

**PILLA**  
Motorsports

Showtime  
Racing

# MICHAEL PILLA



**2004 WKA  
NATIONALS WINNER**

**NUMEROUS KARTING  
VICTORIES**



**2006 / 2007  
FLORIDA PRO  
TRUCK WINNER**

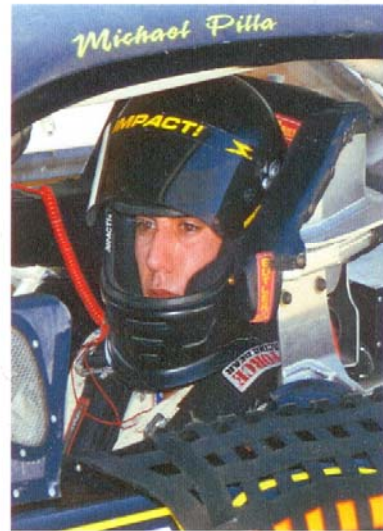


**'08, '09, '10  
WORLD SERIES OF  
ASPHALT,  
ASA, CRA,  
PASS, FINISHED IN  
TOP 3 NORTH/ SOUTH  
SHOOTOUT,  
PINEY LASKEY 100  
LANIER SUPER 6**



**PRO SHOCKS SHOCK  
OF THE WEEK  
WINNER**

**2011  
USAR PROCUP  
DEBUT**



**JOIN A WINNING TEAM**

**PILLA**  
Motorsports

**MARKETING INFO:**

**561-472-4209**

## Opportunity - Sponsorship Information

We are actively seeking and extending our invitation to Sponsors for the 2008 ASA Late-Model and FASCAR Pro-Truck Seasons. SUCESS IS EMINENT, are you coming for the ride?

If you are interested in becoming a Sponsor, you have come to the right place. Michael Pilla is a motivated and dedicated individual who thrives on travel, competition, and exposure.

Michael Pilla has a fan following in the Karting, FASCAR Quick Kids, FASCAR Pro Trucks and ASA markets and has been racing for most of his life, his name and reputation are well known in his sport.

If it is your desire to inspire a fine young man and to gain advertising to motorsports enthusiasts, you have come to the right place.

Please email us at [contactus@michaelpillaracing.com](mailto:contactus@michaelpillaracing.com); we look forward to speaking with you.

Michael Pilla's You Tube account has additional video broadcasts. please feel free to visit and enjoy!

## Sponsors Package

### Purpose

We are actively seeking and extending our invitation to Sponsors for the 2008 ASA Racing and FASCAR Pro Truck Season.

SUCCESS IS EMINENT, are you coming for the ride?

### Objective

#### Pilla Objectives:

- Provide a competitive entry.
- Offer low cost but effective motorsports marketing opportunity.
- Create or Increase Consumer Loyalty.
- Increase Name or Product Recognition.
- Create consumer awareness at multiple locations.

#### Target Audience:

Number of Events:	13 Scheduled Events
Locations:	13 Races at 6 tracks
Seating Capacity:	10,000 to 14,000 at smaller tracks 15,000 to 30,000 at larger tracks
Spectators:	60% Male 40% Female 60% Family attendance 84% Homeowners 44% Own 2 or more Vehicles 78% 31 years of age and up 76% Income \$25,000 and up 50% Hold Major Credit Card

#### Marketing Recognition

85%	Purchase/Use Motorsports Marketed Products
50%	Follow Motorsports through Television, internet, Radio and Newspapers

#### Media Coverage

One of the primary reasons for the Pilla Motorsports Marketing Program is to raise awareness of participant products by displaying their logo on the race car, team uniforms, transport trailer and various posters and banners.

## **Product Visibility**

With approximately thirteen (13) annual events scheduled for each division of the motorsports, the transport trailer alone will cover over 25,000 miles per division on local highways providing product visibility not available through a static marketing program.

## **Radio/Internet**

- Short Track America will cover events with live radio coverage before and after the race event. Please select here to hear an interview from 2006 with Michael Pilla.
- Real Racin' USA - Radio covers great performance and updated race results. <http://www.realracinusa.com/>
- Odeo will allow you to subscribe and download directly into your iTunes library allowing broadcast to millions of MP3 player audiences.
- Internet Showing - A large number of sites are designed to report articles and statistics world wide including summaries, recap of races, results and feature articles ie Who Won
- Michael Pilla has a presence on YouTube which generates a lot of traffic to Michael's web site.

## **Promotional Print**

- Local newspapers at each race
- Magazines of Florida's Short Track Racing
- Press Kits that include sponsor information and photos

## **In-Store Advertising**

- Live display of race car at stores with autograph sessions.

