2010 MARKETING PRESENTATION

WWW.ISMASUPERS.COM
Table of Contents

Page 3   Our Mission
Page 4   ISMA History & Future
Page 5   ISMA Fast Facts
Page 6   Anatomy Of An ISMA Super Modified
Page 7-9  The Stars, Cars & Fans Of ISMA
Page 10  ISMA In The News
Page 11  ISMA Tour Media Coverage
Page 12-14  Fan Demographics
Page 15-16  Tour Schedule & Map
Page 17-18  Market Draw & Exposure
Page 19-20  Marketing & Sponsorship Opportunities
Page 21  Marketing & Promotional Benefits
Page 22  Testimonials
Page 23  Research Links and Contacts
Our Mission

The Mission of the International Super Modified Association is to provide an exciting avenue of family entertainment, with a safe, professional and competitive atmosphere for our teams, drivers, officials and fans. To create and build long-term successful relationships with our marketing partners, tracks and promoters. To continue to grow as a series and be the premier influence in expanding supermodified racing into the forefront of American and Canadian motorsports.
ISMA History & Future

There are currently four supermodified racing sanctioning bodies in North America. The largest and one of the longest running of the four is the Liverpool, New York based International Super Modified Association (ISMA).

Founded in 1974 by multi-time Oswego Speedway champions Jim Shampine and Nolan Swift to ensure the future of supermodified racing. With the help of local businessman, Tom Heveron, they formed ISMA as a forum for owners and drivers to express their ideas and opinions.

The goals were to upgrade supermodified racing with better safety conditions, more events per season to insure sufficient purses and to aid drivers and teams. The association worked with track managements in making decisions and in discussing ways of improvement. The club encouraged new drivers and owners interested other tracks in supermodified racing and helped to make the division stronger and more well known to a wider audience. Tom Heveron as President, with the help of Vice President, Jim Shampine and Secretary/Treasurer Fred Graves, led ISMA through its developmental stages. ISMA negotiated with Lancaster for a 40 lap race held on July 3, 1974 in which Todd Gibson of Richwood, OH won. The following year ISMA booked races at Fulton Speedway with a $5,000 purse and $1,000 to win.

In 1976, ISMA developed a point fund with tracks contributing $500- $1,000 per race to this fund. Unlike most other point systems, ISMA awards points to the car owners as ISMA is an owners club rather than drivers. In just three seasons, ISMA had accomplished sanctioning over $96,000 in purse money and races, adding a point fund of $4,400 paid by promoters, having tow money at all of the ISMA sanctioned races, having insurance certificates from each promoter on file, and working with other promoters for more races in 1977. With races at Fulton (NY), Delaware (Ont.CAN), Star (NH), Flamboro (Ont. CAN), and Thompson (CT), Steve Gloia, Jr. became ISMA’s first points Champion.

ISMA continues to be at the forefront of supermodified sanctioning bodies, pioneering the franchise system, in which teams purchase a franchise at the beginning of the season. Creating a win-win situation for both the teams and promoters, each of the franchise teams are allowed to miss up to 3 shows during the race season while being guaranteed a minimum starting purse of $1,000 at each event. This system helps to ensure solid, stable car counts and a successful event for the promoter.

As of 2009 ISMA generally sanctions between 13-17 shows a year including two of the prestigious supermodified Triple Crown Series at 1/4-5/8 mile paved short tracks located in 6 states and Canada. Major events on the ISMA schedule include leg one of the supermodified ‘Triple Crown’ the Hy-Miller Super Modified Nationals, held annually at Sandusky (Ohio) Speedway since 1978, and leg three of the Triple Crown, the All-Star Classic 200 held at All-Star Speedway in Epping, NH for over 40 years. Races are also run at other tracks across the Northeast and Midwest, with one annual race at Delaware Speedway in Ontario, Canada. ISMA looks to the tracks of the past to preserve its history as they look for new venues to move into the future.
ISMA Fast Facts

- The International Super Modified Association, ISMA, is an American-Canadian paved short-track racing tour that is operated by a board of team owners, drivers, and its members.
- ISMA celebrated its 35th year in 2009, ranking it one of the oldest continuously and successfully operated international short track sanctioning bodies in America.
- Events are filled to capacity 90% of the time.
- Fun family entertainment with driving stars that are easily accessible to the fans.
- Teams are family oriented, many drivers are second and third generation.
- Fierce fan loyalty, and dedicated following.
- Unique and radical race cars, each custom built to be one of kind.
- ISMA supermodifieds often reach speeds of over 170 mph on the straightaways of short track ovals.
- Ultimate racing machine; 800 horsepower, radically offset, low slung, high power to weight ratio, engineered by the racers themselves.
- Johnny Benson, Tony Stewart, Kasey Kahne, Jeff Gordon, Davey Hamilton, Tim Richmond, and Darrell Waltrip are among a few of the famous names that have raced a super modified, and most of them agree that nothing they have driven has ever compared.
The ISMA Super Modified

Main Wing: Air struts under wing, allows the wing to “pop up” in turns for maximum down force. As air speed increases the wing flattens to the horizontal position on the straight-aways to reduce drag and increase speed.

