



2010 MARKETING PRESENTATION

WWW.ISMASUPERS.COM



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International Super Modified Association
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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.



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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 Gioia, 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-Miler 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.

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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 it's 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

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.

Fuel Cell: Carries 42 gallons of methanol

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

Each tire is a different size. Right Rear- 20"; Right Front: 14"; Left Front: 11"; Left Rear: 14"

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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

Escapes
WORLD U.S. N.Y./REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION
AUTOS
Search Select a Region or Country
Let yourself VISITFLORIDA Experience Florida travel and save on more than restaurants throughout
SAVE MORE NOW >
NORTH AMERICA > UNITED STATES > CONNECTICUT
Celebrating Machines That Drink Methanol
Drivers of the 800-horsepower cars, like Bentley Warren, right, mingle with fans at the Stafford Motor Speedway.
By DANIEL JAVANAGOS
Published: July 24, 2009
STAFFORD SPRINGS, Conn.— Despite a morning of hard rain, by 3 o'clock on a recent Tuesday afternoon the back 40 at Stafford Motor Speedway had been transformed into a sunny village of R.V.'s, campers and four-wheel-drive vehicles, complemented by tents, wobbly lawn chairs and even-wobbler awnings. It was a kind of Hooverville devoted to the pleasures of high velocity.
Children and dogs tramped and scampered around the swampy campground. The dogs sometimes stopped to bark howl at the rev and roar rising from the racetrack in northeastern Connecticut. Grills sizzled, silverware clattered, pop-tops were popped.
But while socializing, medium-rare steaks and chilled Bud longnecks are all well and good, these people had traveled all the way here for just one reason: to watch the wild, wicked and winged racing machines of the International Supermodified Association, or ISMA, go at it for 50 laps that night.
This is grass-roots racing at its essence. There are no ISMA
SIGN IN TO E-MAIL
PRINT
REPRINTS
SHARE
CLOSE
HAVE A FANTASTIC THANKSGIVING
LOWMASTER



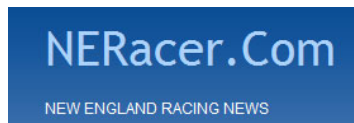
CIRCLE TRACK
THE #1 SOURCE FOR ADVANCED RACING TECHNOLOGY
CHASSIS DRIVETRAIN SAFETY ULTIMATE RACING YOUNG RACERS CLUB READERS TESTIMONIALS
SUBSCRIBE TODAY
Racing Dates
Ultimate Racing Supermodified Racing - Supers Secrets
Supermodified Racing - Supers Secrets
By Rob Fisher
Imagine a car with the speed of an Indy Car and the handling of a Midget. Imagine a car so fast in the corners that it'll try to suck your head off your shoulders. Imagine 847 hp dangling from your leg. Imagine no more. We are going to introduce you to one of the most exciting forms of circle track racing there is and take a look at the demographics and technical details of these wild **race cars**.
Welcome to the world of Supermodified racing, possibly the best kept secret in American motorsports. Fans of the Supermodifieds call them the ultimate short-track racing machines on the planet. They are viciously fast, handle like they're glued to the track, and deliver heart-stopping, edge-of-your-seat excitement.
Supers, as they are affectionately called, are largely home-built race cars with monster engines, different-sized tires, and mammoth wings on the top of the car. They are lightweight open-wheeled machines with tube frames scantily clad in aluminum bodywork. If we could picture Steve Kinser rear ending Michael Schumacher, that's a Super. Part Sprint car, part F-1 ride, the Super is a hybrid
Variety is one of the things...
+ read full caption

