

SCC

Street Car Challenge

Entering its fourth season, Street Car Challenge (SCC), produced and owned by Edmonton, Alberta Based V8less Marketing Corp. continues to grow as the first and only tuner based motorsports event. SCC combines Drag racing, Autocross, and Drifting motorsports. In addition, At each SCC, you will also see cars competing in a showoff and exhibitors displaying the latest in products and services.

SCC FAST FACTS

- SCC brings 2000 Hardcore tuner enthusiasts to each event
- A typical SCC has over 100 vehicles compete in Drag racing, 50 in Autocross, 150 in the showoff and 10 handpicked drifters in each event
- SCC is marketed heavily with the use of print, radio and web advertising mediums reaching a much larger potential market base

FAN DEMOS

The following data was compiled via a random selection online survey through our tuner based social networking partner forums (780Tuners.com, Beyond.ca).

- More than 80% of respondents are between the ages of 16-29 years.
- Predominantly male fan base; 90%.
- 55% of tuner fans are college graduates or have attended college.
- More than 50% of tuner fans earn an annual salary in excess of \$35,000.
- Online use is hot among tuner fans; more than 60% spend between 8 and 30 hours online every week
- 40% purchase parts online, 60% buy from specialty/tuner shops direct.

Street Car Challenge Exhibitor and Sponsor Information				
Exhibitor		Information	Cost to Sponsor**	Number of Sponsorships Available
<input type="checkbox"/>	Exhibitor Space at SCC. This is our basic sponsorship and the minimum businesses require to conduct commercial activities at SCC.	<ul style="list-style-type: none"> Basic right to use commercial display space (approx. 20'x20'). Includes 2 tickets to SCC. Includes 1 Show vehicle 	\$500 or Prize Option Per City	Unlimited
Presenting Sponsor		Information	Cost to Sponsor**	Number of Sponsorships Available
<input type="checkbox"/>	Looking to brand the largest Tuner based automotive motorsports event in Alberta with your name? This the best way to gain instant recognition with the motorsport enthusiasts in Alberta.	<ul style="list-style-type: none"> All promotional material including radio and PR will be branded as "The 'Sponsor' Presents SCC" Commercial display space (approx. 40'x40'). Includes 20 tickets to SCC. Includes up to 4 Show vehicles 	\$5000 Entire Tour	3 sponsors (non-competing industries, national or multi-location only)
Race Title Sponsor*		Information	Cost to Sponsor**	Number of Sponsorships Available
<input type="checkbox"/>	Perfect for the shop who focuses on go fast products and services.	<ul style="list-style-type: none"> All promotional material will be branded as "The 'Sponsor' Presents SCC Drag Racing" Commercial display space (approx. 40'x40'). Includes 10 tickets to SCC Includes up to 4 Show vehicles 	\$1500 Per City	1 sponsor Per City
Show Title Sponsor*		Information	Cost to Sponsor**	Number of Sponsorships Available
<input type="checkbox"/>	SCC brings close to 100 show cars competing for 20+ trophies.	<ul style="list-style-type: none"> All promotional material will be branded as "The 'Sponsor' Presents SCC Showoff" Commercial display space (approx. 40'x40'). Includes 10 tickets to SCC Includes up to 4 Show vehicles 	\$1500 Per City	1 sponsor Per City
Drift Title Sponsor*		Information	Cost to Sponsor**	Number of Sponsorships Available
<input type="checkbox"/>	Brand yourself with the hottest and newest motorsport event.	<ul style="list-style-type: none"> All promotional material will be branded as "The 'Sponsor' Presents SCC Driftoff" Commercial display space (approx. 40'x40'). Includes 10 tickets to SCC Includes up to 4 Show vehicles 	\$1500 Per City	1 sponsor Per City
Autocross Title Sponsor*		Information	Cost to Sponsor**	Number of Sponsorships Available
<input type="checkbox"/>	A sell out everytime. A great opportunity get in touch with this very competitive group of enthusiasts.	<ul style="list-style-type: none"> All promotional material will be branded as "The 'Sponsor' Presents SCC Autocross" Commercial display space (approx. 40'x40'). Includes 10 tickets to SCC Includes up to 4 Show vehicles 	\$1500 Per City	1 sponsor Per City

Notes:

* All trophy sponsorship must be finalized 2 weeks before event data to have sponsor name on trophies. Sponsorship is not finalized until full payment is received.

** See SCC Prize Option Form for exhibitors who choose to provide product/service prizes rather than monetary prizes. GST extra.

SCC reserves right to change, edit or delete sponsorship as it sees fit.

Street Car Challenge Exhibitor and Sponsor Registration Form

1. Select exhibitor or sponsor options by placing an "X" in the option boxes on the left side of the above list.
2. Complete Registration Form below. Please print clearly.
3. If you have any questions please contact SCC at 780-910-6266.
4. Return this form to your SCC representative or send it, along with payment, to:

V8less Marketing Corp
13446-103 Street
Edmonton, AB T5E 4M6
Canada

Sponsor Name (Company Name): _____
Authorized Sponsor Contact Person: _____
Address: _____

City: _____
Province: _____
Postal Code: _____
Telephone Number: _____
Fax Number: _____
Cellular Number: _____
Email: _____

We have included a cheque in the amount of: \$ _____
(Please make cheque payable to V8less Marketing Corp.)

