



Welcome to Team Halton Hills 2012

Team Halton Hills is a fantastic marketing and business development opportunity designed to increase your profile within Halton Hills, the surrounding area and with motorsports fans.

In motorsports, on-track performance is significantly impacted by the financial resources and backing of the team. Team Halton Hills was launched by Georgetown-based H3R Human Resources Services as a grass-roots initiative to support Halton Hills-based driver Peter Kocandrle as he chases the Canadian and North American Rally Championships in the exciting 2WD class.

Why join Team Halton Hills?

Involvement with and support of motorsports is a proven way to increase exposure of your organization and tap into some of the most loyal consumers there are. The Canadian and North American Rally Championships are comprised of events in Ontario, Quebec, Alberta and BC, as well as Michigan, Missouri, Pennsylvania, Maine, Washington and Oregon. In 2012, Peter will be running at least 4 Canadian and 2 US events as required to pursue both Championships. Closest to home, the Rally of the Tall Pines in Bancroft, ON runs in November of each year and is the final event of the Canadian and North American Championships. Strong local attendance and press coverage is enjoyed, including being featured on TSN as part of their coverage of all six Canadian Championship Events. Print and television is augmented by web coverage on several rally and racing websites such as flatovercrest.com, which has covered Peter numerous times, including a recent story on his 2011 Tall Pines service crew, Open Road Motorsports, that featured many pictures of the car and Team Halton Hills logo.

Peter and sponsors H3R and Four Star Motorsports of Georgetown were featured in the Independent & Free Press and on insidehalton.com in December 2010 highlighting his top 10 finish in the 2010 edition of Tall Pines. It is this media coverage as well as additional promotional efforts Team Halton Hills will be undertaking, along with whatever promotional activities you choose to do to leverage and highlight your involvement, that will increase awareness of your organization, establish your reputation as supporting 'Local', an important aspect of life and business in Halton Hills, and bring you new and loyal customers - locals and visitors to our community alike.



What will you receive for your Team Halton Hills 2012 sponsorship?

Depending on the sponsorship level you choose, you will:

- have your organization featured on our website, teamhaltonhills.com and on other community promotional activities (i.e. float/car in the 2012 Georgetown and Acton Santa Claus Parades);
- have your logo on the Team Halton Hills autograph poster that is distributed at races (must become a sponsor by March 30, 2012 to get on the 2012 poster) and to sponsors for their marketing;
- receive a supply of Team Halton Hills autograph posters for you to give to your customers;
- receive a Team Halton Hills window sticker to display on your window or door;
- receive an autographed poster and thank you letter that you can display in your business;
- be featured regularly on Twitter and LinkedIn by Team Halton Hills, Peter Kocandrlle and H3R Racing, as well as in our press releases on event results;
- be acknowledged in our annual 'thank you' ad in the Independent & Free Press;
- have full rights to use the Team Halton Hills logo as well as pictures and event results in your advertising and promotional materials;
- receive a personal appearance at your business from Peter to meet-and-greet customers and sign autographs;
- have the opportunity to book a personal appearance by Peter with the car at your business (small additional fee required for car transport);
- have a chance to win a ride in the co-driver seat with Peter during a shakedown run at the 2012 Rally of the Tall Pines, an unforgettable experience of a lifetime;
- have our sincere appreciation and willingness to try to do whatever we can to give you great value and results from your participation and support of Team Halton Hills.

Team Halton Hills sponsorship starts from as little as \$250 and is a fantastic and affordable way to get involved in motorsports to promote your business. Full benefit and investment information is included in this package.

Support a Local racer in his 2012 Championship pursuit and give your organization great exposure - join Team Halton Hills today!



www.teamhaltonhills.com

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Team Halton Hills 2012 - Sponsorship Packages

Supporter - \$250 (unlimited)

- Logo on THH Autograph Poster
- Logo/Name/Email and Website Link on THH website in Supporter Section
- Logo on 'Supporter' revolving banner on THH website Home page
- 50 copies of THH Autograph Poster
- Window Sticker and Autographed Thank You Poster

Pit Crew - \$500 (unlimited)

- Logo on THH Autograph Poster
- Logo/Name/Email and Website Link and 80 word description on THH website in Pit Crew Section
- Logo on 'Pit Crew' revolving banner on THH website Home page
- 100 copies of THH Autograph Poster
- Window Sticker and Autographed Thank You Poster

Podium - \$800 (4 available)

- Logo on THH Autograph Poster
- Logo in revolving banner on THH website Home page - half banner size
- Logo/Name/Email and Website Link and 125 word description on THH website in Podium Section
- 150 copies of THH Autograph Poster
- Window Sticker and Autographed Thank You Poster
- One draw ticket for Shakedown Ride at Tall Pines Rally
- 10% discount on all H3R products and services until December 31, 2012.

Victory Lane - \$1200 (2 available)

- Logo on THH Autograph Poster - Premium location
- Logo in revolving banner on THH website Home page - full banner size
- Logo/Name/Email and Website Link and 200 word description on THH website in Victory Lane Section
- 200 copies of THH Autograph Poster
- Window Sticker and Autographed Thank You Poster - Framed
- Personal Appearance by Peter Kocandrl (car available at \$500 additional transport charge)
- Two draw tickets for Shakedown Ride at Tall Pines Rally
- 20% discount on all H3R products and services until December 31, 2012.



Direct Sponsorship Opportunities - 2012

Title Sponsor - \$18,000 (1 available)

- Full wrap of car in desired corporate colours and logos with custom design (with some room left for secondary sponsor logos)
- All other elements as outlined in Primary Sponsor section below

Primary Sponsor - \$8,000 (1 available - if no Title Sponsor)

- Large Logo on hood of car, 8"-10" Logo on sides and small logo on both mirrors
- Dedicated Autograph Poster - 300 copies
- Personal Appearance by Peter Kocandrle with Car (2-3 hours; car if feasible based on location)
- Shakedown Ride at Tall Pines Rally
- Complimentary Pit Crew level THH sponsorship recognition
- Framed Thank You poster
- 20% discount on all H3R products and services until December 31, 2012.

Champion - \$4,000 (2 available) **1 SOLD**

- 12"-24" Logo (depending on shape) on both sides of car
- Dedicated Autograph Poster - 250 copies
- Personal Appearance by Peter Kocandrle with Car (2-3 hours; car if feasible based on location)
- Four draw tickets for Shakedown Ride at Tall Pines Rally
- Complimentary Pit Crew level THH sponsorship recognition
- Framed Thank You poster
- 20% discount on all H3R products and services until December 31, 2012.

Co-Driver - \$2,500 (4 available) **2 SOLD**

- 8"-10" Logo on car door or front quarter panel - both sides
- Dedicated Autograph Poster - 150 copies
- Personal Appearance by Peter Kocandrle (car available at \$500 additional transport charge)
- Three draw tickets for Shakedown Ride at Tall Pines Rally
- Complimentary Pit Crew level THH sponsorship recognition
- Framed Thank You poster
- 20% discount on all H3R products and services until December 31, 2012.