



I N T R O D U C T I O N

F O R

P O N T E N T I A L S P O N S O R S

OPDS Management LLC

Steve Dress, General Manager
Doug Chell, Sponsorship Manager
Eric Patterson, Manager
Shawn Miller, Manager
Wayne Garrison, Tech Advisor
John Gaydosh, Advisor
Jim Staub, Business Manager, LLC Member

Allow us to introduce ourselves – We are the **OUTLAW PONTIAC DRAG SERIES**. An ALL-PONTIAC drag racing bracket series dedicated to the avid Pontiac enthusiast.



The Outlaw Pontiac Drag Series (OPDS) had its start as part of the OUTLAW PONTIAC RACERS ASSOCIATION, but in an effort to better support the East coast racers and, very importantly, our sponsors, we decided to become our own entity, a separate organization in 2004.

Our “home” track is Mason Dixon Dragway, located near Hagerstown, Maryland. 2011 will be our 13th season of racing action. Our race series consists of 8 to 10 races per season, showing off the very best in Pontiac automobiles. Historically, we have offered two classes to race in: the **Warrior Class** and the **Modified Class**. Starting in 2011 we are combining the two classes into one. This one class will feature everything from all-out 7 second race cars to 14 second GTP’s. Early classics such as the GTO, Tempest, Lemans, and Firebird to the latest Trans Am, Grand Am, Sunfire, and GTOs race with us. In addition to our races, we have participated in car shows such as the **Burdett Brothers Pontiac Car Show** and have been well represented at major Pontiac racing events such as **Norwalk**, “**Pontiacs in the Park**” at Virginia Motorsports Park and the **Outlaw Pontiac Nationals** at Cecil County Dragway. We offer our racers cash and prizes at the races as well as at our season-end Racer Awards gathering. Pit-side cookouts, a great website and lots of friendship, fun and Ponti-action! Our corporate goal is to keep providing a venue for those racers who profess to race because they enjoy it and a desire for camaraderie in the Pontiac racing community. All our events are considered to be family friendly. Our LLC owners and directors are all volunteers. While we are organized as a “for profit” LLC, all money, after business expense, is given back to the racers.

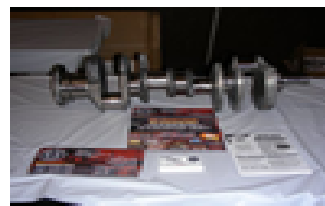
We come to you asking for help and sponsorship in further supporting the spread of Pontiac Drag Racing, as well as the continuing effort to get racing off the streets and into a legal, organized venue. Those of us who have been in the sport for twenty plus years realize that our sport will only continue to thrive by working to make sure those of the younger generations get the right start.

As we enter our 13th year of Pontiac racing, we believe we have a unique vehicle for you and your business to directly communicate with Pontiac people, as well as

the fan base attending our events. Our current sponsors range from some of the biggest Pontiac after market providers to local businesses who like what we stand for.

If you are a business looking to put your name in front of an audience of automotive enthusiasts, we can promote your name and business. OPDS offers visibility at every race using the following avenues:

- Advertising on our **track banner** that is on display at each of our OPDS point races as well as several races we attend in other areas, such as PA, NJ, VA and OH.
- Advertising through the use of your handouts, catalogs & products, all available at our sign up tent at each race.
- Verbal recognition of sponsors during our Drivers meeting. We mention existing and new sponsors and introduce any sponsors that happen to be attending a given race.
- Sponsorship of special awards at each race as provided by the sponsors.
- Sponsorship of a particular race.



Our website has been designed to highlight our sponsors along with providing up to date information describing our series. OPDS wants the website to be a win-win for both us and our sponsors. We have four levels of sponsorship, based on how we present your logo on our main website.

