

# YOLO

# RACING



## The 50<sup>th</sup> Baja 1000, November 14 - 18, 2017

**Be a part of the adventure...**

**The most exhilarating, in your face, raw, wild, unforgiving, heart stopping, pulse pounding, breathe taking, infamous, notorious race ever conceived on this earth. THE 50<sup>TH</sup> RUNNING OF THE BAJA 1000!**

YOLO Racing, is a Canadian off-road racing team, based out of Vancouver, BC. This year we will be competing in the most famous off-road race in the world. The legendary Baja 1000. The team has a few new faces and is ready to go for the first place position. Preparation for the 2017 race is well underway and the team is committed to being the best it can be for the 50th anniversary of BAJA 1000.

Yolo Racing has been competing in the Baja California, Mexico since 2008. In our first year of challenging the Baja 1000, we were pleased with a finish and a 6th place result. The following year we bettered our finish, to make it to the podium, in 3rd place. With the gained experience we were able to move up a spot on the podium, and stand proud, with a 2nd place in the 2010. At this point the team decided to sit out a season and prepare to compete in the overall championship. In 2012 we went for it, and competed in the entire SCORE International Championship Series. Our team finished the 2012 Season 1st in points and were awarded the 2012 SCORE 5/1600 Class Championship. We raced all 5 SCORE races in 2012. Placing 1st in Laughlin, 1st in the San Felipe 250, 3rd in the Baja 500 and 2nd in the Baja 1000. We are the first Canadian team, in the history of the sport, to achieve such an award. In recent years, competing in the Baja 1000, Yolo Racing placed 5th in 2013, 4th in 2014, 3rd in 2015, and 3rd in 2016.

SCORE International is an off-road sanctioning body in the sport of desert racing. 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 Baja 1000 is the flagship event. The SCORE series attracts teams from around the world, competing in 27 classes with 300-400 entries from thirty States and over a dozen countries. The gruelling courses run through villages along the Baja peninsula, luring thousands of spectators. Less than half of the entries finish these races, where anything can happen. Over its colourful 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.

Our team is made up of a group of Professional Firefighters and friends. Besides racing we also represent a charity. Firefighters Without Borders Canada. An organization, which provides training and equipment, to fire departments around the world.

We have various fundraising events throughout the year, and for every race we attend, we deliver equipment to various communities that are in need throughout the Baja Peninsula of Mexico. In 2012 we outfitted 75 Firefighters in the communities of Rosarito and Mulege with their very own firefighting gear. Consisting of helmets, jackets, pants, boots and gloves. In 2016, we helped Firefighters Without Borders Canada to donate a fully equipped pumper truck to the town of La Mision, located north of Ensenada.

Sponsorship plays an important role in achieving both our racing and charitable goals. We have a number of great promotional ideas and sponsorship opportunities in 2017.

Sincerely,

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## The Baja 1000

The Baja 1000 is an off-road race that takes place on Mexico's Baja California Peninsula every fall. The event includes various types of vehicle classes such as small and large bore motorcycles, stock VW's, production vehicles, buggies, trucks, and other custom fabricated race vehicles. The events alternate either as a point-to-point race from Ensenada to La Paz, or a loop race starting and finishing in Ensenada.

The first official race started in Tijuana, Baja California, on October 31, 1967, and was named the NORRA Mexican 1000 Rally. The course length that year was 849 miles (1,366 km) and ended in Las Paz, Baja California, with the overall winning time of 27 hours 38 minutes (27:38) set by Vic Wilson and Ted Mangels while driving a Meyers Manx buggy. From 1967 to 1972, the race, was organized by the National Off Road Racing Association (NORRA). In 1973, Baja California governor Milton Castellanos handed over sanctioning of the event to a non-profit Mexican corporation called Baja Sports Committee (BSC). BSC renamed the event to Baja Mil (Baja 1000) and scheduled the race to run on the



original dates chosen by NORRA. Though NORRA held a competing event in the United States that weekend, BSC successfully ran the race from Ensenada to La Paz like the years prior. Unaware of the challenges, BSC found promoting Baja races more difficult than anticipated. Instead of giving up the race, the Mexican government requested help from Short Course Off-Road Enterprises (SCORE) in hosting and promoting future Baja races.