Canard Wings: Provides sleek down-force for car

Motor: Highly modified, 454 ci, big block Chevrolet. Mechanical fuel-injected, magneto ignition, combined to produce just over 800 horsepower.

A Super Modified has no transmission, it is direct-drive, and needs to be push started.

Fuel Cell: Carries 42 gallons of methanol

Driver: Is strapped in the driver’s seat with a five-point harness. He is also wearing HANS device (same as in Nextel Cup), fire-proof driver’s suit & gloves, and a Beiffe F1 helmet.

Each tire is a different size. Right Rear-20”; Right Front: 14”; Left Front: 11”; Left Rear: 14”
The Stars Of ISMA
The Cars Of ISMA
The Fans Of ISMA
ISMA In The News

ISMA has been featured in several high profile media venues:

The New York Times

Celebrating Machines That Drink Molotovs
ISMA Tour Media Coverage

Racing Print / Web News Media

Supermodified Racing Sites & Fan Message Boards

Web Radio / Live Event Webcasts

Race Video / Fan Pages
ISMA Tour Fan Demographics

Does Motorsports Sponsorship Affect Your Purchasing Decision?

- 66% definitely
- 26% somewhat
- 6% not at all
- 4% not sure

ISMA Events Attended Past Season

- 37% none
- 20% 1-5 events
- 19% 6-10 events
- 11% 11-15 events
- 9% 16-20 events
- 4% 21 or more events

Education

- 33% College Grad
- 35% Some College
- 19% High School
- 13% Trade/Technical

International Super Modified Association
www.ismasupers.com
ISMA Tour Fan Demographics

Age Composition

- Under 12: 2%
- 13-18 yrs: 3%
- 19-25 yrs: 8%
- 26-34 yrs: 29%
- 35-44 yrs: 15%
- 45-54 yrs: 17%
- 55+ yrs: 26%

Type of Residence

- House - Own: 73%
- House - Rent: 18%
- Apartment: 2%
- Other: 7%

Marital Status

- Married: 63%
- Single: 15%
- Divorced/Widowed: 22%
ISMA Tour Fan Demographics Cont.

**Employment / Occupation**
- Professional: 32%
- Tech./Skill Trd.: 15%
- Managerial: 35%
- Mfg./Fac.: 5%
- Retired: 6%
- Student: 7%

**Gender Composition**
- Male: 64%
- Female: 36%

**Annual Household Income**
- Under $10,000: 28%
- $10,001-29,999: 4%
- $30,000-49,999: 18%
- $50,000-70,000: 30%
- Over $70,000: 20%

**Type of Vehicle Owned**
- Domestic Car(s): 40%
- Import Car(s): 17%
- Domestic Truck(s): 20%
- Import Truck(s): 14%
- Rec. Vehicles: 9%
### Tentative ISMA 2010 Event Schedule with Markets

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Market Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/2</td>
<td>Albany-Saratoga Speedway</td>
<td>Malta, NY</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Albany, Binghamton, Saratoga Springs, Syracuse NY</td>
</tr>
<tr>
<td>5/29</td>
<td>Waterford Speedbowl</td>
<td>Waterford, CT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Providence, Hartford, New London, Coastal CT</td>
</tr>
<tr>
<td>7/6</td>
<td>Stafford Motor Speedway</td>
<td>Stafford Springs, CT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Northern CT, Hartford CT, Southern MA, Springfield MA</td>
</tr>
<tr>
<td>7/17</td>
<td>Airborne Park Speedway</td>
<td>Plattsburg, NY</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lake Placid, Lake Champlain, Burlington VT, Montreal CA</td>
</tr>
<tr>
<td>7/23-24</td>
<td>Sandusky Speedway</td>
<td>Sandusky, OH</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sandusky, Cleveland, Northern Ohio</td>
</tr>
<tr>
<td>8/6-7</td>
<td>Delaware Speedway</td>
<td>Delaware, Ontario Canada</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New London Ont. Toronto, Detroit MI</td>
</tr>
<tr>
<td>8/13</td>
<td>Lee USA Speedway</td>
<td>Lee, NH</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Durham, Portsmouth, Coastal New Hampshire</td>
</tr>
<tr>
<td>8/14</td>
<td>Waterford Speedbowl</td>
<td>Waterford, CT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Providence, Hartford, New London, Coastal CT</td>
</tr>
<tr>
<td>9/4</td>
<td>Oswego Speedway</td>
<td>Oswego, NY</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Oswego, Fulton, Baldwinsville, Syracuse NY</td>
</tr>
<tr>
<td>9/11</td>
<td>All-Star Speedway</td>
<td>Epping, NH</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Concord, Manchester, Portsmouth, NH</td>
</tr>
<tr>
<td>9/25</td>
<td>Berlin Raceway</td>
<td>Marne, MI</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Detroit, Flint, Lansing, Ann Arbor, MI</td>
</tr>
<tr>
<td>10/2</td>
<td>Seekonk Speedway</td>
<td>Seekonk, MA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Boston, Cape Cod, East/Coastal Mass; Providence RI</td>
</tr>
<tr>
<td>10/16-17</td>
<td>Thompson Int’l Speedway</td>
<td>Thompson, CT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Northeast CT, Providence RI, Worcester MA</td>
</tr>
<tr>
<td>11/13</td>
<td>ISMA Awards Banquet</td>
<td>Turning Stone Casino Resort, Verona NY</td>
</tr>
</tbody>
</table>
Canada:
Delaware Speedway

