

**HOME OF THE MICHIGAN STATE FAIR SUPER CROSS SERIES**

**SJO**  
**PRODUCTIONS**



**2011 Series Sponsorship Proposal**

**[www.sjoproductions.com](http://www.sjoproductions.com)**



**SJO Productions**  
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**www.sjoproductions.com**



Hello,  
Welcome to the exciting world of SJO Productions!

SJO Productions is the promoter of the Michigan State Fair Super Cross Series. The 2011 season will be our 28th year of consecutive operation and this year we will hold over 31 races across the state of Michigan. This series is the largest, best attended and oldest of its kind in the country. We are the most sought after attraction of the Michigan County Fairs.

Our races are designed to be fun for both the spectator and the racer. We offer racers 39 classes in all, racers from as young as four years old all the way up to our Plus 35 age group classes are held. We also feature some of the top local Pro riders in our premier Pro classes.

We pride ourselves in running an efficient, professional and family-friendly event. We want our riders, their families and the fans to feel comfortable bringing any member of their family to our events.

Please take a moment to read through our sponsorship proposal to learn how your company can be involved in one of the fastest growing family oriented sports in America!!!

Eddie Bard

SJO Productions Marketing and PR Manager





# The Opportunity

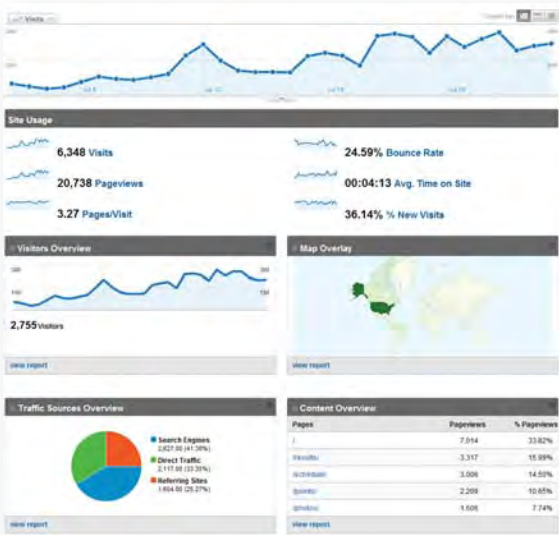
**Over 31 races during the 2011 season!**

For over 27 years SJO Productions has organized and promoted races throughout the Michigan county fairs. Tracks are built “supercross style” which offers racers of all calibers challenging yet safe courses. The tight tracks give fans plenty of in your face action. Simply put, at SJO races, there’s not a bad seat in the house.



- This action packed style of racing draws racers and fans in droves. A typical SJO race can draw anywhere from 1,000 to 6,000 fans and average around 200 riders!
- With over 31 events across the state, series sponsors benefit from a full season of racing!
- SJO connects you with YOUR target demographic!

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

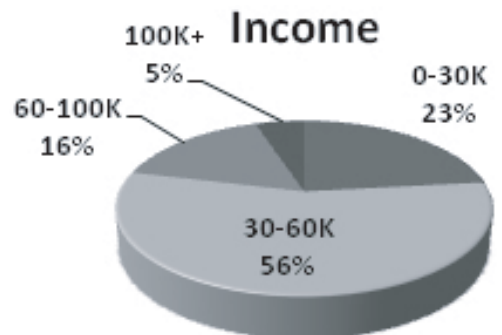
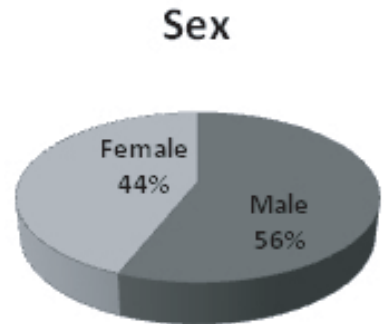
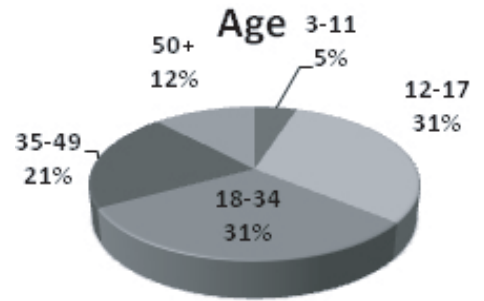


Google Analytics

➤ Over 20,000 page views monthly!