Through negotiations with Mickey Thompson and the SCORE organization, the government agreed to give exclusive rights to SCORE to hold Baja races and the sanctioning body puts on this race to this day. Sal Fish took over SCORE and was head of the organization for 45 years. SCORE was sold to businessman and racer Roger Norman in 2013 and he and his team are set to take the sport well into the future.

Although motorcyclists participate and have been the overall winners, many competitors drive modified or stock 4-wheel vehicles. Such as cars, trucks, ATV's and rear engine buggies. Race teams consist of factory-supported groups that build custom fabricated vehicles that have support via helicopter. There are also the much smaller and less glamourized sportsman teams competing in an all-stock vehicle with no chase vehicle support at all. Stock Volkswagen Type One Beetles are modified for use in off-road terrain, known as Baja Bugs. They have been a common sight throughout the event duration. And Yolo racing continues the tradition.



## **The Course**

**Point to point:** A point-to-point race is one that starts and ends in two different locations. The start is traditionally held in Ensenada but has been held in Tijuana and Mexicali as well. The course length varies for a point-to-point but is often over 1,200 miles (1,900 km) and ends in La Paz.

**Loop race:** A loop race is one that starts and finishes in the same location. Traditionally the race starts and ends in Ensenada but has started/finished in Mexicali as well. The course length averages 830 miles (1,300 km).



## **Sponsorship Values**

### **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 are 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, branding on race team web site and links to company homepage.

### **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. Branding on race team website and links to company home page.

### **Bronze Sponsor**

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



## **Exposure**

**Our combined media exposure has reached over two million people.**

### **Branding on racecar and transporter.**

The transporter travels interstate 5 for 2000 miles from Vancouver to San Diego return and another additional 1000-2000 in Baja Mexico supporting the racecar. The racecar travels 1000 miles off road during the event; the course is lined with spectators. We also attend various events locally 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 online 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.

### **Television**

The team has been profiled on various local TV Stations such as The Express on Shaw, Global TV Morning Show live with Sofie Lui, CTV's evening news with David Kincaid, the Global National with Robin Gill, and Breakfast TV on City TV. 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 DVD's that focus on the Baja Races and the multiple classes.

### **Print**

The Province, North Shore News, Richmond News and the Vancouver Sun have featured the YOLO Racing Team in various articles and centerfold coverage in Truck Trend Magazine. The team also receives exposure in multiple print and web-based motorsport and lifestyle magazines.

### **Web**

In addition to the YOLO Racing website, the global coverage of this annual race is immeasurable. As well as a feature, in the SCORE International online journal, reaching close to 500,000 viewers. We also have our new YouTube channel with over 95,000 views. And a Facebook page with over 10,000 fans. Just "Google" Baja 1000, YOLO Racing, and see.





## Our Charitable Efforts

YOLO Racing raises money for Firefighters Without Borders Canada. By way of drive-a-thon's, fundraising events, car shows, and team appearances we have raised over \$30,000 to our charities. Yolo Racing and Firefighters Without Borders Canada have also donated and delivered over \$150,000 worth of firefighting and rescue equipment to needy communities throughout the Baja peninsula.

We are constantly 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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Join the team!



## Yolo Racing Sponsors:

CIP1.com

Westjet Airlines

Freybe Gourmet Foods

Lordco

Rancho Performance Transaxles

Baja Bound Insurance

NitroLube

Baja Pits

CandyMar Properties

McKenzie's Performance Products

Ryders Eyewear

Baja North

Dale's Auto Service

LDL Production Services Inc.

Open Road VW

Mayhem Off-Road

AMP Tires

X-Lite automotive lighting