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ISMA Tour Media Coverage

Racing Print / Web News Media



Supermodified Racing Sites & Fan Message Boards



Web Radio / Live Event Webcasts

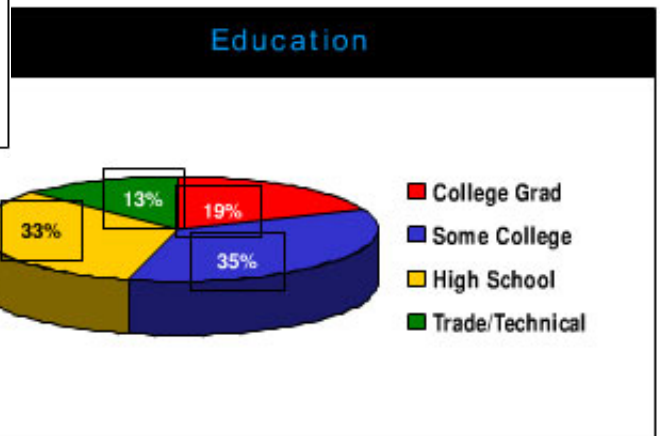
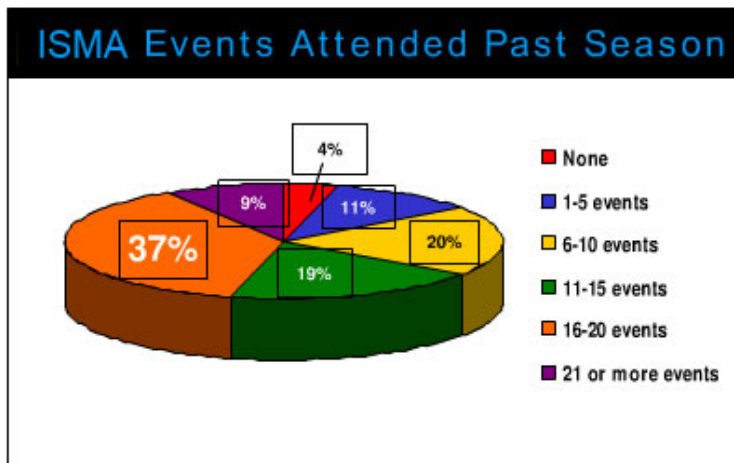
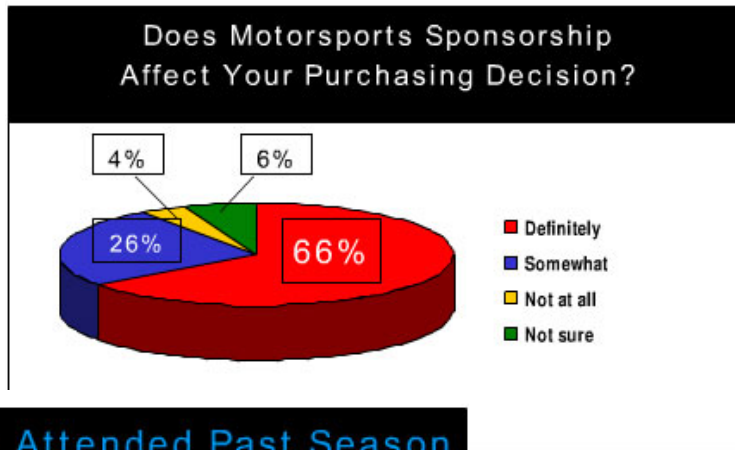


Race Video / Fan Pages





ISMA Tour Fan Demographics

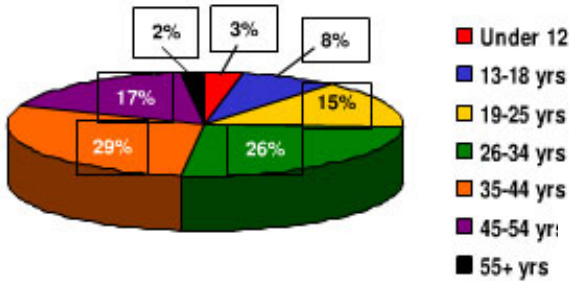


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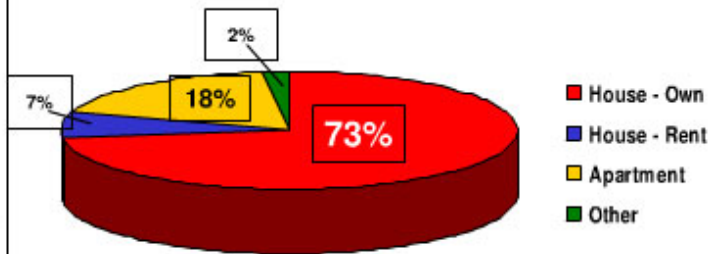


