

# SSI RACING

Proving Green is as Sexy As You Build It!



SSI Racing LLC  
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Dear potential sponsor,

SSI Racing is looking for sponsors for its high performance electric vehicles. My name is Michael Kadie, founder of SSI Racing LLC. We are a very popular high performance electric vehicle race team and green-energy education group based in San Diego, CA.

This is our third year racing and things are really picking up. Over that period of time we have been at events with literally millions of people and been featured in an incredible number of local and national media including the New York Times! We now hold four world records and are looking at breaking at least 2 more over the next year.

We are very proud of the work we have done and continue to do. To take advantage of a number of opportunities already available to us (see reverse for details) over the next 12 months, we are asking for your help in the form of sponsorship.

In addition to the standard benefits of sponsoring a race car we:

- actively participate in a large number of green events throughout the year
- are one of the Progressive Automotive X Prize teams
- offer customized, professional presentations on green racing, energy, and tie ins to other markets
- our professional female driver is available for drift or track demonstrations and autographs signings
- are available for trade shows, exhibitions, concerts, and media events

We are a self funded company that has finished converting our 11<sup>th</sup> vehicle to electric drive (this one is a semi tractor). This establishes that we:

- are an established company with a proven record of success
- are an experienced professional race team
- have the knowledge and engineering skill required

SSI Racing pledges to spend every sponsor's dollar wisely, increasing our name recognition and by extension that of our sponsors.

Thank you for your consideration,

Michael Kadie

## SSI Racing Race Cars and Events



GreenT – Electric 27 Model T  
From frame and parts pile to world record in 6 weeks.



2SSIC: World's Fastest Extreme Street Electric  
Automotive X Prize contestant  
Holder of three world records

Over the past 12 months we have had cars at :

- The San Diego Auto Show
- SDG&E Energy Fair
- Laguna Seca Raceway Refuel Event
- Wayland Invitational
- Gumball 3000 Rally Car Show
- Inaugural Arm Drop Live Race
- Kick Gas Festival
- CTIA Wireless (we gave a keynote speech at Andrew Seybold Wireless University)
- several other events

The combined attendance of these events was over 3 million people and with your help next year will be even bigger!

We have a very active website. We are often interviewed for TV, magazines, and newspapers and have been featured in *The New York Times*, *Supercars Exposed*, and *Electrified*. We drive the 65 coupe on the streets of San Diego; it is the owner's daily driver.

### Preliminary Schedule of major events for next year \*:

Pinks All Out Bakersfield, September 11-12  
Antique Drags, October 4  
Kick Gas Festival, October 24  
San Diego International Auto Show, December 2009  
Long Beach Grand Prix, April 2010

### Progressive X Prize Events \* :

MEDIA EVENT, New York City, October, 2009  
TEAM SUMMIT, Las Vegas, November, 2009 – SEMA Tie In  
LAUNCH EVENT, LA Metro, Pasadena / April, 2010  
COMPETITION SERIES, Michigan, May-July, 2010  
– Opportunity for LifeLock 400 NASCAR Race  
FINALIST FESTIVAL, Cleveland/Akron, August, 2010  
AWARDS CEREMONY, Washington, D.C., September, 2010

\* All events are tentative and at the discretion of the event holder, some event may overlap, and we may not make qualify for all X Prize events. This is our good faith schedule intent and should we be unable to make any event we will try to schedule an equivalent replacement opportunity. Or to put it another way – this is what we do and we love it. We will do all we can to promote ourselves and by extension our sponsors, but we live in an uncertain world.

### Primary Sponsor: \$100,000

Vehicles paint / wrap to match sponsor  
Ride down drag strip in one of our race vehicles  
Promotional video on website and for sponsor use  
On site presentation including vehicle inclusion in lower 48  
Primary real-estate for marketing on vehicles  
Promotional access to vehicles  
Primary Template real-estate on team website  
E-mail link on website

### Platinum Sponsorship: \$20,000

Ride down drag strip in one of our race vehicles  
Short video promotion on website and for sponsor use  
On site presentation, vehicles inclusion based on cost to transport  
Primary real-estate for marketing on vehicles  
Promotional access to vehicles  
Primary Template real-estate on team website  
E-mail link on website

### Gold Sponsor: \$5,000

Ride down drag strip in one of our race vehicles  
Secondary real-estate for marketing on vehicles  
Promotional access to vehicles  
Primary real-estate on team website  
E-mail link on website

### Silver Sponsor: \$1,000

Limited real-estate for marketing on vehicle  
Limited promotional access to vehicle  
Limited real-estate on team website  
E-mail link on website

### Team Sponsor: \$300

Limited real-estate on team website  
E-mail link on website