



AMS Performance
1760 Metoyer Ct, West Chicago, IL
80185
(847) 707-0530
joshd@amsperformance.com
www.amsperformance.com

Cayuga Centers

101 Hamilton Avenue, Auburn, NY 13021

Hello and thank you for allowing me a moment of your time. My name is Joshua DeMore and I am the Account Executive for AMS Performance. We specialize in performance engineering solutions for the Nissan, Audi, and Lamborghini solutions. Over the last 2 years, myself and AMS have had the privilege of being a part of Chicagoland's largest car club Chicago Auto Club West. Combined, we have prided ourselves on local business support, but more importantly, community driven events aimed at helping nurture local youth and families such as Stacy's Warriors and the James R. Jordan Foundation.

Therefore, we are excited to announce a large-scale event at the local Auto Bahn Country Club. Chicago Auto Club West will host a buy in go-kart tournament and car show. This event will combine with local business such as AMS Performance, Chicago Auto Pro's, and Michael Jordan's Steakhouse in support of helping spark the engineering paths of local youth. In doing so, we hope to offer education, information and a better understanding of the high performance and motorsports industries. We hope to offer opportunities of positive impact through our businesses.

We are looking to partner with an already established non-profit in the region that aligns with the same mission statement as us. In doing so, offering not only the opportunity to become the exclusive nonprofit organization for the largest car club in the state, but monetary donations from merchandise sales and ticket sales.

The motorsports and high-performance industries are as diverse as the communities that Cayuga Centers serves. All parties are driven to offer growth and care to the young minds of America. Working together, we can offer these kids a chance to race ahead of the competition.

For further information please feel free to email me or call anytime to discuss this opportunity. Attached to this letter is a complete breakdown of all opportunities for sponsorship packages.

Thank you



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PRESENTED BY



SATURDAY JUNE 24TH, 2023

About the Organization:

Chicago Auto Club West was founded by Dean Kaliakmanis specifically with the Chicagoland area in mind. They are an all-inclusive club that welcomes exotic, import and classic car types. The mission statement is clear and concise, they stand to support local businesses and charities. In doing so, they to offer memorable experiences for their members and guests at events alike.

The primary sponsor that we hope to partner with is, Cayuga Centers. They presently operate around the United States. Cayuga Centers mission statement falls in line with Chicago Auto Club West's as well. They believe in helping families and children live healthy, productive lives through programs designed within the communities in which they live. The support these programs in communities in New York, Florida, Illinois, California, Pennsylvania, Maryland, and Texas.

The vision for this event brings a incredible culmination of partnership between AMS Businesses around the Chicagoland Area. As Cayuga Continues to expand, the opportunity to establish relationships with trusted business' in this community would help in combining the mission statements for not only Cayuga Centers but Chicago Auto Club West. It is because of this that I believe a set a primary goal can be considered.

EVENT GOALS

- Highlight local business' like AMS Performance, Chicago Auto Pro's, and Michael Jordan's Steakhouse
- Bring Awareness to the Cayuga Centers Chicago
- Increase youth exposure to motor racing and the automotive industry

