



## Jake Thompson Motorsports – 2010 Sponsorship Info

Be part of the world's only 'Clean Diesel' Racing Series

### Green Racing – The Volkswagen Jetta TDI Cup

[www.vwmotorsportusa.com](http://www.vwmotorsportusa.com)

- 25 identical clean diesel racecars
- 25 aspiring young drivers, ages 16-26
- 10 races held at world class venues
- All carbon emissions offset through carbonfund.org
- Series Champion to receive \$100,000 in career advancement through the Volkswagen driver development program

### Exposure – Building Value for your Brand

- Become associated with one of Canada's most promising young racing drivers
- Build a relationship with Volkswagen AG, one of the world's largest automakers
- Series to be shown on national Television
- Races held in conjunction with the ALMS/Grand-AM
- Internet exposure on [jakethompson.ca](http://jakethompson.ca) & [actionarmada.com](http://actionarmada.com)



#### Racing Under Green

<http://vimeo.com/9187457>

During the season, a broadcast crew followed the series' 25 drivers on track and off to capture the personalities behind the wheel of the TDI Cup racecars. This 60 minute documentary aired on Discovery Channel and is now available online.

### Jake Thompson



Age: 24

Hometown: Calgary, AB

Driver of the #19 VW Jetta TDI, Jake was a standout during his rookie season in 2009, taking home 2 victories.

The outgoing Canadian is looking to turn this early success into a series championship in 2010.

He is looking to use the TDI Cup as a launch pad towards becoming a sportscar star & winning the 24hrs of Le Mans.

[www.jakethompson.ca](http://www.jakethompson.ca)

## Sponsorship Opportunities



### Brand Placement

- Your logo can appear on the hood, fender, driver's suit and helmet  
\*the yellow areas in the following schematic are available for logo placement
- Links to your website from jakethompson.ca
- Recognition in all marketing and media efforts related to Jake Thompson Motorsports



### Corporate Hospitality & Events

- Bring your guests to a race weekend for VIP treatment at Volkswagen's 10,000sq.ft Hospitality Center & tours of the Tech Center
- Opportunity to network with other series sponsors
- Hot laps in the race car for you or your clients
- Driver & car availability for public appearances



2009 Series Sponsors



## 2010 Volkswagen Jetta TDI Cup Schedule

Event	Date	Venue
Rounds 1 & 2	April 23-25	VIRginia International Raceway (Alton, VA)* w/Grand-Am
Round 3	May 8-9	New Jersey Motorsports Park (Millville, NJ) w/ Trans-Am
Round 4	June 5-6	Miller Motorsports Park (Tooele, UT)
Round 5	June 18-20	Mid-Ohio Sports Car Course (Lexington, OH) w/Grand-Am
Round 6	July 30-August	Autobahn Country Club (Joliet, IL) w/Atlantics
Rounds 7 & 8	August 20-22	Road America (Elkhart Lake, WI)* w/ALMS
Rounds 9 & 10	September 24-27	Autodromo AMOZOC (Puebla, Mexico)*

\* - Indicates double-race weekends

### How to get involved

This is your opportunity to become part of a professional motorsports series for as little as \$3,500. We can build a sponsorship package that custom fits your needs, and promise that in return you will receive a loyal representative of your company who will work hard to provide the greatest possible return on your investment. For more information please contact:

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