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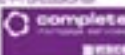
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Oceans Flavor Natural Sea Salts

2ND IN CLASS, 5/1600, 2010 BAJA 1000

3RD IN CLASS, 5/1600, 2009 BAJA 1000

6TH IN CLASS, 5/1600, 2008 BAJA 1000



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Dear Potential Sponsor,

YOLO Racing is a Canadian Off Road Racing team based out of Vancouver BC. We are preparing now for the 2012 SCORE International Desert Racing Series.

Every year, the best off road racing teams in the world meet on the Baja Peninsula of Mexico to compete in the SCORE INTERNATIONAL Desert racing series. The series is made up of five races. The Baja 1000 is the flagship event, and is broadcast on NBC in North America and ESPN International. The SCORE series attract teams from around the world competing in twenty seven classes with 200-400 entries from thirty States and over a dozen countries. The grueling courses run through villages along the Baja peninsula luring thousands of spectators. Few more than half of the entries finish these races where anything can happen. Over its colorful 45 year history the SCORE series has drawn competitors from all walks of life. Simple privateer teams to multi-million dollar teams compete together over the entire course. The popularity of these races have exploded in recent years, attracting World Rally Champions, NASCAR champions, "A-list" movie stars, motorcycle champions, television celebrities and blue-collar adventure seekers.

2012 will be our fifth year of competition. YOLO Racing finished 2nd in our class in the 2010 Baja 1000, 3rd in the 2009 Baja 1000 and 6th place in the 2008 Baja 1000. We chose not race the 2011 Baja 1000 in order to focus our resources in preparation for the 2012 season. For 2012 YOLO Racing and our title sponsor, Oceans Flavor Sea Salts, have committed to compete in all five SCORE International off road races. Our goal is to be the first ever Canadian team to bring home the 2012 SCORE International Class Championship. Sponsorship is very important to our success and we have a number of great promotional ideas. We appreciate your support and look forward to meeting with you for further discussion.

Sincerely,

Erich Reisen

YOLO Racing Team Owner

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Email info@yoloracing.com

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Erich Reisen ph 778 279 3018

Ross Burden ph 604 831 9206

2012 SCORE Desert Series Schedule of Events

The 5 events are held in both the USA and Mexico

18th SCORE Laughlin Desert Challenge (Two Races) - January 13-15 / Laughlin, Nevada

26th MasterCraft Safety Tecate SCORE San Felipe 250 - March 9-11 / San Felipe, BC, Mexico

44th Tecate SCORE Baja 500 - June 1-3 / Ensenada, BC, Mexico

45th Tecate SCORE Baja 1000 - November 14-17 / Ensenada To La Paz Peninsula Run

Team YOLO is a group of Vancouver Firefighters and friends. By way of a Drive-a-thon and various other promotional campaigns Team YOLO raises funds for Firefighters without Borders Canada supporting the emergency services on the Baja Peninsula. www.fwbcanada.ca



FIREFIGHTERS
WITHOUT BORDERS

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*Platinum Sponsor

Custom painted car in sponsor's full color scheme with full color logo on hood and on side panels. Drivers and crew uniforms are designed in color coordination with sponsor's colors and logo. Car hauler and all team equipment is branded with sponsor's logos and all promotional and team marketing materials include sponsor's logo and mention of team sponsorship. Another benefit of this comprehensive package is the use of the car, driver and team in sponsor advertising or promotions. Advertising on race team website and links to company homepage. ***NOT AVAILABLE FOR 2012**

Gold Sponsor

Full color logo 20in x 20in is integrated into over-all car design for spectacular branding effect on car sides. Sponsor logo is embroidered in high visibility area on both driver and crew uniforms. Full color logo on car hauler, all team equipment and promotional materials. Car and driver are available for promotions, trade shows and advertising endorsement.

Silver Sponsor

Sponsor logo 12in x 12in is placed in a strategic position on the car for branding impact. Sponsor logo is embroidered on both driver and crew uniforms. Full color logo on car hauler, all team equipment and promotional materials. Car and driver are available for advertising. Advertising on race team website and links to company homepage.

Bronze Sponsor

Sponsorship for the full race season, Contingency size decal 3in x 5in on both sides of car and or transporter. Advertising on race team website.

Product / Services Sponsor

We accept product / services in exchange for contingency size decals 3in x 5in on both sides of car and or transporter. Advertising on race team website.

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Score International Class 5/1600

The Baja Bug has been a part of the desert racing scene from the beginning. The amazing VW is converted into a formidable off road machine. The Class 5 /1600 places limits on the amount of wheel travel, size of engine and suspension type. This is one of the faster classes in all the competitions. The 5/1600 distinct lines make it a crowd favorite. The racecar must have the body of the VW Sedan, Type 1 as delivered from the factory. The car maintains the external appearance of a Baja Bug but don't let the "cute" factor fool you. Class 5/1600's are very much true racecars. Custom built with a heavy duty structural roll cage/chassis, multiple shocks, and a strong but limited 1600 cc single/dual port engine. Wheel travel is around 10 in. front, 13 in. rear, utilizing specialized suspension systems. A very strong Type-2 "Bus" transmission transfers the power to the wheels. Combine these features with all the other specialized equipment needed for racing, this class is extremely competitive and highly respected.

