

# MOTORSPORT INDUSTRY ASSOCIATION SUSTAINABLE MOTORSPORT CONFERENCE

*part of the MIA cleaner racing conference program*

**Detroit Yacht Club • Belle Isle, Detroit  
Thursday August 28, 2008**

## **What is Sustainable Motorsport?**

Over the past five years, the motorsport industry has become increasingly engaged with Energy Efficient Technologies.

The MIA's worldwide energy efficiency initiative has made motorsport much more relevant to the future of the automotive industry. It showcases energy efficient success in the public eye and on the race track. This creates a compelling new case for closer technical partnerships and sponsorships which hail a great future for both industries. Coupled with this, the media coverage is truly endless following the leadership shown by virtually all major race series from Formula 1, ALMS, IRL, Le Mans and many others.

## **Sustainable Motorsport can provide:**

- **Accelerated R&D** of energy efficient technologies – helping to bring your technologies to market sooner
- **Demonstrable performance** – showing customers that energy efficient technologies and high performance can go hand-in-hand
- **New Innovations** – motorsport has a long history of technical innovation, which can be translated into consumer applications

## **What is the purpose of the conference?**

- To share information on the latest developments in Sustainable Motorsport
- To bring together leaders from motorsport companies, OE automakers and technology suppliers for networking and business development
- To discuss current and future automotive technology trends and the associated business opportunities

## **Who should attend:**

- OEM's and Tier One Suppliers
- Motorsport Managers
- R&D Executives
- PR & Marketing Executives
- Engineering Service Providers
- Technical and Business Media



**SUSTAINABLE  
MOTORSPORT  
CONFERENCE**

**DETROIT YACHT CLUB  
BELLE ISLE, DETROIT**

**THURSDAY  
AUGUST 28, 2008**

supported by



**World Class**



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**DETROIT BELLE ISLE GRAND PRIX**

**August 29-August 31, 2008**



## PLATINUM SPONSORSHIP £7,500 / \$15,000

Your organization will be one of just four select Platinum Partners. You will be introduced to all the primary VIPs who attend the event and gain maximum exposure throughout. All guests will leave knowing your organization was a major host sponsor of the event.

### Platinum Sponsorship Benefits:

- Maximum "brand" exposure and recognition throughout the event
- Only our Platinum Partners are invited to the podium to be recognized
- You will have the exclusive option to use five minutes for a corporate presentation - either a five minute speech with PowerPoint, five minute video or a combination of these
- Your logo will be prominently featured on all conference invitations (approximately 500)
- Your logo will feature on all event materials, press releases and email bulletins
- You will receive memento photographs of the event to use in your own media releases
- You may display your promotional literature at the event
- You may bring up to 12 of your own guests, including VIPs and staff
- You may put up two tabletop and two pop-up displays at the event
- You will receive contact details for all attendees

## GOLD SPONSORSHIP £3,750 / \$7,500

Our Gold Partners are a vital part of the event. This highly distinctive opportunity combines marketing and branding before the event and extensive exposure during the Conference for just five select Gold Partner organizations. Expand your company's recognition and make The 2nd Detroit Energy Efficient Motorsport Conference a memorable and profitable event for your company.

### Gold Sponsorship Benefits:

- Your logo will be featured on pre-promotional event materials, plus through exposure and recognition during the event
- Your logo will feature on all conference invitations (approximately 500)
- You may display one table of your promotional literature
- You may bring up to 5 of your own guests, including staff
- You may put up one tabletop or pop-up display at the event
- You will receive contact details for all attendees

#### For more information contact:

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## Previous participants include:

American LeMans Series  
Argonne National Laboratories  
Audi  
British Government  
Canadian Government  
C&R Racing  
Comp Cams  
Connaught  
Clemson ICAR  
EPA  
ExxonMobil  
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Horiba  
IMSA  
Indiana State University  
Indy Racing League  
Lola Cars  
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