ISMA Tour Fan Demographics

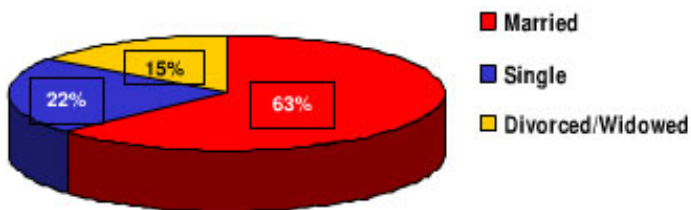
Age Composition



Type of Residence



Marital Status

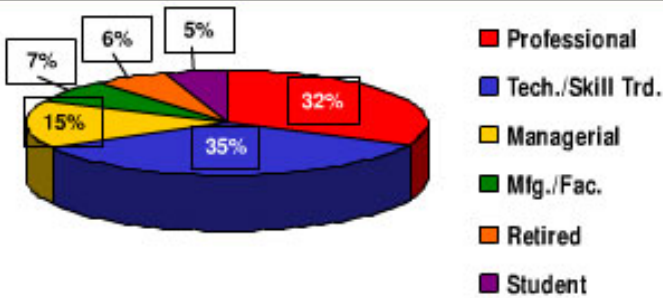


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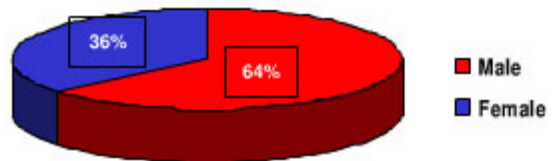


ISMA Tour Fan Demographics Cont.

