



October 15, 2010

RE: 2011 Ward Burton Experience

To The Business/Marketing Expert Reviewing This Proposal,

Please review the included marketing partnership proposal and video. We currently have openings for new partners for 2011. Together with my associates, we have assembled a complete turnkey program for you to use to grow your business. Our 2011 Ward Burton Experience can be used to incentivise or reward your customers and sales personnel with a powerful one of a kind experience. This sports marketing based experience will provide you with an influential sales tool that is sure to help your business grow. Over the last few years this program has been proven and refined. Our program has helped several major companies/brands motivate their sales staff, current customers, and potential target customers.

The 2011 Ward Burton Experience is a way to tie your company or brand to NASCAR, one of America's most popular sports without requiring a 7 or 8 figure marketing budget. By racing in the NASCAR Sprint Cup Series for more than ten years and winning two of NASCAR's biggest races, I can help you leverage your sales effort. We currently have more than five types of events that can influence your targets. We can package these components into a year long program that is sure to help you succeed with your sales and marketing goals. Whether you want to invite a few key individuals or need a powerful event for a group of up to 50, we can tailor a package of events for you. No matter if your targets are executive level or blue collar, an event with us will help you connect with the people who are key to your business.

My team and I can package a high impact marketing program for you that will energize your customers and raise your brand awareness all for far less than 10% of the cost of a traditional NASCAR marketing program. If you would like to grow your business through this sports marketing partnership, please contact us after your thorough review.

Regards,

Ward Burton