## **Promotional Opportunities**

Motorsports Marketing of the Pilla Motorsports race team entitles

Participants to feature their corporate logo on:

- Pilla Motorsports Race Car
- Pilla Motorsports Transportation Trailer

Advertising Graphics as on the following:

- Trucks
- Drivers Uniforms
- Crew Uniforms
- Team Hats and Accessories

In addition, Pilla Motorsports will provide personal appearances by team members at functions to be determined by the marketing participant:

- VIP Parties
- Pit Tours
- Grand Openings or Special Events
- Appearances on Television, Internet, Radio and News

Other Motorsports marketing advantages of Pilla Motorsports could include:

- Sponsorship promotions at race sites
- Booth/Tent displays at race sites, conventions, exhibits and grand openings
- Posters or Framed Pictures of race action with logo displayed
- Concessions (sale of T-Shirts, hats, coolie cups etc with Advertisers Logo)
- Store Promotions (free race tickets, posters, etc)

## Fascar Pro Trucks - Introduction

FASCAR - for more information visit <http://www.fascar.org>

FASCAR is the Florida leader for stock car racing and have been in existence since 1970's. In addition to three popular race tracks and its six traveling series, FASCAR operation the spectacular Crash-A-Rama seen at motorsports venues nationwide and every February hosts the World Series of Asphalt Stock Car Racing.

FASCAR operates three top quality speedways in Florida, including 1/2 mile tracks Columbia Motorsports Park and New Smyrna Speedway and the 3/8 mile Orlando Speedworld. New Smyrna Speedway hosts the World Series of Asphalt Stock Cars.

FASTCAR operates or sanctions several traveling series throughout the Sunshine State. These include the Sunbelt Super Late Model Series, Goodyear Challenge Series Late Models, Pro Truck Series as well as three new additions for 2007. Florida Mini Stock Challenge Series, Southern Sportsman Series and the increasingly popular Gulf Coast Modified Series.

Two divisions of FASCAR Pro Truck Series will run in 2007, the Pro Division and the Quick Kids. The Kids Series is a great Feeder series for young late model talent. The Pros boast some of Florida's most competitive race.

## Marketing Commitment - FL Pro Trucks

Full Marketing Commitment for Pilla Motorsports are estimated as follows:

Description	Per Race	Annual
Car Entry Fees	\$ 100.00	\$ 1,300.00
Crew Fees (7 crew members)	\$ 490.00	\$ 6,370.00
Transportation Pit Pass	\$ 100.00	\$ 1,300.00
Hauler Expense	\$ 100.00	\$ 1,300.00
Uniforms		\$ 2,200.00
Transport Fuel	\$1,057.69	\$ 13,750.00
Motels (3 rooms, 2 nights)	\$ 600.00	\$ 7,800.00
Food	\$ 320.77	\$ 3,000.00
Tools		\$ 500.00
Racing Tires	\$ 800.00	\$ 9,600.00
Racing Fuel	\$ 300.00	\$ 3,900.00
Rear Gear Sets		\$ 1,400.00
Gear Lube & Transmission Lube		\$ 1,000.00
Racing Oil & Filters		\$ 988.00
Spark Plugs (14 sets x \$28)	\$ 392.00	
Air Filter		\$ 200.00
Engine Wires		\$ 200.00
Distributor and Coils		\$ 800.00
Spring Sets (7 sets x \$240.00)		\$ 1,680.00
Shock Sets (7 sets x \$400.00)		\$ 2,800.00
Brake Sets (7 sets x \$320.00)		\$ 2,240.00
Racing Wheels (5 sets x \$400.00)		\$ 2,000.00
Batteries (2 x \$120.00)		\$ 240.00
Body Panels (7 complete bodies x \$1,100)		\$ 7,700.00
Paint & Paint Labor for the season		\$ 5,500.00
Misc. Parts & Fasteners		\$ 3,000.00
Engine (2 x \$8,000.00)		\$ 16,000.00
Race Shop (\$650.00/month x 12 months)		\$ 7,800.00
Electric		\$ 1,920.00
Phone		\$ 420.00
Misc. Expenses		\$ 392.00
<b>GRAND TOTAL per season, per division</b>		<b>\$ 107,300.00</b>

## Marketing Commitment - ASA Late Model

Full Marketing Commitment for Pilla Motorsports are estimated as follows:

