



Sponsorship Proposal



Introduction

Get behind a team with youth and professionalism, as it progresses up the motorsports ladder. Bronson Butcher has driven his way to competing at the highest level in karts in only a few years. In 2008 his achievements included taking out the NSW Speedway Karting Championships and driving Legend Cars in the USA. And in 2009 another 3 month stint in the US saw Bronson race 13 events, including his first victory in the legend cars.

This document outlines Bronson's goals and achievements and shows the opportunity companies have in sponsoring one of motorsport's rising talents.

Today's technology presents many opportunities for companies to gain exposure and Bronson Butcher Motorsport will be utilizing both modern and traditional forms of communication. Web sites, social media and videos, as well as media releases and instore appearances (to name a few) will form part of the teams marketing strategies this year.

There is no better time than now to get in on the ground floor of a rising talent in the motor sport industry.

2009-2010

Schedule 2010

- ✿ Move to seniors in karts
- ✿ Another major stint racing legends in Las Vegas and Los Angeles
- ✿ Driving cars in Australia to prepare for the step up into late models in the US

Schedule 2009

- ✿ November 21st / 22nd, race Junior rotax karts at Canberra Cup, Canberra, Australia
- ✿ Junior Top Guns Melbourne
- ✿ Victorian State Championships
- ✿ Rotax Pro Tour Ipswich, Newcastle, Todd Rd, Raleigh
- ✿ NSW State Championships Oran Park (Sydney)
- ✿ Legend Cars, The Bullring (Las Vegas, USA)
- ✿ Legend Cars, Toyota Speedway (Irwindale, Los Angeles, USA)
- ✿ Australian Speedway Championships Nepean Raceway (Sydney)
- ✿ Selected rounds of Premier State Cup series and All Star series
- ✿ Selected State Championship events
- ✿ Testing and practicing
- ✿ VACC 4 hour endurance event Todd Rd (Melbourne)
- ✿ Testing / practice in saloon car at Winton

Goals

A career in Motorsport, the ultimate goal to drive nascar.

In Australia, Bronson will be testing in a "saloon car", to adapt to driving the larger, heavier car and using the gearbox, in preparation for racing the late models in the US in 2010.



Bronson Butcher

Resume



Born June 14th, 1993

Lives Holbrook, NSW, Australia
(central to Sydney and Melbourne)

Interests Motor racing, basketball, music, time with friends, modifying cars, air burshing

Education 1999-2005 Primary school at St Patrick's where he was awarded *top academic for his last year*

2006-present Trinity College of Albury.
Has represented school in swimming and running, including racing cross country at state level

Family Julian (Dad), Susan (Mum) and Hope (sister)

Pet 1 black labrador called Babe

Goals A career in motorsport - the ultimate goal being driving NASCAR

CURRENTLY COMPETING IN

Karting (Jmax)

- The elite junior racing class in Australia
- Based around the Rotax motor water cooled, clutch, electric start
- It is a popular and truly international class run to the same rules the world over

(Junior National)

- 100cc motor, most popular junior racing category in Australia
- Mostly run on asphalt karting circuits, can also be run on speedway.

Legend Car

- 1250cc Yamaha with 5 speed sequential gearbox
- Short wheel base, purpose built race car.
- Races on asphalt short track speedways across the USA.

CURRENTLY PREPARING FOR

Saloon car

- Entry level circuit racing in Australia
- Full size cars – Commodores and Falcons
- Can race at state and national level

Late Model

- Full size purpose built race car, designed for short track speedways across USA.
- A definite step towards NASCAR.

Career highlights

2002

- Started in midgets (entry level sprint karts) and by 2004 was winning many a podium in regional events.

2005

- Moved up to rookies with similar successes - most memorable event being the Premier State Cup Series final at Newcastle, finishing 5th for the weekend and including 2 heats in very wet conditions, starting 12th and finishing 3rd both times.

2006

- Moved up to juniors. Achieved 3rd in junior national light (100cc 2 stroke) in NSW Speedway titles.
- 2006 had first racing trip to the US. The racing highlight was a victory at Arizona Karting Association Speedway.
- Also included racing twice at the Phoenix Kart Racing Association track, the 2nd event being World Karting Association Manufacturers Cup. Both these events were the first taste of racing the 125cc water-cooled karts.

2007

- Gained sponsorship from Kart Equip, Albury, (amongst others, new and established) which enabled to race the junior rotax class in 2007.
- 2007 Victory in Junior National Light (sprint karts) at City of Wodonga Titles.
- 2007 Riverina Cup at Griffith.
- 2007 Victory in final round of the NSW Southern Zone Series.
- 2007 The year also included a 2nd at the Canberra Cup, and a top 10 finish in his first Junior Clubman event at the prestigious "Champion of Champions" race at the Junior Sprint Classic, Puckapunyal.

2008 & 2009

- 2009 Again to Las Vegas racing the Legend car with the Spencer Clark Development Team, this time for 13 races at "The Bullring" over 10 weeks, including his first victory on his 16th birthday. His parents did not attend this trip.
- 2008 winning NSW speedway karting championship.
- 3rd in each of the rotax and Junior National Light classes at the Canberra round of the NSW Southern Zone Series.
- 2008 victory at the final of the City of Wodonga titles in June.
- 2008 competing in "legend" cars in Las Vegas and Los Angeles on major asphalt speedways.
- Hold 2 lap records at Albury Wodonga Kart Club track - junior national light and junior rotax.

Join the BBM Team

2009 -2010

TV

Minimum of 5 events in kart schedule will be featured on fox sports in 2009

Local Australian TV - Win & Prime News.

RPM Interviews (Channel 10 Motor Racing Program)

Print

❁ Border Mail, Albury, Daily Advertiser, Wagga, Kart magazine, Kart Racing magazine, Auto Action, various club and track web sites and journals eg: Las Vegas Motor Speedway - in the form of media releases.

❁ Media releases submitted to all print, electronic and web media, both general and motor sport specific

Product Placement

Product placement / brand ID at race events, functions and social situations

Name and brand placement on race suit, uniform, trailer, kart/cars, tow vehicles

❁ Instore appearances

❁ Trade shows

❁ Image / physicality can be included in sponsors own promotion

❁ Product placement / brand ID in social circumstances

Web

❁ Bronson Butcher racing blog

❁ You Tube uploads

❁ Kartsport news

❁ Bronson Butcher Personal Web site with links

USA

- **Las Vegas Legend Cars** 7 races at Las Vegas Motor Speedway's 'Bull Ring' (NASCAR Sanctioned asphalt speedway) for CRG Motorsport / Spencer Clark Foundation.
- **LA Legend Cars** Toyota Speedway at Irwindale (NASCAR Sanctioned asphalt speedway). 1 race (for TEI Motorsport - multi championship winning racing team).

Australian

- **Australian Rotax Pro Tour** Jmax 4 Eastern State races (Fox coverage)
- **Rotax Nationals** Jmax Eastern Creek Sydney (Fox Coverage)
- **NSW State Championships** Jmax Oran Park Sydney
- **Victorian Closed Championships** Albury
- **NSW Southern Zone Championships Round 2** Wagga
- **VACC 4 hour Enduro** Todd Rd Melbourne





Team

Sue

is full time remedial masseur
Back Straight Massage
and operates at selected
race events.



Bronson

Driver
Team development



Julian

Team management and development
Sponsorship



Contact

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