

Advertising Opportunities:

- Crew Shirts
- Banners
- T-Shirts
- Driver's Suit
- Autograph Cards
- Appearances
- Hauler
- Website

Package Options:

Partnership/Ownership: Can purchase into team organization with the opportunity to take part in team management and organization along with the opportunity of receiving part of income acquired after expenses are accounted for. Provides sponsor with full capability to speak in on key decisions and make business related decisions to help benefit the team.

Primary: All listed available advertising opportunities listed above and maximum exposure in every article, photograph, event, and promotions. Track sponsor promotions available consisting of product promoting, sales flyers, loud speaker announcements, and much more. Decals in several prime spots for photography.

Secondary: Decals on all merchandise, one designated area on car, promotion through photography, announcements, articles, and any team coverage by all media sources.

Affiliate: Sponsor receives logo on car in designated area and on merchandise, as well as in photographs and news articles featured on the driver.

Driver: Full-size sponsor logo on driver's uniform. Custom designed to meet sponsors needs and drivers. Logo on car will also be placed in designated area.

Crew Package: Full sponsor logo on crew uniforms to be worn at all major events participated by the team.

Product: Any products provided by sponsor to team for the duration of it's availability. Sponsor logo will be placed on car to provide support to the sponsor on all merchandise, publications, photography, and track events.

Self-Made: DHR loves to have the support of our fans and sponsors. This package is just as it says "self made." We have room and are available for all options no matter how big or small. We would be glad to have the support. *Most popular package.



Dale Hollidge Racing



Driver: Dale "Hot Rod" Hollidge

About DHR:

Name: Dale Hollidge

Birth: January 29, 1989

Hometown: Mechanicsville, Maryland

Occupation: Computer Sciences Corporation

Marital Status: Girlfriend

School: Graduated Chopticon High School Class of 2007/ Attending College

Favorite Track: Any track I'm racing at

Favorite Food: Pizza or burgers

Racing Background:

- × Involved in racing my entire life helping my dad when I was little
- × Age 15 began driving the Junk Car division at Potomac Speedway
- × Received first win in fourth start

2006- Street Stock Division at Potomac Speedway

- × 2 feature wins
- × 2nd place in championship standings
- × Rookie of the Year
- × Driver of the Year
- × Sportsmanship Award Winner
- × Mechanic of the Year



2007- Street Stock Division

- × 6 feature wins at Potomac Speedway out of 11 races
- × 1 feature win at Hagerstown Speedway out of 5 races
- × Southern Maryland Nationals feature winner at Potomac Speedway (Youngest Ever)
- × Virginia State Championship Dash Winner (Winchester Speedway)
- × Metropolitan Auto Racing Fans Club Driver and Mechanic of the Year

2008- Street Stock Division

- × 2008 Hagerstown Speedway Track Champion in first full season
- × 4 feature wins at Hagerstown Speedway
- × Shamrock Inn Nationals feature winner (Hagerstown Speedway)
- × ARCH favorite driver award winner

2009- Super Late Model Division

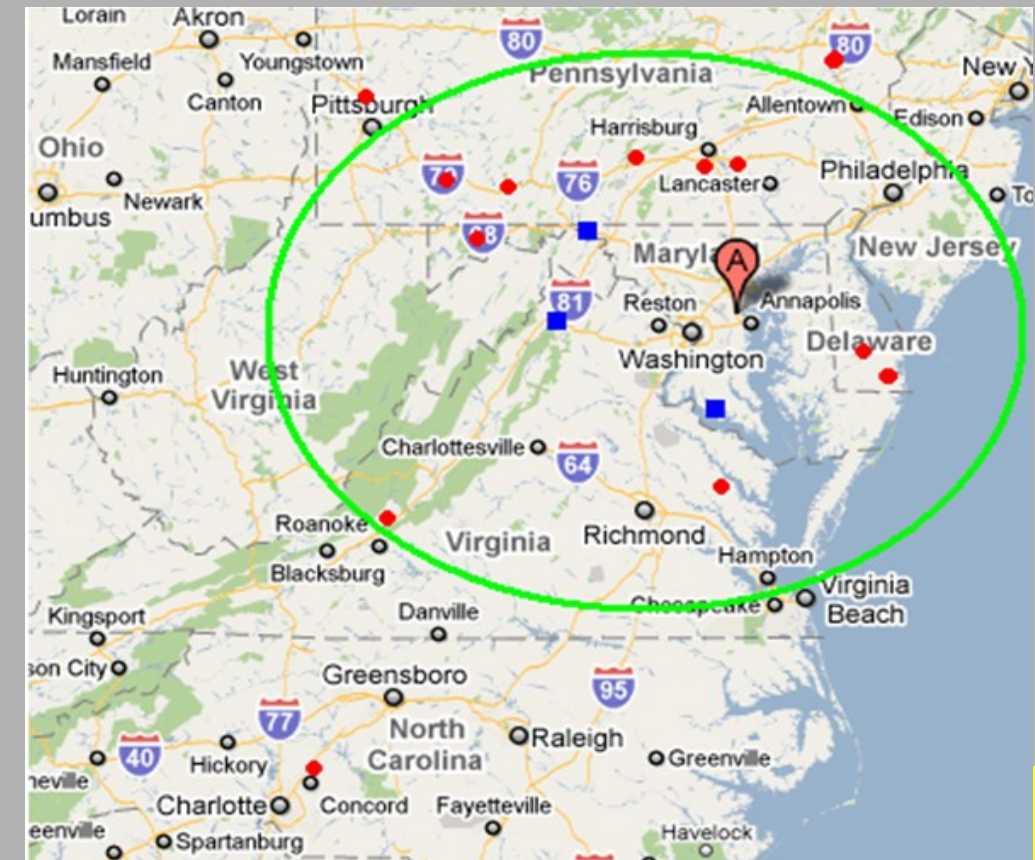
- × Rookie of the Year
- × 6th place in championship points at Potomac Speedway
- × 7 top ten's

2010- Super Late Model Division

- × 1 feature win (Firecracker 30)
- × 2nd place in championship standings
- × 9 top five's



Where Dale Races:



Hagerstown Speedway
Potomac Speedway
Winchester Speedway
Virginia Motor Speedway
Williams Grove Speedway
Lincoln Speedway
Bedford Speedway
Delaware International Speedway

Marketing Facts:

Regular Event Information

- × Average attendance 1000 people
- × Team attends approx. 15 per year

Special Event Information

- × Average attendance 1800-2800 people
- × Team attends approx. 23 per year

Sanctioned Event Information

- × Average attendance 2000-4000 people
- × Team attends approx. 11 per year

Televised Event Information

- × Average attendance 2000-4000 people
- × Average viewing 250,000-500,000 people
- × Team attends approx. 5 per year