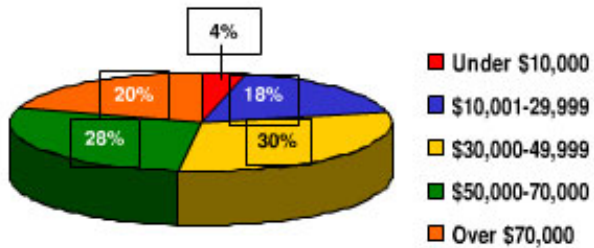
Employment / Occupation



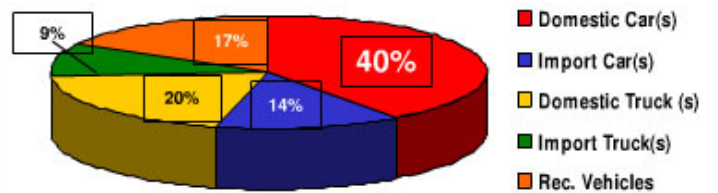
Gender Composition



Annual Household Income



Type of Vehicle Owned



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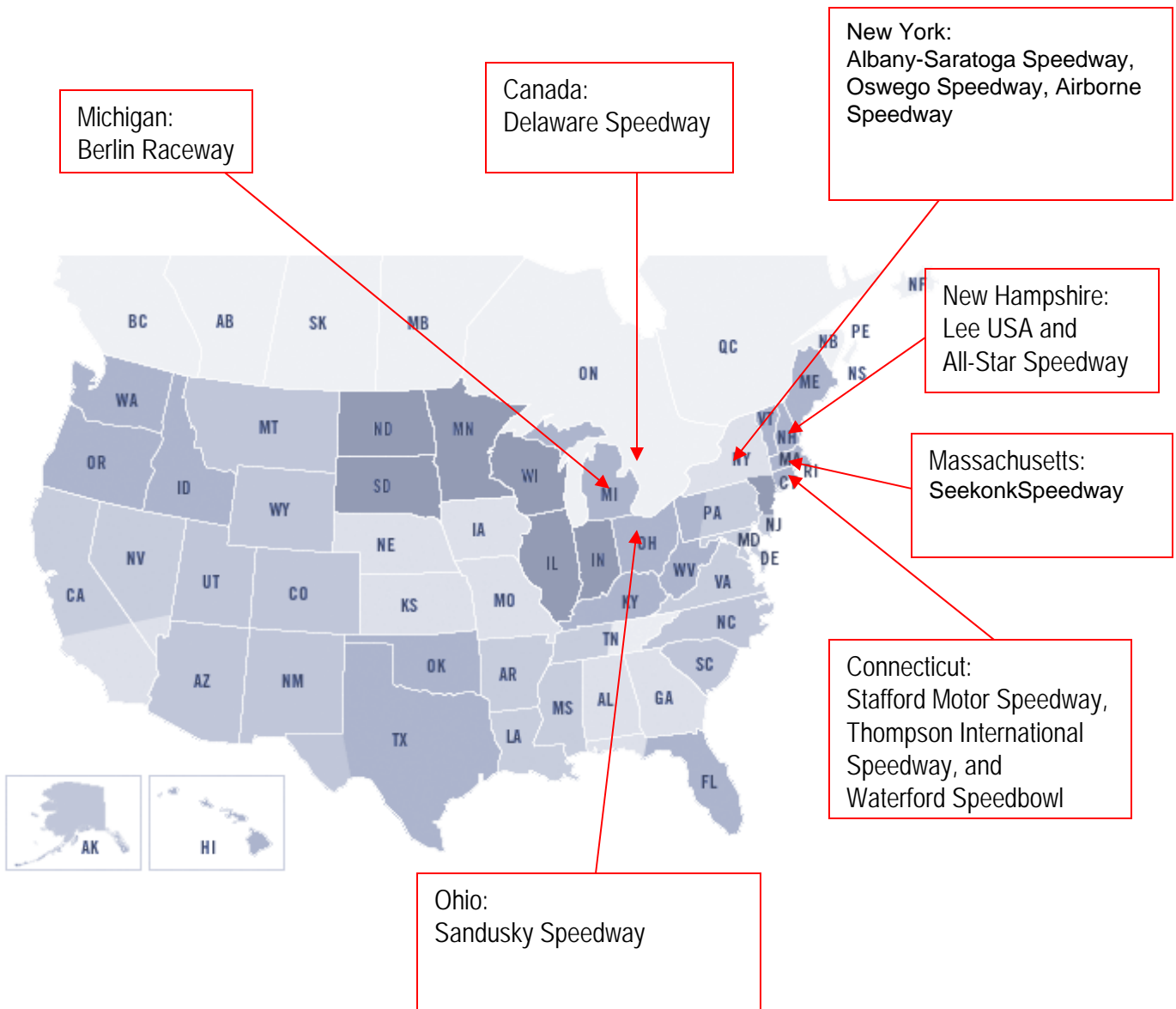


Tentative ISMA 2010 Event Schedule with Markets

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



ISMA US & Canadian Market Map



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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.)

Speedway	Location	Market Area	Population within 50 miles
Lee USA Speedway	Lee NH	Manchester, Concord, NH	2,623,776
Thompson International Speedway	East Thompson CT	Hartford, CT, Boston, MA, Worcester, MA	6,157,336
Toledo Speedway	Toledo OH	Toledo Metro	756,798
Sandusky Speedway	Sandusky OH	Cleveland, OH	2,333,415
Berlin Raceway	Berlin MI	Berlin Area	486,987
All-Star Speedway	Epping, NH	Boston Suburbs, Manchester & Concord, NH	3,519,627



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.

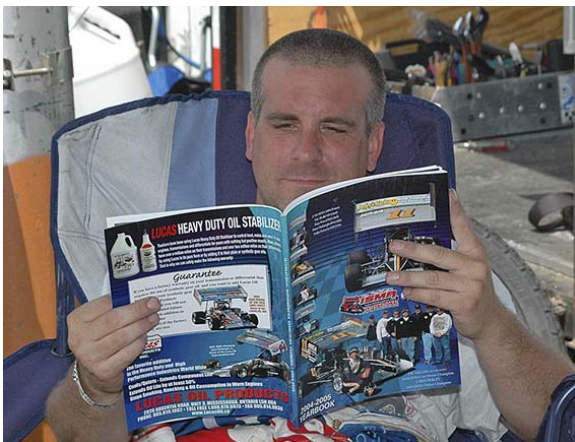
ISMA also offers yearly souvenir yearbooks that include our sponsor's ads; plus has collectable merchandise available for purchase at events and online on ismasupers.com. Official ISMA sponsors are included in all of our promotional, PR and marketing materials.



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.



Product Sponsorships, Special Awards, Discount Programs and Promotional Trade Outs Are Also Available

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



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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

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Research Links & Contacts

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Website: www.ismasupers.com

Story Links:

NY Times: Celebrating Machines That Drink Methanol

<http://travel.nytimes.com/2009/07/24/travel/escapes/24super.html>

So, What is a Supermodified Race Car?

http://www.nytimes.com/2009/07/24/travel/escapes/24superweb.html?_r=1

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

http://www.circletrack.com/ultimateracing/ctrp_0611_supermodified_racing/index.html

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