

SJO PRODUCTIONS



SJOPRODUCTIONS.COM



2010 Michigan State Fair Supercross Series



SJO Productions
P.O. box 449
Fremont MI 49412
eddiebard@gmail.com
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 2010 season will be our 27th year of consecutive operation and this year we will hold over 27 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 twenty-three 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

A handwritten signature in black ink, appearing to read 'Eddie Bard', written in a cursive style.

SJO Productions Marketing and PR Manager





THE OPPORTUNITY >>



For over 26 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!

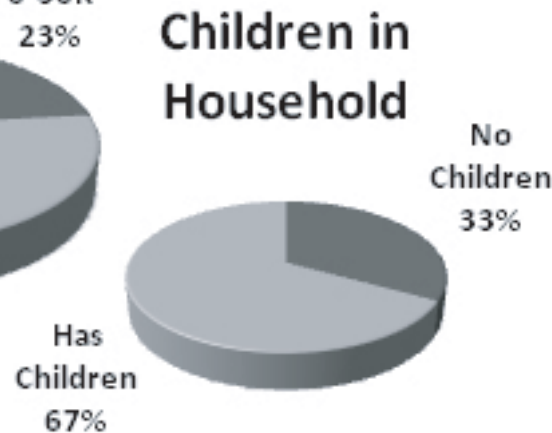
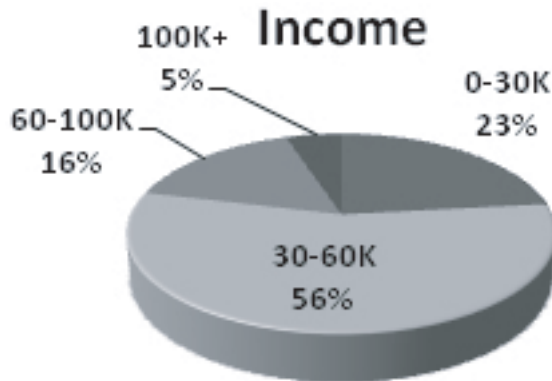
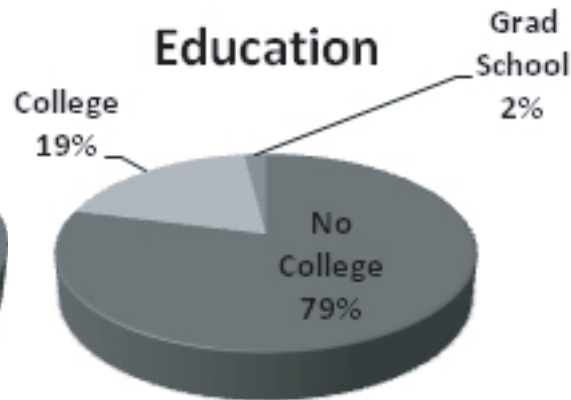
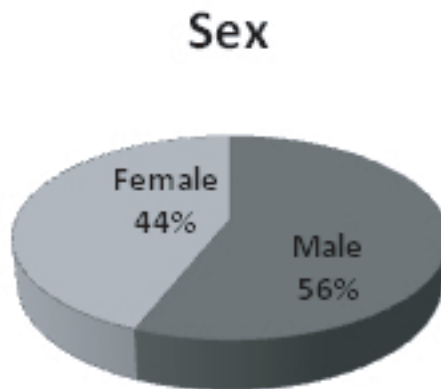
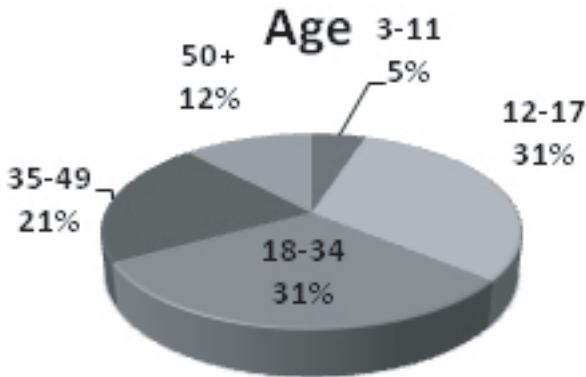
➤ With over 27 events across the state, series sponsors benefit from a full season of racing!

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



Sponsoring the SJO Productions series creates promotional horsepower for your company!

Meet Your Typical SJOer!



***Independent study done by Eddie Bard and quantcast.com*



2010 Series Sponsor Opportunities (All Events)



Clickable logo on the all new SJO website!

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 2010 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



Family fun for all ages!

Level Two

- 2 banner placements
- 10 Announcements per event (minimum)
- Advertisement in the 2010 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



Don't see a plan that works?

We can make a fully customizable one for you!

Level One

- 2 banner placements
- 5 Announcements per event (minimum)
- Advertisement in the 2010 program
- Logo on all of the year end awards
- Link on SJO website
- Display area at year end banquet

Cost-\$1,000

Banner placement example.



Race van lettering example.

The opportunity for your brand to be seen by thousands of people!





SERIES SCHEDULE >>>



SJO Productions will once again travel across the state from week to week for the 2010 race season. With 27 races in all, sponsorship of the series allows you to stretch your advertising dollars throughout the entire season!

2010 SJO Productions Race Schedule

Round	Date
Muskegon	May 2nd
Charlotte	May 9th
Muskegon	May 30th
Charlotte	June 6th
Fremont	June 13th
Muskegon	June 26th
Fremont	July 11th
Charlotte	July 18th
Ionia	July 21st
Hastings	July 24th
Muskegon	July 25th
Holland	July 29 th
Ludington	July 31st
Fremont	August 1st
Mason	August 4th
Cassapolis	August 5th
Kalamazoo	August 15th
West Branch	August 17th
Marshall	August 21st
Harrison	August 24th
Gaylord	August 27th
Hudsonville	August 28 th
Muskegon	August 29th
Allegan	September 14th
Muskegon	September 19th
Muskegon	September 20th
Centreville	September 21st



***Schedule is tentative and subject to change without notice.*

