



# MillerMotorsports

## SPONSORSHIP PACKET





## WHO WE ARE

Miller Motorsports is an east coast based professional off road racing team located in the Appalachian mountains of Western Maryland. With grassroots beginnings, Miller Motorsports has risen to the challenge and overcome some of the toughest obstacles and reached some of the highest achievements available in rock sports. With a breakout rookie year, Driver Erik Miller was able to capture the Ultra4 International Endurance Series Championship and the Line Mountain Racing Series Championship in 2010 at just twenty-three years old. With goals (and established achievements) of racing in series across the nation competitively, Miller Motorsports is a serious up and coming and current contender.

## ERIK MILLER BIOGRAPHY

Erik's roots are based in competitive rockcrawling where he started his career in 2005. He competed with various sanctioning bodies including NEUROC, UROC and WEROCK in the stock modified class consistently placing with podium finishes. Erik got his first taste of racing with XRRR and qualified for the national championship in 2007 with his Stock Mod Jeep TJ. The real transition from his rock crawling roots came in the spring of 2009 when he qualified for the King of the Hammers at the Rausch Creek Qualifier. He went on to place 5th in his freshman effort at the 2010 King of the Hammers event.

## 2011 SCHEDULE OF EVENTS

### ULTRA4 TOUR

*Griffin King of the Hammers Feb 6-12*  
Johnson Valley OHV Yucca Valley California.

**ULTRA4 Rausch Creek Qualifier May 20-21**

Rausch Creek Off Road Park - Pine Grove, PA

**ULTRA4 Stampede Sept 8-10th**

Exit28 Motorsports Park - Reno, Nevada

### ULTRA4 CLASS RACING

RCrocs Race #1 - April 16th

RCrocs Race #2 - July 30th

RCrocs Race #3 - Aug 27th

Rausch Creek Off Road Park - Pine Grove, PA

### LINE MOUNTAIN SERIES

Line Mtn. '3.5 Miler' - June 12th

Line Mtn. 'Coal Bucket' : July 15th

Line Mtn. '7 Miler' : Sept 17th

Dornsife, PA

# MILLER MOTORSPORTS ERIK MILLER

## RACE RESUME

### 2010 SEASON

**Nov 7th** – RCrocs Race – **1st** Place

**Feb 12th** – King of the Hammers- IEC #1 – **5th** place

**May 7th** – KOH RCQ – IEC #2 – **2nd** Place

**June 12th** – Line Mountain “3.5 miler” – **1st** in class, **1st** Overall

**July 10th** – KOH SMORR – IEC #3 – **2nd** Place – **1st** Overall IEC Series

**July 17th** – Line Mtn. “Coal Bucket” – **1st** in class, **1st** Overall

**July 31st** – RCrocs Race #1 – Fastest lap - DNF (blown steering pump)

**Sept. 18th** – Line Mtn. “7 miler” – **2nd** overall – **1st** Overall Line Mtn. Series

**Sept 25th** – RCrocs Race #2 – **1st** Place

**2010** Line Mountain Series Champion

**2010** Ultra4 IEC Series Champion

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## MILLER MOTORSPORTS BUGGY

### #4421

2009 Twisted Customs CJ  
7.0L Schwanke LS3  
TH475 w/ Ultrabell  
Mil-spec Atlas II 3.0 HD  
Spidertrax Pro Series 9in axles  
2.5in Radflo coilovers  
PSC Full Hydraulic steering  
39in BFGoodrich KRT-B's on TrailReady HD wheels

## SPONSORSHIP GOALS FOR 2011

Heading into the 2011 season, Miller Motorsports will be actively on the hunt for title sponsorship. We are in search of both product and monetary sponsor alike. Our number one goal is the ability to competitively race our 2011 schedule by both expanding upon our current relationships with vendors, and seeking out new relationships. If you are interested in pursuing title sponsorship with our team, please don't hesitate to contact us as budget planning has already been laid out for the 2011 season and we are ready to work with potential sponsors.



## EXPOSURE OPPORTUNITY

Miller Motorsports is currently sponsored by HeavyMetalConcepts ([www.heavymetalconcepts.com](http://www.heavymetalconcepts.com)), a media company heavily embedded in the off road industry (rock sports specifically.) Because of the relationship between Miller Motorsports and HeavyMetalConcepts, media exposure is just about guaranteed at any event that both are present. This includes both video and photography from the entire RCrocs race series (along with annual series DVD), and many Ultra4 events across the country, including (but not limited to) the King of the Hammers east coast RCQ (with event film/DVD) and the main King of the Hammers in California, which HeavyMetalConcepts will be creating the 2011 event DVD for. HeavyMetalConcepts has been considered an up and coming top-shelf rock sports media business, and the close ties Miller Motorsports has with them will be beneficial to anyone looking for widespread exposure, whether it be via DVD or web media.

HeavyMetalConcepts created the Miller Motorsports promo film, which was aired on an episode of Pirate4x4 TV Live to many viewers during a special segment in which Erik was on site for live interview. After its live debut, it was featured on various sites such as both the Miller Motorsports and HeavyMetalConcepts Facebook pages and Pirate4x4.com. The film was distributed virally via the web, and has enjoyed great success with over 1,000 views. In addition to the film, Miller Motorsports' full featured website as well as this sponsor packet are an example of their relationship with HMC and the commitment and potential the team possesses to present themselves in an attractive package.

