727-4956