New York:
Albany-Saratoga Speedway, Oswego Speedway, Airborne Speedway

New Hampshire:
Lee USA and All-Star Speedway

Massachusetts:
Seekonk Speedway

Michigan:
Berlin Raceway

Connecticut:
Stafford Motor Speedway, Thompson International Speedway, and Waterford Speedbowl

Ohio:
Sandusky Speedway
Market Draw & Exposure

The multi-regional market for ISMA is very strong with 13,972,517 people in New England and 3,090,203 in the Toledo and the Sandusky (OH) resort area. This is a total of over 17 million people.

The drawing area of a racetrack is generally considered to be a 50-mile area around the track. That’s where most of the fans live. Touring series like ISMA also bring fans with them as they follow their favorites from race to race.

(The drawing area is a useful measure of the “effective market area” for a specific race.)

<table>
<thead>
<tr>
<th>Speedway</th>
<th>Location</th>
<th>Market Area</th>
<th>Population within 50 miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lee USA Speedway</td>
<td>Lee NH</td>
<td>Manchester, Concord, NH</td>
<td>2,623,776</td>
</tr>
<tr>
<td>Thompson International Speedway</td>
<td>East Thompson CT</td>
<td>Hartford, CT, Boston, MA, Worcester, MA</td>
<td>6,157,336</td>
</tr>
<tr>
<td>Toledo Speedway</td>
<td>Toledo OH</td>
<td>Toledo Metro</td>
<td>756,798</td>
</tr>
<tr>
<td>Sandusky Speedway</td>
<td>Sandusky OH</td>
<td>Cleveland, OH</td>
<td>2,333,415</td>
</tr>
<tr>
<td>Berlin Raceway</td>
<td>Berlin MI</td>
<td>Berlin Area</td>
<td>486,987</td>
</tr>
<tr>
<td>All-Star Speedway</td>
<td>Epping, NH</td>
<td>Boston Suburbs, Manchester &amp; Concord, NH</td>
<td>3,519,627</td>
</tr>
</tbody>
</table>
Market Draw & Exposure Cont.

**Brand Exposure**
Sports marketing programs, and especially ISMA racing, have proven to be among the best brand building strategies. Successful programs are built on a foundation of image advertising across multiple media, interactive promotional programs, customer-connectivity, and brand loyalty. The marketing programs of ISMA are all designed to build on this foundation to deliver new customers and new sales to your organization.

ISMA also offers yearly souvenir yearbooks that include our sponsor’s ads; plus has collectable merchandise available for purchase at events and online on ismasupers.com. Official ISMA sponsors are included in all of our promotional, PR and marketing materials.

**Market Coverage**
The ISMA Series will run 17 races in 2010 season, in 6 states and 2 countries from New Hampshire to Ohio and North to Canada. It is estimated that over 250,000 fans will attend ISMA’s 2010 events; with a high percentage of these fans also attending racing trade shows, festivals, show car and driver appearances, that are usually combined with a race event or off season - that feature ISMA teams and drivers.

Many ISMA fans travel by RV regionally or for the entire tour. ISMA has one of the highest percentages of full fan tour followings in oval short track racing.