In addition to this, media impressions/general exposure throughout many other outlets are a sure bet with Miller Motorsports' stacked racing schedule for 2011. The 4421 car also enjoys recreational wheeling on a normal basis, bringing another tier of exposure into the public eye, creating a potential appeal for competitors, race fans, and casual wheelers alike.

An impressions "Media Review" packet put together by HammerKing Productions has been added to the end of this custom packet to outline the magnitude of exposure and opportunity present at the Ultra4 King of the Hammers event put on each February.





## 2010 Griffin King of the Hammers Media Review

### Print Magazines

The Off Road segment considered the 2010 Griffin King of the Hammers a significant addition to their editorial coverage accounting for over 110 printed pages within a 3 month distribution window. King of the Hammer competitors made the cover on Four Wheeler, Off-Road Adventure, Dirt Sports, Crawl and a corner picture on Automobile and UTV Offroad Magazine. In addition there are articles in Petersen's 4 Wheel & Off-Road, 4 Wheel Drive & Sport Utility, Off-Road Magazine and smaller niche magazines including Off-Road Industry, Blue Ribbon and SEMA Business. There are over 1.9 million copies of these magazines currently in circulation, translated by industry standards to 17.1 million impressions.

On the International front, articles have appeared in Russia, Britain, Malaysia and the UK. King of the Hammers has undeniably hit the world market with over 500,000 copies in circulation creating 4 million impressions.

### Television

Truck U, a popular off road show on the Speed Channel, will air a half-hour episode hosted by Matt Steele showing the determination and drama from the 2010 race. The Premier was on June 13, 2010 which will re-run an additional five times and be hosted online where enthusiasts can watch it at any time. The total impressions for the show over the course of the year is 1.2million. Matt Steele is also scheduled to build his own Ultra4 vehicle on additional episodes.

Powerblock TV consists of the intermissions between four shows on Spike TV, including Xtreme4x4 where 4 episodes of the 2009 King of the Hammers was premiered and is now hosted online. Powerblock TV is hosted by Courtney Hansen and featured two King of the Hammer drivers including 2009 King Jason Scherer in June and driver Kevin Yoder which aired in February over the King of the Hammers weekend. Spike estimates 1.2 million viewers watch Powerblock TV weekly giving King of the Hammers 2.4 million additional impressions.

### World Wide Web

The Internet has become the driving force in the media world. Over 47.7 million impressions can be linked to King of the Hammers between the off road magazine digital editions, independent editorial articles, press releases, company websites, photo galleries and thousands of threads on over 75 forums nationwide.

All of the print magazines supported their efforts with articles and pictures on their specific website, and most with the digital edition of their print magazines. Many significant non-print websites including Piate4x4.com, Dirt Newz and Off-Road.com had large quantities of coverage on the event. Over 75 forums had thousands of threads on topics ranging from vehicle builds, to personal event planning and independent team coverage. Over 60 of the participating company sponsors and racers also had articles and promotions featured on their independent less-significant websites (less than 10,000 hits pre month).

HammerKing Productions hired PR Firm Bower Motorsports Media to assist with the circulation of information prior to the event. Over 25 press releases were produced in a 5 month window generating a lot of buzz while supplying the media and readers with information. These press releases were picked up for print but significantly consist of 50% of the total web presence.



## HammerKing Productions

In association with Pinned Productions, HammerKing Productions will produce their third full feature video called *King of the Hammers Anarchy*. Over 10,000 copies of the DVD will be available mid-summer 2010 which will combine all of the highlights from over 16 cameras scouring the lakebed for the best footage representing the strength, determination and drama around this week-long event.

2009 *King of the Hammers: The Second Crusade* won the 2010 Xtremey Award for best OffRoad/Truck video.

## Pirate Media Group

Pirate4x4.com is the single largest outlet of coverage for the 2010 Griffin King of the Hammers accounting for 10.2 million impressions. Live Event Coverage, Pirate4x4 TV Live! episodes, multiple articles, press releases, photo galleries and constant flow of information on the forum let readers know this was the biggest event of the year. The Live Coverage, starting on Tuesday from the lakebed, allowed thousands to watch the event and the race as it happened from their workplace and home with over 651,000 pageviews. Live webcams, interviews, blogs, pictures, videos and nightly recaps were all part of the coverage. Pirate4x4 TV Live! hosts Camo and Charlene were on set producing multiple live shows from the lakebed. Pirate4x4 TV Live! also hosted a complete 3 hour show the month prior to the event, and a dedicated most of March show to event successes. Pirate4x4.com boasts over 1.6 million impressions a month and is 120,000 members strong.

## ATV & UTV Segment

The second year of the Pit Bull Tires UTV King of the Hammer race helped keep the doors open to the ATV and UTV media. The addition of these outlets is a small percentage in the large picture of impressions, but allows the event to reach a new group of people that may not find the information in the off road media. Between the one print magazine, UTV Offroad, and multiple websites and forums the total impressions in this segment is 1.7 million

## Final Findings

*This is an early report after only 3 months of opportunity.* There are over 72.5 million impressions of the 2010 Griffin King of the Hammers in the media between pre- and post-exposure opportunities. \*Total Internet impressions is estimated to be 47.7million.