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2010 Baja 1000 Results

CLASS 5/1600 (1600cc VW Baja Bugs)--1. Gustava Avina, Ensenada, Mexico, 28:15:24 (37.6 mph) 2. **Erich Reisen/Ross Burden, Vancouver, Canada. 30:55:06 34.3mph.** 3 Sergio Moreno S. Ensenda Mexico 31:30:16 33.7mph

(8 Starters, 7 Finishers, Class 5/1600)

2009 Baja 1000 Results

CLASS 5/1600 (1600cc VW Baja Bugs)--1. Marcos Nunez/Norberto Rivera, Ensenada, Mexico, 28:15:20 2. Alonso Angulo, Ensenada, Mexico/Mario Reynoso, Tijuana, Mexico, 24:38:30; 3. **Erich Reisen/Ross Burden/Pete Ryznar/Glynn Fisher, Canada 27:58:06** 4th Pedro Athie, Ensenada, Mexico/Faizel Diaz, San Diego/Ernesto Robles, Ensenada, Mexico, 28:35:37

(9 Starters, 4 Finishers, Class 5/1600)

2008 Baja 1000 results

CLASS 5/1600 (1600cc VW Baja Bugs)—1. Marcos Nunez/Norberto Rivera, Ensenada, Mexico, 18:22:06 (34.37 mph); 2. Mario Reynoso/Francisco Reynoso, Tijuana, Mexico/Adrian Esparza, San Diego, 19:41:40; 3. Ernie Negrete, San Diego/Oscar Venagas, Rosarito, Mexico/Gabriel Diaz-Peralata, San Ysidro, Calif., 20:52:27; 4. Pedro Athie/Ruben de la Fuente/Rodrigo Hernandez, Ensenada, 22:11:25; 5. Alonso Angulo/Roberto Escobedo/Horacio Morales, Ensenada, Mexico, 27:04:18; 6. **Erich Reisen/Ross Burden, Canada/Glynn Fisher, Panama/Peter Ryznar, Canada, 27:14:18**

(15 Starters, 6 Finishers, Class 5/1600)

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Exposure

Decals on race car and transporter

The transporter travels Interstate 5 for 2000 miles from Vancouver to San Diego return. Travelling another 1000 miles in Baja Mexico supporting the race car. The race car travels 1000 miles offroad during the event. We also attend two major events locally per year promoting the team, our sponsors and our charities.

Sponsored link on website.

Our website is an informative place for our fans. During the races fans are able to follow us live via a satellite tracking system. Our Blog, Twitter and Facebook fan pages also drive traffic to our website where sponsor logos are front and center.

Live Radio

During the race we have the ability to do live radio interviews with various local radio stations. The Live Race Update will come via satellite telephone as we update the listeners on our progress.

Television

In 2008 The Express Shaw Cable 4 profiled the YOLO Racing Team. In 2009 Global TV had the team live on the morning show with Sofie Lui while CTV's own David Kincaid profiled the team on the 6pm news. Every year Every December NBC produces a 1 hour special covering the Baja 1000, the YOLO Race car was featured in 2008. There are also a large number of production companies producing Off Road DVDs that focus on the Baja Races.

Print

In 2008 The Province, and the North Shore News followed the YOLO Racing Team in two different articles. One pre-race in November 2008 and one post-race in December 2008. In 2009 articles were posted in the Richmond Review and multiple versions on news related websites. There are also multiple photographs and various print articles in the many motorsport/lifestyle magazines.

Web

In addition to the YOLO Racing website, the global coverage off this annual race is unmeasurable. Just Google Baja 1000, YOLO Racing and see.

Our Charitable Society

YOLO Racing raises money for both the Vancouver Firefighters Charitable Society and Firefighters Without Borders Foundation by way of a drive-a-thon. Participants pledge per mile and 100% of all proceeds are divided equally. To date we have donated over \$2500.00. We are looking to increase the campaign this year with all kinds of creative incentives to have people participate and donate.

We are pursuing additional media opportunities. Multiple press releases prior to and after the races guarantee exposure beneficial to all partners involved with YOLO Racing.

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“Contingency Row”

In the days leading up to the race, downtown Ensenada is transformed into a 24 hr street party that surrounds itself around “Contingency Row”. Although hundreds of thousands of people line the course to watch the race it is here that fans have a chance to get up close to the racers and their machines. All of the entries (over 400 in 2009) line up in the morning before race day to pass through tech inspection. Along with the manufacturers and sponsors, businesses of all kinds set up shop along main boulevard to showcase/sell/promote their products. Live music fills the air as the teams prepare for the largest spectacle in the racing world . The legendary BAJA 1000!