Event Details

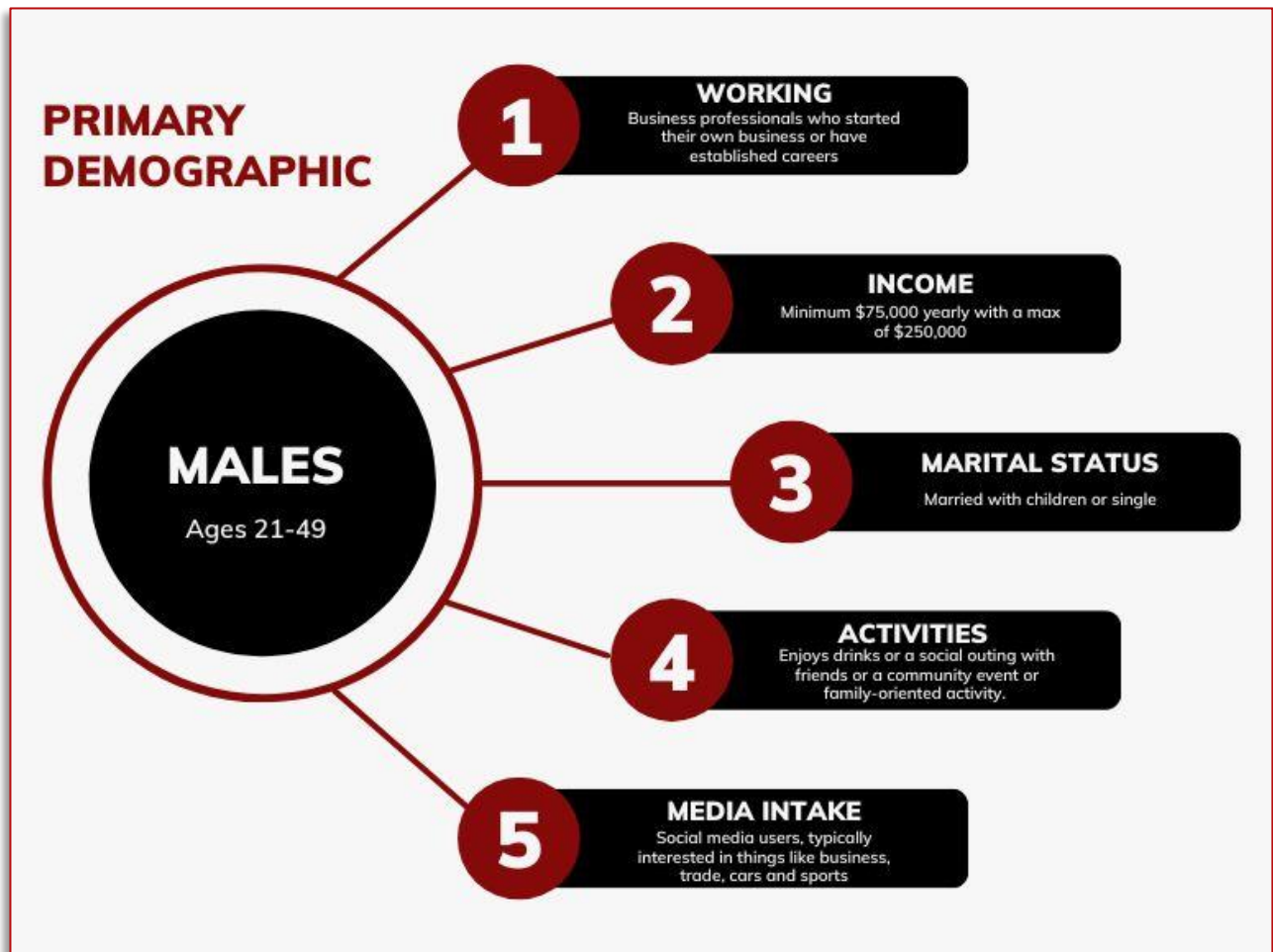
The CACW 50 will follow a schedule resembling this. The event will open to vendors and sponsors to setup at 8 am on June 24th, 2023. The 60 individuals registered for the go-kart tournament will arrive for registration, as well as driver and track meetings at 9 am. Racers must be 18 years of age or older and sign a waiver from the Autobahn Country Club. First qualifying heats will begin at 10 am with 3 10-minute sessions. The fastest 10 drivers are split into their heat races. The first of 3 heat races will star at 12:30 pm with the last one concluding at 1:30 pm, each of them will last 12 laps. Drivers who place 7th or better will advance to the main event race. The main event race will start at 2:30pm and will be 20 laps. The winner will be presented a trophy by the Cayuga Centers. The "fastest" qualifying driver award will be presented by AMS Performance. The "clean" racing award will be presented to

