

Derby Madness  
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# Sponsorship Proposal for Derby Madness® Demolition Derby Series



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# I. Introduction

Derby Madness was founded in 2005 by Mike Weatherford to promote the sport of demolition derbies in a professional and specialized format. Our mission is to boost the sport of demolition derby into the realm of professional sports that are watched from the grandstands to the likes of NASCAR all the way to a reality series to be watched in families' homes.

Since 2005, Derby Madness successfully completed three seasons of the NAPA Auto Parts Crash for Cash Demolition Derby Series. The series is fueled by qualifying derbies that take place across the Southeast Region of the United States. To be considered for the final show of the series, a driver must successfully qualify at one of many qualifying derbies during the year. To qualify, the driver must be successful in the heat in which they run and make it into the derby ring for the final heat.

During the series, several bonuses are paid for the drivers who qualify the most and who earn the most points throughout the series. This system has created a draw for drivers from several states including Tennessee, Kentucky, Missouri, Illinois, Indiana, Arkansas, Mississippi, and Alabama. With over 100 drivers competing throughout the year, Derby Madness has proven to be a promising series for demolition derbies.

Recently, Derby Madness was featured on the #1 hit TV show for CMT, *Gone Country* Season 2. The CMT show hosted by John Rich, from the country music band Big & Rich featured 7 celebrities fighting for their chance to become the next hit artist for country music. This allowed Derby Madness to work with Renegade 83 Entertainment who produced the show and ultimately landed Mikalah Gordon, American Idol Finalist *Gone Country* cast member, back in Paris, TN for the Final Show of 2008. Also, Derby Madness was featured in a documentary for demolition derbies called "Derby Madness! The Movie", produced by DuMedia Lighthouse. The world premiere of the movie was held at the Krider Performing Arts Center in Paris, TN on March 7, 2009.

Derby Madness promotes demolition derbies through a strategic marketing plan utilizing a grass roots marketing campaign and website advertising. Our sponsors significantly benefit from exposure of their products and services to thousands of dedicated drivers and fans throughout the Southeastern United States. Products and services provided by our sponsors are advertised at all of our events during the series. We saturate the market with information about our sponsors through radio, print, and announcements broadcasted at our events.

In addition to this marketing campaign, we will strategically advance the interests of our sponsors on our website through banner ads. With over a million hits to our website since 2005 and a loyal message board membership in the hundreds we easily direct targeted consumers to your products and services.

## II. Sponsorships

We are looking for additional sponsorships to fuel the 2009 Derby Madness Demolition Derby Series. Benefits of sponsoring our demolition derby series are as follows:

- Promote your products and services at the fastest growing sport in the Southeast.
- Drive targeted traffic to your business to increase exposure and revenue.
- Establish a solid reputation for your business within your community.
- Get the greatest exposure for your business through low-cost marketing.

## III. Goals/Objectives

Derby Madness strives to provide great opportunities for their sponsors while maintaining a high level of integrity.

- Derby Madness will promote your products or services to the fullest extent at all events throughout the series.
- Derby Madness will work to guard your trusted business name when promoting your products or services.
- We will ultimately make every effort to provide the greatest return on your sponsorship.

## IV. Schedule of Events

The 2009 Derby Madness Demolition Derby Series will take place at the following venues:

Erin, TN – March 21, 2009

Benton, KY – April 4, 2009

Mayfield, KY – May 30, 2009

LaCenter, KY – July 18, 2009

Clinton, KY – August 1, 2009

Union City, TN – August 15, 2009

Paris, TN – August 21, 2009

Paris, TN – August 22, 2009

Dyersburg, TN – September 7, 2009

Paris, TN – September 26, 2009 (Final Show)

Banquet to recognize Crash for Cash Cup Winners – TBA (October)

## V. Marketing

Marketing of your products and services will be provided at all events related to the 2009 Derby Madness Demolition Derby Series. Listed below are the various sponsorships available.

Sponsorships Available	Media
Crash for Cash Cup Points Series	Radio, Print, Announcements
Arena Sponsorship	Printed Banners
Logo on Derby Madness Apparel	T-shirts

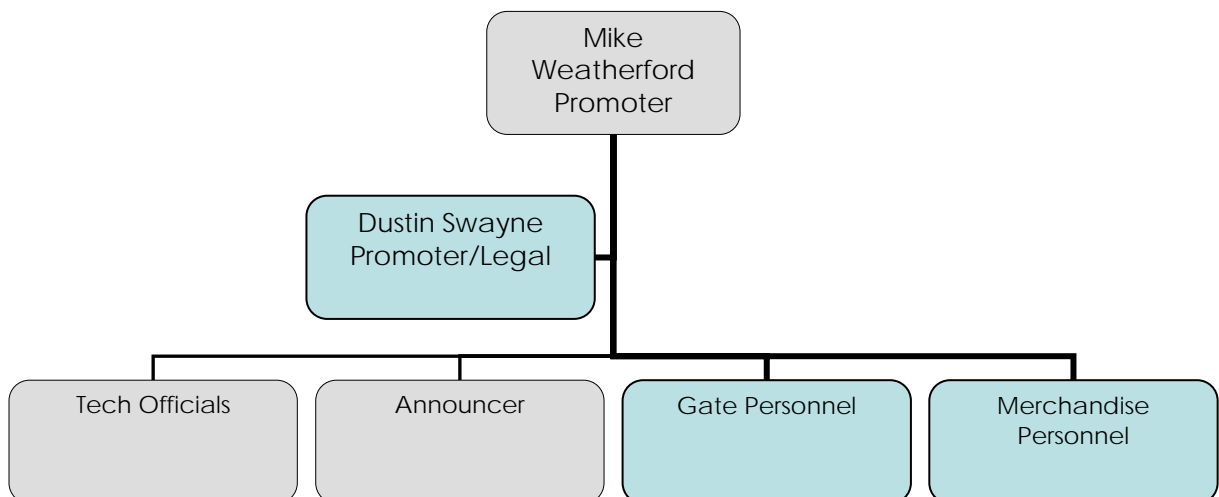
## VI. Website Advertising

DerbyMadness.com has reached over 1 million hits since publication in 2005. The website also features a loyal message board base in the hundreds. Advertise your products or services to potentially millions of people who surf the internet. Banner ads will be customized to meet your needs. They may contain flash content if required and may be linked to your website.

Advertising Available	Exposure
Banner Ads	Potentially Millions

## VII. Key Personnel

Personnel involved in making Derby Madness the #1 series for Demolition Derby.



## VIII. Sponsors/References

NAPA Genuine Automotive Parts – Atlanta, GA

DuMedia Lighthouse – Brentwood, TN (Produced: Derby Madness! The Movie)

CMT Gone Country – Season 2

Renegade 83 Entertainment – Glendale, CA

Mikalah Gordon – American Idol Finalist

## IX. Contact Us

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