PLATINUM - \$1000.00 and up

Starting in mid January of 2011, we are adding another level of sponsorship. Platinum sponsors will have their company's logo located on our main home page just like Level 1 sponsors (*shown & described in the 2nd graphic*). In addition, their logo's will be shown on a NEW splash page that will be displayed when someone goes to <http://www.outlawpontiacdragseries.com>. This new splash page will be operational sometime in March of 2011. It will be displayed for approximately 8-10 seconds before automatically redirecting to our main home page. Because some browsers may not automatically redirect, a link will be shown allowing those users to move on to our main page.

The bottom 2/3 of the splash page will be reserved for showing the logo's of our Platinum sponsors. If the sponsor has their own website, the logo will link to their website. The logo size will depend upon how many Platinum sponsors we have for the current season of racing. OPDS Management LLC reserves the right to resize any logo and position them as we best think they fit. For top to bottom placement, those sponsors who have been Platinum sponsors for consecutive years will be closer to the top.

[Click here if not redirected in 10 seconds](#)

Outlaw PONTIAC DRAG SERIES

Current OPDS News

- We wish a speedy recovery to Jack Gaydosh after his recent accident while testing for the Gatornationals
- Our 1st race is on Saturday, 4/30/11 at Capitol Raceway
- **Changes for 2011 have been posted in the forums**

We would like to express our thanks to the following PLATINUM sponsors for their support during our 2011 race season. Please support them as without their help we would not be racing! And remember to tell them the OUTLAWS sent you!

 Gaydosh Performance 410-303-6237	

LEVEL 1 - \$750 & Up

A **Level 1** sponsor will have their company logo located at the top of our portal pages. If there are four or less Level 1 sponsors, the logo's will be static. If there are greater than four Level 1 sponsors, the logo's will slowly slide across the page, as if they were on a conveyor belt. These logo's are larger than the logo's used for the other two levels. They are approximately **99 pixels in height**. The width will depend upon the logo's normal width-height relationship. but cannot exceed 230 pixels. The logo will either link to the sponsors' website or if desired, an 'OPDS Sponsor Spotlight' page if the sponsor does not have a website of their own. An 'OPDS Sponsor Spotlight' for a Level 1 sponsor is a **one page** description of the sponsor, their products, services and contact information. The 'Sponsor Spotlight' pages are not meant to function as an on-line shopping cart. They are static in nature, generally meant to introduce you & your business, with contact information. They are not meant to be changed more than twice a year.

The screenshot displays the OPDS website layout. At the top, there is a banner for the 'Outlaw PONTIAC DRAG SERIES' with a 'Top 5 Warrior Class' section. Below this is a checkered border. The 'Level 1' section features three large logos: 'BUTLER Performance .com', 'Stu Kincaid Racing', and 'CUSTOM concepts LLC'. A red arrow points to this section. Below the logos is a navigation menu with 'Home', 'About', 'Rules', 'Schedule', 'Results', and 'Forums'. The 'Level 2' section contains two columns. The left column has three smaller logos: 'Performance Years PONTIAC', 'CERTIFIED AUTO REPAIR, INC. Foreign, Domestic & Fleet Service 301.279.9451', and 'NITEMARE PERFORMANCE www.nitemareperformance.com (203) 239 6868'. A red arrow points to this section. The right column has two sections: 'UPCOMING EVENTS' with three bullet points and 'OPDS NEWS' with one bullet point.

Level 1

Level 2

Outlaw PONTIAC DRAG SERIES

Top 5 Warrior Class

BUTLER Performance .com

Stu Kincaid Racing

CUSTOM concepts LLC

Home About Rules Schedule Results Forums

Performance Years PONTIAC

CERTIFIED AUTO REPAIR, INC. Foreign, Domestic & Fleet Service 301.279.9451

NITEMARE PERFORMANCE www.nitemareperformance.com (203) 239 6868

UPCOMING EVENTS

- We are on FACEBOOK !! Become a friend of us on Facebook by click here.
- The COMPLETE race schedule for 2011 has been posted on our schedule page, INCLUDING 2 races at Capitol Raceway!
- Changes for 2011 have been posted in our "News & Events" forum. Click here.