➤ Analytical data available for series sponsors!

## Meet your typical SJOr!



➤ SJO connects brands and consumers via our social networks.



➤ Premium Advertising on the SJO Website!

\*\*Independent study conducted by Eddie Bard and quantcast.com



# Sponsorship Packages

## 2011 Series Sponsor Opportunities (All Events)

SJO Productions offers a wide variety of sponsorship options to accommodate the needs of any size company:

### ▶ Title Sponsor Opportunity

- Series Name "YOURBUSINESSNAME/SJO Fair SX Series"
- All SJO advertising will use YOURBUSINESSNAME
- SJO Box Van and Sign up trailer available for lettering
- Additional Series Race vans available for lettering
- SJO staff shirts available for lettering
- "YOURBUSINESSNAME halftime show" at every event
- Starting box available for lettering
- Banner placement at all events
- Numerous announcements per event
- Premier advertisement in the 2011 program
- Flyer can be mailed with SJO schedules
- Premier logo on all of the year end awards
- Vendor space at all SJO events
- Premier Spot and link on SJO Website
- Flyers and stickers can be at SJO trailer
- Premier display area at year end banquet
- SJO involvement at YOUR BUSINESS' open house before first race



Have your brand seen by thousands!

**Cost-\$15,000**

### ▶ Level Two

- 2 banner placements
- 10 Announcements per event (minimum)
- Advertisement in the 2011 program
- Logo on all of the year end awards
- Vendor space at 4 events or display space at 8
- Link on SJO Website
- Display area at year end banquet

**Cost-\$2,500**

### ▶ Level One

- 2 banner placements
- 5 Announcements per event (minimum)
- Advertisement in the 2011 program
- Logo on all of the year end awards
- Link on SJO website
- Display area at year end banquet

**Cost-\$1,000**



Race van lettering example.



Don't see a plan that works?

We can make a fully customizable one for you!



Premium banner placement throughout race track!



# 2011 Race Schedule

SJO Productions will once again travel across the state from week to week for the 2011 race season. With 32 races in all, sponsorship of the series allows you to stretch your advertising dollars throughout the entire season!



## SJO Productions Home of the My Auto Michigan State Fair Super Cross Series

# 2011 RACE SCHEDULE

Best 15 races count for state series points

You must race 8 races to be in the standings for series awards.



*Minor Disclaimer: Racers under 18 must have a parent or legal guardian present or have a notarized letter of permission.*

MAY	1st Saturday Muskegon	8th Saturday Muskegon	22nd Saturday Charlotte	23rd Sunday Day Race Charlotte	JUNE	11th Friday Fremont	25th Friday Muskegon	
	JULY	10th Saturday Fremont	17th Saturday Day Race Charlotte	22nd Thursday Hastings		23rd Friday Hastings	25th Sunday Day Race Muskegon	28th Wednesday Holland
AUGUST		4th Wednesday Cassopolis	5th Thursday Mason	6th Friday Mason	7th Saturday Belleville	8th Sunday Day Race Corunna	10th Tuesday Fremont	14th Saturday Kalamazoo
	AUGUST	19th Thursday Genesee	20th Friday Marshall	25th Wednesday Gaylord	26th Thursday Petosky	27th Friday Hudsonville	28th Saturday Muskegon	
SEPTEMBER	1st Wednesday Onkama	12th Sunday Day Race Allegan	18th Saturday Muskegon	19th Sunday Day Race Muskegon	Friday October 8th 2011 SJO Awards Banquet Delta Plex Arena 5:30 PM Doors open at 5PM			



For more information check out [www.sjoproductions.com](http://www.sjoproductions.com) or call us at (231) 924-5778



\*\*Tentative schedule subject to change without notice.