

CERNICS
Kawasaki

VISION¹
MOTORSPORTS

**2011 Canadian Motocross
Sponsorship Partner Program**

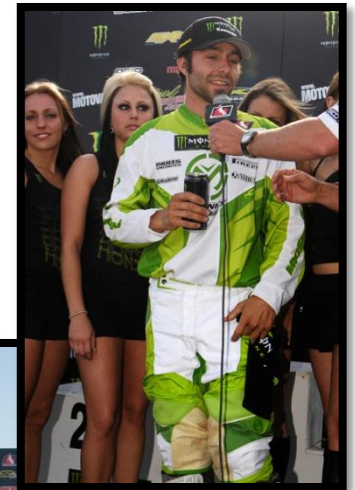
About the Series

- ▶ The CMRC Motocross Nationals is the only televised action-sport national tour that exists in Canada.
- ▶ Television Package reaches over 60 Million households
 - Canada (Rogers SportsNet)
 - U.S. (America One)
 - Europe (Extreme Sports Channel)
- ▶ 100,000 event spectators
- ▶ Primary demographic : 18–34 year old male
- ▶ Targeted advertising and marketing campaign promoting each event utilizing broadcast and print media
 - Television audience: 3.5 Million
 - Radio Audience: 2.3 Million
 - Print Circulation: 2.5 Million

Vision One Motorsports

Vision One Motorsports is a top level professional motocross racing team with multiple championships to our credit. Choosing Vision One Motorsports to represent your company is your best choice for maximum exposure and value in motorcycle racing, with a proven championship winning attitude. With a turnkey operation already in place, we have all of the assets set to compete at a championship-winning level.

- ▶ A proven team in existence for fourteen years
- ▶ Eight National U.S. Arenacross Championships
- ▶ Four Canadian Motocross Championships
- ▶ Five U.S. Arenacross Manager of the Year awards



Sponsor Benefits

Vision One Motorsports gives you the opportunity to partner with a motorsports team with proven longevity and a championship winning attitude. Vision One is offering four basic programs for the 2011 Motocross racing program.

- Primary Sponsorship
- Co-Sponsorship
- Associate Sponsorship
- Industry Sponsorship

Involvement in racing teams is almost always specialized and recognizing that, Vision One Motorsports is very flexible. We will listen to our program partners needs and construct an appropriate program. Our Motocross program can also be combined with Kawasaki's road racing programs to create a more extensive partnership.

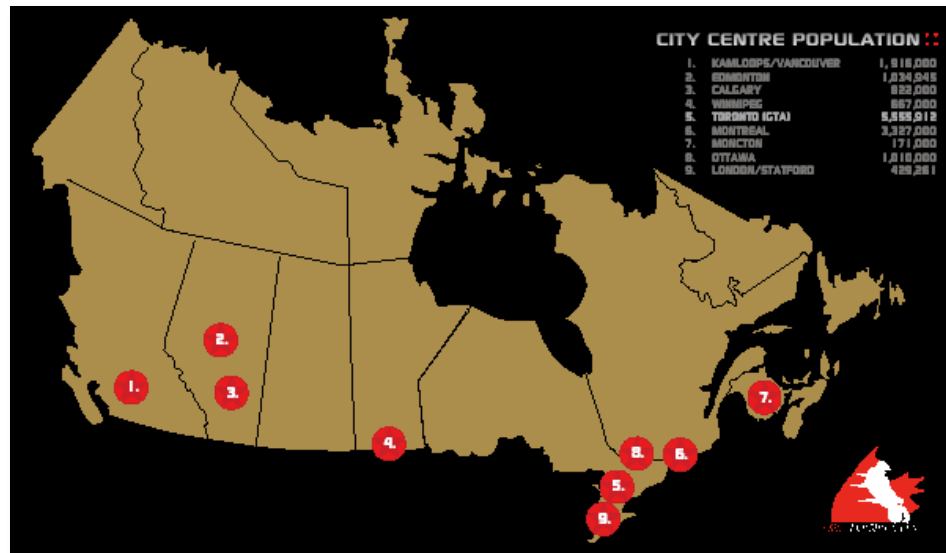
2011 Events

- ▶ Two Rider team in the premiere MX1 Class
 - 9-Race CMRC Canadian Motocross Nationals (May - August)
 - Montreal Supercross (October)

Schedule

2010 Schedule

Rd	Date	Track	Location
1	June 6	Whispering Pines Raceway	Kamloops, BC
2	June 13	Castrol Raceway	Edmonton, AB
3	June 20	Wild Rose MX Park	Calgary, AB
4	June 27	Shadow Valley Raceway	Morden, MB
5	July 18	Gopher Dunes	Courtland, ON
6	July 25	Motocross Ste-Julie	Ste-Julie, QC
7	August 1	Riverglade MX Park	Moncton, NB
8	August 8	Sand Del Lee	Richmond, ON
9	August 15	Walton Raceway	Walton, ON
	October 2	Olympic Stadium	Montreal, QC



Contact

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