OPDS NEWS

- The Outlaw Pontiac Drag Series officially welcomes Capitol Raceway a 2011 race season. Capitol Raceway is located in Crofton, Maryland, along Chell worked with Kimberly Cunningham Fourcade to make it all possible.

LEVEL 2 - \$500.00 to \$749.99

A **Level 2** sponsor will have their company logo located on the left hand side of our portal pages. These logo's are static at the present time. If there would be more than ten level 2 sponsors, the logo's may rotate in a top-to-bottom manner or we may add some to the right-hand side of our page. These logo's will be smaller than the level 1 logos, with the width limited to 130 pixels. The height will depend upon the logo's normal width-height relationship, but no more than 90 pixels. The logo will either link to the sponsors' website or an 'OPDS Sponsor Spotlight' **half** page if the sponsor does not have a website. An 'OPDS Sponsor Spotlight' page is a half page description of the sponsor, their products, services and contact information. Two sponsors will share a given page. We will not place direct competitors on the same page. They are not meant to be changed more than twice a year.

LEVEL 3 - \$100.00 to \$499.99

A **Level 3** sponsor will have their company logo located directly below the level 2 sponsor area. Level 3 logos will be presented one at a time, rotating through all the logos. These logos will link to the sponsor's website, if there is one.

We prefer that a sponsor provide us with a logo that meets the height and width requirements of our main pages. If the logo is larger, we may have to shrink the size to fit. While we do not have any graphic designers in our group of volunteers, if the sponsor does not have a logo, we will design a simple text based logo to be used on our main pages.

We do not generally change our forum software, including placing any logo's on the forum pages. But, starting in 2011, if any sponsors wishes it, we will create a separate forum area to be used by our sponsors as a way to make announcements. The general public can view and read our forums. But, please note that our forums are not open to the general public for posting. Because of past spamming & hacking issues, we have taken a very serious stance as to who can post. If someone is known to the Pontiac community, we generally let them in, but only if we know who they are.

We understand that by placing the sponsor logos on our main website, the website is a part of our sponsor's advertising. As such, we take steps to make sure that our website remains functional at all times.

First, we have broken our Internet presence into two functional areas. The main part promotes the OPDS to the public, showcases our sponsors, and celebrates our racer's achievements. The second area is our forums. The forums allow our racers and fans to communicate with each other. Each of these two parts are hosted at a different hosting company. If someone or something causes one part to become unusable, the other part will remain functional and allow the organization to communicate with the racers and the public.

Second, we use licensed forum software that is not *open source* software. Since the source of the software is not readily available, it is harder for any hackers to break in. Administrative passwords are changed monthly. The administrative ids and passwords are known to only the website developer. For backup purposes, the id's are known by one OPDS manager and the associated passwords are known by another manager.

Third, we have designed the portal website to be fairly uncomplicated. This will allow us to easily pick up and move the site if that becomes necessary.

We are very happy to report, as of October 2010, if someone performs a Google search on "Pontiac drag racing", our website is the first on the list. Using BING, we are second. Why? We take the time to keep our web content fresh. We post any racer and sponsor news on our main page as soon as we know about it.

In closing, we would love to have you join our family of Pontiac enthusiasts. Please check out our website at <http://www.outlawpontiacdragseries.com>. If you have any questions or are ready to join our family, you may contact Steve or Jim at the emails shown below. We will forward any requests for information to Doug Chell who is our sponsorship manager.

Thanks for allowing us to introduce ourselves. We understand that your time is valuable and hope that you agree that the Outlaw Pontiac Drag Series can be a valuable part of your advertising portfolio.

- Steve Dress, General Manager, sdopds@gmail.com
- Jim Staub, Business Manager, LLC Member, jim.opds@gmail.com