



MARKETING PLAN

Contacts:

John Maier email: jmaier@kc-canary.com 1-607-431-9062

Matt Retz email: mretz@cazenoviaequipment.com 1-607-764-8302

New York Tractor Pullers Association

What is the NYTPA

NYTPA (New York Tractor Pullers Association) is a regional non-profit tractor pulling organization incorporated in **1972** with over **50** competing members. We have 3 primary divisions of competition vehicles: Modified (multi-engine) tractors, Super Stock tractors and Two Wheel Drive trucks. In addition, NYTPA can offer Super Farm tractors and Four Wheel Drive trucks. NYTPA is the largest regional association in the Northeast, sanctioned by the PPL (Pro Pulling League), the largest national sanctioning group.

Join the over 60,000 spectators annually at NYTPA events. For those not able to join us in person, we encourage you to be among the thousands that view Pro Pulling League Pulling Events on cable television stations. We have pulls in New York, Pennsylvania, and the New England states.



Truck and Tractor Pulling



The concept of pulling is based upon which vehicle can pull a weighted sled the farthest distance down a dirt track. Each dirt track is 300 feet long with two white lines on each side as boundaries. If the vehicle touches the boundary line, it is disqualified. In each class, competitors draw numbers to determine the order in which they will hook to the sled. A competitor has two attempts to make a full pull of 300 feet if they do not travel **100** feet in their first attempt. When the competitor makes an official pull, his or her distance is measured within the nearest inch. Recorded results are based on these

DEVELOPING A MARKETING PLAN WITH

New York Tractor Pullers Association

A Marketing Plan with **New York Tractor Pullers Association** is a highly cost effective way to get your organization noticed. It is a colorful and creative means to showcase your company, its products and services in an exciting manner.

Advertising with **NYTPA** is more affordable than most common forms of advertising. A partnership with **NYTPA** has lasting power and offers companies exceptional visibility for a reasonable price. Corporate America is now realizing the popularity of **NYTPA** Competition. Truck and Tractor Pulling is considered the heaviest motor sport in the world. With the increased exposure the sport is receiving, and with its booming popularity, sponsoring **NYTPA** is considered by many corporate companies to be one of the most effective advertising tools available. An entire strategic promotional campaign can be implemented to help create increased visibility and attain new customers and clientele for your business.

A Marketing Plan with **NYTPA** can bring you exposure up to or over **60,000 PEOPLE**. With your company's name displayed on the competition vehicle and traveling billboard your name can be seen up to **1,860,000** times in the public's eye. This does not include any television coverage we may acquire.

Our Fans are your customers. Seventy-five percent (75%) of pulling fans are male with an average income of \$46,000. Seventy percent (70%) of event attendees are married with two children and own on average two vehicles with one being a truck. Ninety percent (90%) of fans maintain their own vehicles.

Join the winning team. Let us **PULL** your company's name into the public eye. and gain cost effective exposure by developing your marketing plan with **NYTPA**.

NYTPA MARKETING PLANS

THE FAN PLAN - \$500.00

Sponsor's name will be announced once during and at the end of each **event**.

- Sponsor's website linked to NYTPA website.
- Promotion of sponsor's product during public display before each event.

Local One Event Sponsors (PLAN ONE) - \$1,500

- One banner (3'x6') displayed trackside, with sponsor's name (provided by sponsor).
- Sponsor's name will be announced at least once during each **class**.
- Sponsor's name/logo will be posted on the NYTPA web site with link to sponsor's site.
- One NYTPA annual banquet ticket.
- Promotion of sponsor's product during public display before each event.

County/Regional Two Event Sponsors (PLAN TWO) - \$2,500

- Two banners (3 'x6') displayed trackside, with sponsor's name (provided by sponsor).
- Sponsor's name will be announced at least once during each **class**.
- Promotion of sponsor's product during public display before each event.
- Sponsor's name will be posted on the NYTPA web site with link to sponsor's site.
- Two NYTPA annual banquet tickets.
- Two NYTPA t-Shirts

Multi-County/Regional (PLAN THREE) - \$4,000

- Three banners (3'x6') displayed trackside with sponsor's name (provided by sponsor).
- Sponsor's name and address will be announced at least twice during each **class**.
- Promotion of sponsor's product during public display before event.
- Two sponsor's decals (provided by sponsor) displayed on all competing vehicles (3" X 6").
- Sponsor's name will be posted on the NYTPA web site with link to sponsor's site.
- Three NYTPA annual banquet tickets.
- Sponsor's Patch (provided by sponsor); will be worn on driving suit jacket.
- Four NYTPA t-Shirts

Entire Schedule (PLAN FOUR) - \$6,000

- Four banners (3'x6') displayed trackside with sponsor's name (provided by sponsor).
- Sponsor's name and address will be announced at least twice during each class.
- Promotion of sponsor's product during public display before each event.
- Two sponsor's decals (provided by sponsor) displayed on all competing vehicles (3" X 6").
- Sponsor's name will be posted on the NYTPA web site with link to sponsor's site.
- Four NYTPA annual banquet tickets.
- Sponsor's patch worn on driver's safety suit jacket, for all classes/pullers (supplied by sponsor).
- Six NYTPA t-Shirts
- Name one season event after Sponsor either from listed schedule or within sponsor's territory.

Vehicle & Driver available for Special Events/Promotions

Also available additions/suggestions (prices vary)

Multiple packages available (price adjustments negotiable)

Donation to Competitor

- Driver Appearance
- Tractor/truck display of competitors

Free additions

- Use sponsor equipment for track maintenance with company placards. (ie. Tractors for towing the scraper and roller and tow-back tractors.)
- Co-sponsors
- VIP Areas Invitational lunch. (An area would be provided in pit. Any other costs are sponsor's responsibility.)
- Free tickets – at fair and/or pit entrance, where applicable.
- Multi-year discounted partnerships with the NYTPA.
- NYTPA Promotional Posters.
- Handouts, booths, t-shirts, model toys, by Sponsors

\$50 additions

- Frisbee with logos and/or coupons.
- Class sponsors.

\$150 additions

- Tractor/vehicle provided for display and/or parade.

Based on the 2007 NYTPA SCHEDULE

- Circles represent 30 mile radius
- 18 Events in 3 states
- Over 60,000 fans
- Media cover of over 4 million
- Advertisement on 71 radio stations with 3,776 spots
- Advertisement in 79 newspaper with 1016 ads.
- Advertisement on 27 TV stations with 1440 commercials

