

Lorton Racing Portfolio
Objectives and Sponsors' Profile
Respectfully Submitted
Danny Lorton, Team driver/Owner

I have prepared this portfolio for your review. Enclosed you will find information on myself, as well as the Lorton Racing Team. I would like to thank you in advance for the opportunity to present my team to yours.

I am currently offering opportunities for sponsorship with our Late Model for the 2007 racing season and beyond. My team and I have several ideas on sponsorships, and would like to discuss them with you personally. If you have ideas of your own, which you are interested in incorporating, please let me know.

I hope to promote a mutually beneficial relationship and one that is profitable for our sponsors. I have several avenues which we plan to take our sponsors' promotion.

Please be sure to review the services we will offer to you, as a supporter of the Lorton Racing Team.

Again, allow me personally to thank you for your time. Please feel free to contact me if you have any questions, suggestions or request.

LORTON RACING
Danny Lorton
3233 Co. Rd. 1330
Moberly, Mo. 65270
Phone# (660) 263-6012
Cell # (660) 651-3646
E-mail address: dlorton@missvalley
Website: www.LortonRacing.com

Sincerely, LORTON RACING
Danny Lorton
Owner/Driver

LORTON RACING

#27

Dear potential sponsor,

This is your company's opportunity to take advantage of a form of advertising that can bring attention to your business through one of the most popular sports in our area. Dirt Track Racing has typically been a sport filled with individuals geared only towards their racing, and not toward their sponsors interests. One of our most important goals at LORTON RACING is to involve our sponsors and their family of employees and customers with the operations of the team both at, and away from the track. We are also committed to learning and understanding our sponsors products and services so that we can speak to potential customers. LORTON RACING can be an extension of your sales force. There are many benefits in associating you company's name with a race team.. The support of business owners, and company's such as you is crucial to a successful racing program. Sponsors provide us with the means to realize our goals. Whether it is providing the many products and services needed to maintain the racecar, or help in defraying the cash outlay, sponsors make it all possible. I believe we can have a mutually beneficial business relationship, with the added bonus of the excitement of racing as a catalyst. We would like to help you advertise your business, while you help us race for the checkered flag. Thank you for your time and consideration.

Lorton Racing is proud to be associated with these sponsors and their products for 2007 season:

TCI Automotive of Ashland MS,
AAA Insurance & Jim Smothers Sale agent of Columbia Mo Branch office,
Schurbon Engines of Maquoketa IA.,
Fast Shafts of Des Moines Ia.,
Heartland Motorsports of Southern IA,
Auto Zone of Moberly Mo.,
Smothers Autosales of Moberly MO.

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Driver Biography & objectives

DANNY LORTON

As a driver, I anticipated many obstacles I would encounter. I learned that there are NO obstacles that cannot be over come without ingenuity and hard work. I have decided to turn my dreams into My Goals..

Racing has always been in our family. From motocross racing as a teenager, to Drag Racing, Mud truck Racing, Demolition Derby Racing, to Circle track racing. "I feel I have found my home in circle track racing".

I started driving open wheel modifieds in 1997, and the many accomplishments and recognition I earned in My Rookie year started me on my way. With Rookie of the year honors, 1 top 5, and 2 top 10 point standings from 3 tracks. From 1998 thru 2000 we posted top 10 standing at all tracks we ran. It wasn't till 2001 when we finally started winning heats and feature races. We went from being a top 10 finisher to a top 5 contender. From 2001 to 2005, we have posted numerous top 5 and top 10 finishes and have maintained a top 5 season points standing for the last 5 years. 2006 I moved up to the late model class and posted 4 feature wins, with numerous top 5 and top 10 finishes. At the end of 2006 season we won one track championship and posted a 5th place season points standing in our Rookie year in the late model.

Recent accomplishments:

2006 Racinforalivin contestant, one of twenty Wildcard contestants out of thousands for the show Racinforalivin. www.racinfoalivin.com

2006 Track Championship

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LORTON Racing In-Depth Sponsorship Information

Now that you've reviewed the enclosed information about Lorton Racing, we would like to tell you about the many different opportunities we would like to offer you and your company:

Should you decide you would like to become involved with Lorton Racing, we will advertise your company everywhere that we have presence

- On the exquisite Lorton Racing Car #27, which will be racing each weekend before traditional race fans at area racing venues of note. The car will also appear at various Auto and Racing Shows as well as community events of all sorts.
- On my team web page. www.LortonRacing.com
- We will refer to the sponsors in all media appearances, such as Radio Interviews and Newspaper Articles, and race track event programs
- We will display the car in front of your business to draw attention to your products or services that you offer (Note: all car appearances will be subject to scheduling availability)
- On our Team Apparel and our Lorton Racing T-shirts

In addition to the areas I have mentioned we are always open to hearing and benefiting from your suggestions of ways to better serve our advertisers. Should you have any suggestions, please feel free to bring them to our attention so we can discuss them.

All sponsorship contributions will go directly towards the racing team for products needed to maintain the racecar.

Thank you again for your time and consideration.

Danny Lorton
Lorton Racing

LORTON RACING Sponsorship Form

As a representative of _____,(company)
I would like to participate in the support of LORTON RACING Team.

The following logo(s) should appear on designated spaces provided in the Sponsorship Schedule.

We would like to participate as your Primary Sponsor _____

We would like to participate as your Associate Sponsor _____

We would like to participate as a Product Sponsor:

Product to be supplied: _____

Quantity to be supplied: _____

Product to be supplied: _____

Quantity to be supplied: _____

Product to be supplied: _____

Quantity to be supplied: _____

Authorized Signature: _____

Thanks

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