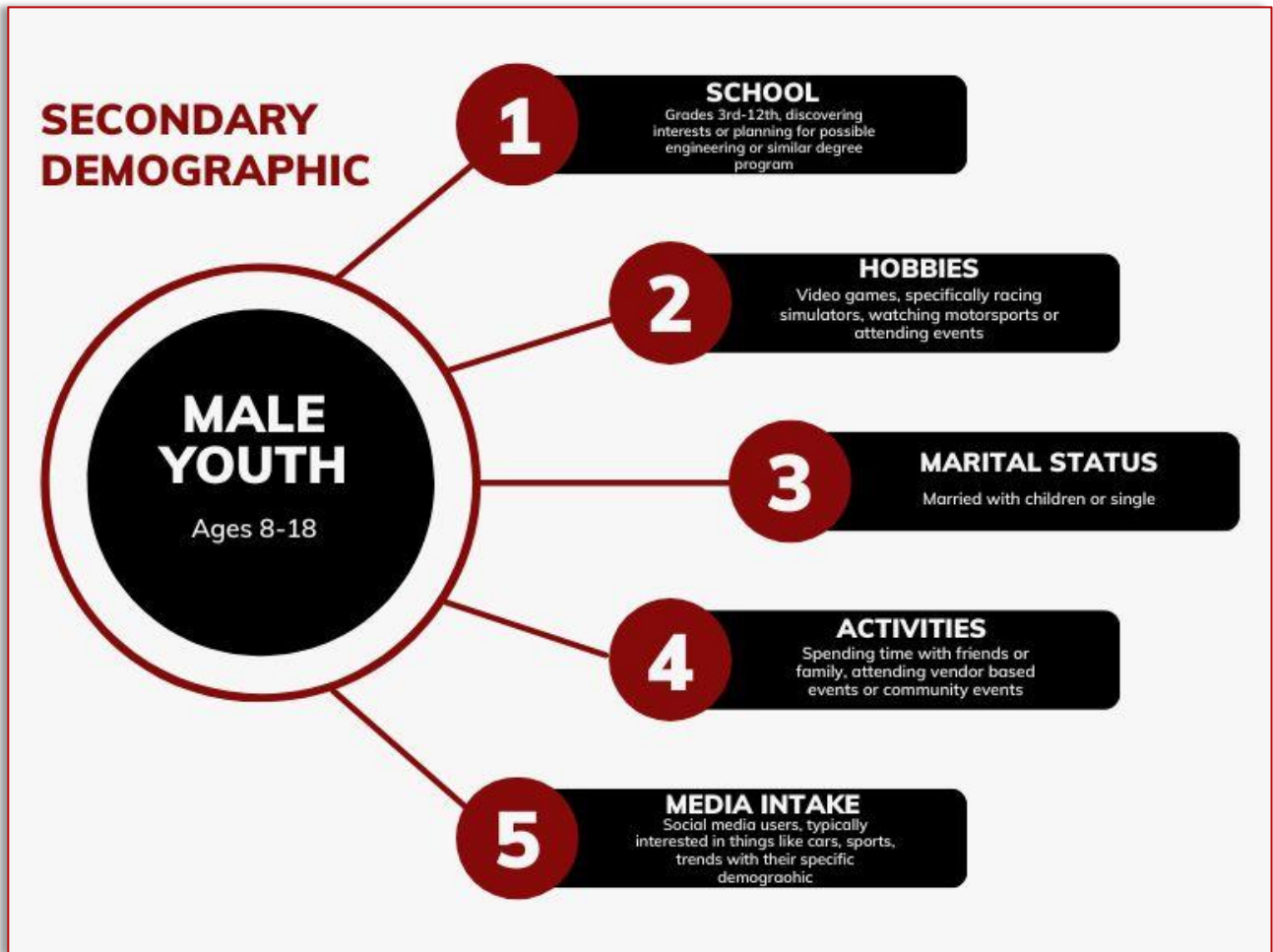
the driver who demonstrated the best sportsmanship. The “Hungry” driver award will be presented by Michael Jordan’s Steakhouse to the driver who passed the most cars.

The actual exotic car show will open for VIP participants at 10 am with the remaining general audience arriving at 11 am. Each show participant will park in their cars designated park area. Non show attendees will us the holdover lot for parking located the back of the complex. Each designated parking area is for JDM, Exotic, American Muscle and Euro cars exclusively. There will be awards presented by each of the vendors for the best car in each category.

The event itself is expected to draw 1000-1500 spectators. We are planning for 60 racers, and 150-250 car show attendees. Tickets for the vent are priced at \$10 for car show attendees and entrants. If you are 18 years and older and pay the \$100 fee with an accompany waiver, you will be added to the racing roster.

Demographics





Sponsorship Package

There will be 4 levels to the sponsorship opportunities for the CACW 50. The varying levels will be

Title Sponsor/Primary Benefactor – The level of sponsorship has the greatest number of benefits. Things proceeds, event branding, etc. will be included.

Secondary Sponsor – The benefits from this will still be exclusive. Things like vendor access, percentile proceeds, food access, etc. will be included in this. Company logo will be a feature on all promotion

Vendor – The vendor access level will afford the potential partner space to set up the groups area of operation. Company name will be listed on official poster. Proceeds will not be allocated but food access is included.

VIP Access – Company still has access to the venue and food offerings.

Sponsorship Package Benefits

Title Sponsor/Primary Beneficiary – The benefits for this offering are substantial. First and foremost, as the primary for this event, you will have the option to retain the rights as the primary for the next event. 100% of attendee donations distributed to Cayuga Centers. 25% of all event merchandise sold will be donated to Cayuga Centers. 25% of all vendor merchandise sold will also go to Cayuga Centers, as well as 25% of all car show attendee ticket sales. All media produced or published will contain company name and logo. Digital media will spotlight Cayuga Centers leading up to the event. All Cayuga Centers' volunteers will have access to premium vendor space by the kart track. Vendor parking allocated as well. Food and beverage are taken care of courtesy of the Autobahn Country Club. Trophy created and designed on the behalf of Chicago Auto Pro's for winners' celebration.

Secondary Sponsor – As the secondary sponsor, you will have access to all donations offered by the spectators. 15% of all event merchandise will be granted as well as 15% of all ticket sales. Cayuga Centers will be featured on all event media promotions, as well as premium vendor space by the karting track. The volunteer staff will have access vendor parking and food on behalf of the Autobahn Country Club.

Vendor – 10% of all tickets sold will be donated. 10% of all event merchandise sold will be donated. Company name will only be listed on event poster as a beneficiary. There will be no percentile from either the vendor or event merchandise donated. Cayuga Centers will have access to vendor space with parking and food provided.

VIP Access – 10% of all event merchandise sold will be donated. Volunteers will have vendor access available upon request. Parking and food is provided courtesy of the Auto Bahn Country Club.