**Highway & Trackside Exposure**
Everything about the ISMA Series is a rolling billboard, from the cars with the large wings themselves to the driver’s and official’s uniforms, and the haulers. The official ISMA race haulers will travel thousands of miles for the full ISMA schedule. The well lettered hauler will generate 83 exposures per highway mile on multi-lane highways. That’s over 1,660,000 brand exposures annually.
Marketing Opportunities

2010 Series Title Sponsor: $50,000

The Series Title Sponsor is the major “Name” associated with the series throughout the season and will be announced in an initial press conference. “The ‘Your Company’ ISMA Super Series” at all race events, in all advertising (Print, radio, and web), in all public relations campaigns, at all trade shows and promotional appearances. The Series Title Sponsor will have the following marketing entitlements:

• Exclusive use of the “Your Company” ISMA Series tag

• Prominent Wing Logo Placement on all ISMA cars that compete

• Prominent Placement of your company logo on all ISMA PR, marketing materials, collectable merchandise, staff uniforms, and official equipment

• Sponsor gets full page inside or back cover ad, plus repetitive logo placement in souvenir yearbook

• Banner display rights in and around the track at all ISMA races

• PA announcements at the track during event, sponsor interviews in the booth

• Complimentary pit passes for sponsor reps at events

• Primary Victory Lane presentation rights at all ISMA races including logo and banner rights on the Victory Lane signage that appears in all photos in our media, track media and the racing general press

• Product sampling rights and advertising handout rights at ISMA races and trade shows with the ISMA series

• Full rights for one year to use ISMA, our teams and drivers in your promotions and advertising
Additional Marketing Opportunities

2010 Series Point Fund Sponsors:

**Owner Point Fund Sponsor**

**Driver Point Fund Sponsor**

The Series Point Fund Sponsor will have the following marketing benefits:

- Placement of the company logo on race cars and in all ISMA advertising/PR/merchandise and marketing materials.

- Secondary Victory Lane rights/photo opps at all ISMA races including logo and banner rights on the Victory Lane signage that appears in all press photos.

2010 Regional Championship Sponsor:

**New England:**
Lee USA Speedway-1
Waterford Speedbowl-2
Stafford Motor Speedway-1
Thompson Intl. Speedway-1
All-Star Speedway-1
Seekonk Speedway -1

**TOTAL EVENTS -7**

**NY/Canada:**
Airborne Speedway-1
Oswego Speedway-1
Albany-Saratoga Speedway-1
Delaware Speedway-2

**TOTAL EVENTS -5**

**Midwest:**
Sandusky Speedway-2
Berlin Raceway-1

**TOTAL EVENTS -3**

- The regional championship was designed in 2002 to make the competition better in the local region, this has proven to be a very successful program.

- Sponsoring an ISMA Region will allow you to target market your service or product at the events in that region.

- You get your company logo on all the wings of the cars, on the ISMA website and in our PR. Your Banner in victory lane with the top 3 finishers for your regional races.
Marketing & Promotional Benefits

ISMA Marketing Partner Benefits:

• Build brand awareness in a fresh, exciting venue

• Introduce new products and showcase current products to thousands of consumers at events

• Utilize ISMA, the drivers, teams and cars in your advertising

• Attract new customers with race tickets or reward best customers; motivate sales force or reward top performers

• Build an image of an exciting place to work thru the ISMA racing involvement

• Gain media exposure for your company, products and services

• Build B2B Programs using ISMA as your platform

• Create collectable merchandise, contests and giveaways

• Entertain and offer hospitality at events, or have ISMA teams come to your location
Testimonials

"It's a lot of fun racing with the ISMA guys. It's good clean racing. There's no mirrors and no spotters. Each car is unique and there aren't a lot of rules for the cars compared to what I'm running in weekly now." – Johnny Benson, NASCAR Camping World Truck Series Champion and ISMA Team Owner and Driver

“I have been a supporter of ISMA for over 20 years. I love the racing and I especially enjoy the people of ISMA. Being a sponsor of the series, I am able to offer race tickets to reward my employees and customers with a fantastic show! We also provide a promotional show car for the series, and ISMA has done a great job with this program. We plan on being a part of ISMA for a long time to come!” – Ed Shea, President of Shea Concrete Products

“I truly believe that ISMA is the fastest growing racing division in the Northeast. The fans are attracted to the uniqueness and the speed of the cars and the ISMA drivers are the most approachable, friendly and marketable drivers in short track racing. It is high paced, big time racing – different from anything you have ever seen or are used to seeing.” – Ben Dodge, Promotional Manager for Thompson International Speedway
Research Links & Contacts

ISMA President:
Howie Lane
Cell: 978-807-6242
Email: laneracing97@verizon.net
Website: www.ismasupers.com

ISMA Marketing:
Robert Rodier
Cell: 603-608-7946
Email: RobsMM@hotmail.com
Website: www.ismasupers.com

Story Links:
NY Times: Celebrating Machines That Drink Methanol

So, What is a Supermodified Race Car?

Circle Track: Supermodifieds Are The Ultimate Thrill In Circle Track Ranks

This Presentation Designed By:
Drive-In Webdesign and Marketing, LLC
www.driveinwebdesign.com

Photos By: Jim Feeney

©Copyright 2009-2010 International Super Modified Association – All Rights Reserved