Description	Per Race	Annual
Travel Expenses		
Transport Fuel and tolls (4 axle)		\$ 8,296.27
Lodging (3 rooms, 2 nights)	\$ 700.00	\$ 12,600.00
Meals	\$ 320.77	\$ 5,773.86
Hauler Expense	\$ 100.00	\$ 1,800.00
Uniforms	\$2,200.00	\$ 2,200.00
Pit Crew (7 members x \$100.00 per race)	\$ 700.00	\$ 12,600.00
Race Entry Expenses		
Car Entry Fees	\$ 100.00	\$ 1,800.00
Transportation Pit Pass	\$ 100.00	\$ 1,800.00
Racing Fuel		\$ 1,177.87
Crew fees (7 crew members)	\$ 490.00	\$ 8,820.00
Automotive Expenses		
Racing Tires	\$1,524.00	\$ 27,432.00
Rear Gear Sets	\$1,400.00	\$ 1,400.00
Gear Lube & Transmission Lube	\$1,000.00	\$ 1,000.00
Racing Oil & Filters	\$ 76.00	\$ 1,368.00
Spark Plugs (14 sets x \$28.00)	\$ 28.00	\$ 392.00
Air Filters	\$ 200.00	\$ 200.00
Engine Wires	\$ 200.00	\$ 200.00
Distributor and Coils	\$ 800.00	\$ 800.00
Spring Sets (7 sets x \$240.00)	\$ 240.00	\$ 1,680.00
Shock Sets (7 sets x \$400.00)	\$ 400.00	\$ 2,800.00
Brake Sets (7 sets x \$320.00)	\$ 320.00	\$ 2,240.00
Racing Wheels	\$ 400.00	\$ 2,000.00
Batteries (2 x \$120.00)	\$ 120.00	\$ 240.00
Body Panels (7 complete bodies x \$1,000.00)	\$1,100.00	\$ 7,700.00
Paint & Paint Labor for season	\$5,500.00	\$ 5,500.00
Misc Parts & Fasteners	\$3,000.00	\$ 3,000.00
Engine (2 x \$8,000.00)	\$8,000.00	\$ 16,000.00
Tools	\$ 500.00	\$ 500.00
Operating Costs		
Race Shop (12 x \$650/per month)	\$ 650.00	\$ 7,800.00
Electric	\$ 160.00	\$ 1,920.00
Phone	\$ 35.00	\$ 420.00
Water		
Sewer		
Web Presence Costs		
Web Hosting Package	\$ 180.00	\$ 180.00
Domain Registration	\$ 30.00	\$ 30.00
Search Engine Registration		
Web Design & Maintenance	\$3,000.00	\$ 3,000.00
Video Editing	\$3,000.00	\$ 3,000.00
<b>GRAND TOTAL</b>		<b>\$ 147,670.00</b>

## About Pilla Motorsports

Brothers Doug and Dennis Pilla began their involvement with racing in 1972 as soap box derby competitors, in their 24 year following. Their experience has included the building, maintenance and driving of everything from Go-Karts, Late Models and NASCAR Modifieds Additionally, Doug has been a pit crew member for Rich Bickle, Dick Trickle and Geoff Bodine's Nextel Cup Team.

Both Doug and Dennis are ASE Certified master mechanics. In their early teenage years, their interest in racing transferred to the repair and maintenance of family and friend's cars. Their dedication to the profession of automobile mechanics resulted in an accumulation of 8 individual certifications and successful operation of DP Auto Car and Master Auto Care both located in Jupiter, Florida. This life long pursuit of knowledge and skill in the automotive field has helped them develop and perfect the skills necessary to build the equipment and compete successfully in high-level auto racing.

Dennis Pilla owner of DP Auto Care and Doug Pilla owner of Master Auto Care both have well established, successful auto repair, fleet maintenance facilities located in Jupiter, Florida. Doug and Dennis operate their facilities that employ six (6) full time people. They repair and maintain everything from over the road heavy equipment to farm Equipment. They have supported their racing interests with the profit earned by their hard work and expert care.

Their professionalism extends beyond their willing competitiveness, to the pride of ownership and "curb appeal" that proves valuable to motorsports marketing participant. Their race cars are immaculate as well as fast. In the 1996 Hooters Sportsman Series they broke two (2) track records. Theirs was the first Sportsman car to go below 22 seconds at the USA Speedway in Lakeland, Florida a 124 mph average speed. At Bradenton, earlier in the season, they broke that track record and went on to successfully lead every lap and with the race. Their sponsor will be proud to have its name associated with Pilla Motorsports. Finally ending the season with a 3rd place overall in points standings and honorable mention with Rookie of the Year.



### TWO GENERATIONS OF RACE TEAM





**#4 Michael Pilla**  
**\* Jupiter, Fla. and**  
**Midland, NC**  
**\* 20 years old**  
**\* College Student**

Michael Pilla is a second generation race driver that started his driving career at the age of four in go karts. In 2004 Michael won WKA Nationals events in three classes. He graduated to full size trucks in 2005, winning truck races in south Florida in 2006 and 2007. In 2008, Michael began racing late models. He has competed in the ASA, ASA South, CRA and PASS Series and the World Series of Asphalt. Finishing with the leaders has become a habit at Lanier National in Georgia and Concord Motorsports Park in North Carolina. In 2010, Michael put together a string of top three finishes against the best late model racers in the country. Michael received national attention when he led the most laps and just missed victories at the Piney Lasky Memorial in Pennsylvania and the North/South Shootout at Concord. Michael made his first start in the USAR ProCup Series in 2011 and he would like to run that series regularly, if the right program can be put together. Pilla Motorsports would like to thank the following sponsors and associates: Kilted Buffalo, Huntersville, NC; Master Auto Care and DP Automotive, Jupiter, Fla. and AlexQuery Racing, Concord, NC.

