



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

Steve Dress - Race Director
Jim Staub - Race Director/ Website manager
Doug Chell - Sponsorship
Bill Bolin - Sponsorship/ Facebook

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, an all Pontiac Drag racing series located in Southern California, but in 2004, in an effort to better support the East coast racers and, very importantly, our sponsors, we decided to become our own separate organization.

Our “home” track is Mason-Dixon Dragway, located near Hagerstown, Maryland. 2020 will be our 22nd season of racing action. Our race series consists of 8-10 races per season, showing off the very best Pontiac had to offer. Our races have featured everything from all-out 7 second race cars to 14 second grocery-getters. Early classics such as the GTO, Tempest, Lemans, and Firebird to the latest Trans Am, Grand Am, 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 season-end Racer Awards gathering for our top Point finalists. We offer a great family, friendly trackside atmosphere where we share our love of racing our Pontiacs! 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 among the Pontiac racing community. 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 future generations get the right start.

As we enter our 22nd 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 aftermarket providers to local businesses who like what we stand for. Many of our sponsors are racers themselves.

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 races as well as races or events we attend outside of our series events.
- 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 also offer Facebook exposure on the Outlaw Pontiac Drag Series Facebook page. We have different levels of sponsorship, based on how we present your logo on our main website.

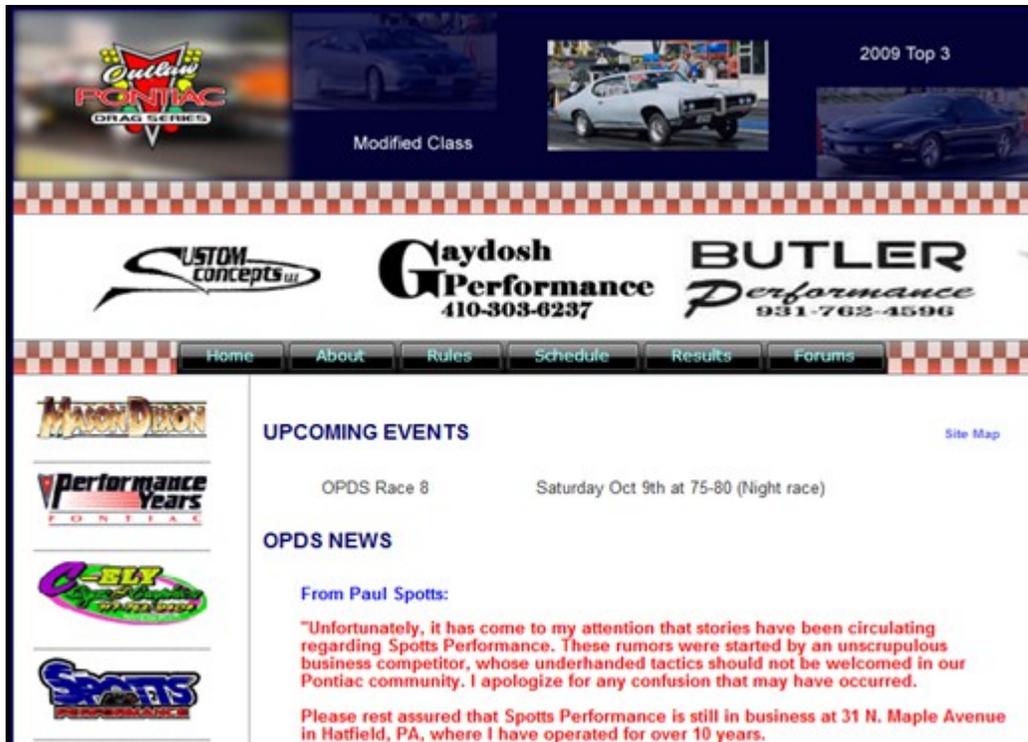
PLATINUM - \$1000.00 and up

Sponsors will have their company's logo located on our main page. In addition, their logo's will be shown on a splash page that will be displayed when someone goes to <http://www.outlawpontiacdragseries.com/index.shtml>. 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 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 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.

LEVEL 1 - \$750 & Up

A **Level 1** sponsor will have their company logo located at the top of our portal pages. 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. 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.



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 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. 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 provides 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.

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

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.

- opds2015@gmail.com (Address to Jim, Bill, or Steve)