Notes: _____

We, the undersigned, acknowledge that we are subject to all rules and regulations governing the show and its production, as well as any forthcoming rules and regulations, as determined by SCC. The show management shall have the full power in the interpretation and enforcement of all terms, rules, conditions, and regulations as well as any further stipulations considered necessary for the proper conduct of the show. Participants agree to comply with all pertinent laws, codes and regulations of municipal or other authorities which affect the display space. Castrol Raceway, Race City, SCC, V8less and their respective staff will not be liable for any losses or damages as a direct or indirect result of the event.

Date: _____
Signature: _____
Signature: _____
Signature: _____

REGISTRATION

Promoter reserves the right to allow Registrant to register for all or part of the touring drifting competition titled Street Car Challenge, SCC Presented by V8less Marketing Corp. (hereinafter referred to as "Event").

PAYMENT

A non-refundable 50% deposit is due upon signing and submitting this registration form. The remaining 50% balance must be paid within ten days of the Event unless invoice specifies otherwise. Registrants who fail to pay in a timely manner will not be admitted to Event.

CANCELLATION / BOOTH SIZE CHANGES

Cancellation or booth changes must be forwarded to Promoter in writing, no later than the Invoice due date. Conditional credits may be issued at Promoter's sole discretion.

SHARING / SUBLEASING

Registrant may not share or sublease their space; this use includes renting, sharing, donating or in any way allowing another company or person to display or advertise in your paid space. Non-exhibiting Registrants will not be allowed to place stickers, placards, or other signs anywhere at Event. Additionally, Registrants caught sharing or subleasing booth space will be charged the full booth space (e.g. if sharing a 10x20 booth, both companies pay the 10x20 booth rate)

ADMISSABLE BOOTHS

Exhibits that are disruptive, objectionable or inappropriate in nature, as interpreted by Promoter, will be removed from Event without refund. No Registrant booths are allowed to have DJ music being played during the Event unless authorized by Promoter. Any booth with models signing autographs must contact Promoter in advance for proper positioning (to avoid aisle blockage and fire hazard). Failure to do so will result in Registrant's booth being removed from Event.

SALE OF MERCHANDISE

Promoter reserves the right to limit over-the-counter sale of products. Please provide Promoter with a detailed list of items being sold no later than 30 days prior to each event.

LATE ARRIVALS

Please check online at www.streetcarchallenge.ca for load-in specifics. Registrants arriving after this scheduled time can be relocated to any location specified by Promoter, or may forfeit their Event participation rights for that specific event.

INSURANCE

Promoter shall not be responsible for any injuries to persons and/or any loss of or damage to any property for any reason, including theft, unless such loss or damage is caused by gross negligence of Promoter. Registrant is required to follow and use any of the security arrangements made by Promoter for property and valuables. The Registrant is solely responsible for any personal property. Registrant is required to provide and keep in force during the show period, including move in and move out periods and the following insurance coverage:

- A) Worker's compensation and employer's liability insurance covering its employees in the province in which the show is being held, in accordance with the statutes, rules and regulations promulgated by that province's governing authorities.
- B) Comprehensive general liability insurance, including blanket contractual liability insurance.

C) All risk property insurance covering all Registrants property brought into or used in connection with the show, including the move in and move out periods, with insurance coverage to be set forth in an insurance policy that includes (i) a waiver of subrogation against Promoter, its members, employees, officers and agents, and (ii) limits of liability providing minimum coverage (with no deduction or participation provisions) of not less than the full replacement cost of the property lost or damaged.

INDEMNIFICATION

Registrant shall fully indemnify, defend, and hold Promoter, and all its managers, members, directors, officers, employees, agents, successors, and assigns, harmless from any and all losses, damages, expenses, claims, judgments, liabilities, suits, and proceedings of any nature, whether accrued, absolute, contingent or otherwise which arise from (i) Registrant's breach of this Agreement, (ii) any damage or deficiency resulting from misrepresentation in or omission from any document, instrument, record, statement or certificate, furnished or to be furnished, to Promoter hereunder, (iii) any act or omission of Registrant or any of its shareholders, directors, officers, employees, agents, successors, and assigns, and (iv) all actions, suits, proceedings, demands, assessments, judgments, costs and expenses incident to any of the foregoing. In addition, Registrant shall reimburse to Promoter, on demand, for any payment made by Promoter in respect of any liability or claim to which the foregoing indemnity relates.

COPYRIGHTS

Registrant hereby assumes all costs and expenses arising from Registrant's or Registrant's agents' or employee's incorporation or use during the event of any music, written material, dramatic rights, inventions or devices that are subject of any copyright, trademark, trade name, patent, franchise or other contractual or statutory protection. Registrant agrees to indemnify and hold harmless Promoter, its directors, officers and employees from any claims, damages, costs or expenses, including legal fees, which might arise out of or in connection with such incorporation or use.

FORCE MAJEURE

If the event cannot take place, in whole or in part, because of an act of God, national emergency, war, labor dispute, fire casualty or other unforeseen occurrence or any other cause beyond the control of Promoter or which Promoter is unable to avoid by exercise of due diligence, Promoter shall have no obligation or liability whatsoever to Registrant as a result thereof. Additionally, dates and location of events may change at any time at the discretion of Promoter.

OTHER ITEMS

- A) The Promoter shall have the full power in the interpretation and enforcement of all registration terms and any further stipulations considered necessary for the proper conduct of Event.
- B) Registrant agrees to comply with all pertinent laws, codes and regulations of municipal or other authorities that affect the event space.
- C) Cars entering event's contests, or staying inside the race track or similar venues are subject to the regulations set forth by those venues.
- D) Sponsor Exclusivity: You may not display or sell products that compete with our sponsors. Please check with your sales representative for a complete listing of companies.

SHOW INFORMATION

Download all forms and specific show information at: www.streetcarchallenge.ca