



Pacific Raceway, Kent, WA

Photo by: Carlos Hatfield

Louis Cohn

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Memo

To: Race Enthusiast
From: Pappa Wheelies Racing
Re: 2003 Motorcycle Race Sponsorship

To follow are all the materials you will need as a race enthusiast to make a decision to sponsor this marvelous endeavor. The Pappa Wheelies Race Team is prepared to offer each sponsor the highest level of exposure possible in amateur racing throughout the Northwest; with a concentration in Washington and Oregon, and some visibility in National Events in Northern California.

The Pappa Wheelies Team consists of a seasoned rider, well known throughout the motorcycle community as a go-to person for questions regarding not only racing, but street riding and dirt bike riding, as well.

Sponsoring the Pappa Wheelies Team will allow your company and product to be prominently exhibited via professional signage in the Pappa Wheelies pit, on the Pappa Wheelies Yamaha R6 Motorcycle, and all transport vehicles (For detailed information on visibility please see page 4 of this proposal).

We are offering you this opportunity to showcase your business and product(s) amongst a constantly growing market as the product of choice endorsed by a long-term well-known rider.

The Pappa Wheelies Team thanks you for your time and consideration, and trust we will hear from you soon. If you have any questions please feel free to contact Louis Cohn at 425.503.5631 or via email at pappawheelies@yahoo.com.

2002 Race Season Sponsors

April

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

I-90 Motorsports
Moto-Bits
Unkl Als
Myraid Motor Racing

August

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

I-90 Motorsports
Moto-Bits
Unkl Als
Myraid Motor Racing

I-90 Motorsports
Moto-Bits
Unkl Als
Myraid Motor Racing

May

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

I-90 Motorsports
Moto-Bits
Unkl Als
Myraid Motor Racing

I-90 Motorsports
Moto-Bits
Unkl Als
Myraid Motor Racing

September

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

I-90 Motorsports
Moto-Bits
Unkl Als
Myraid Motor Racing

I-90 Motorsports
Moto-Bits
Unkl Als
Myraid Motor Racing

June

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

I-90 Motorsports
Moto-Bits
Unkl Als
Myraid Motor Racing

October





	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

I-90 Motorsports
Moto-Bits
Unkl Als
Myraid Motor Racing

July

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

I-90 Motorsports
Moto-Bits
Unkl Als
Myraid Motor Racing

	Pacific Raceway Seattle
	Portland Intrnl Raceway Seattle
	American Motorcyclist Assoc
	American Federation of Motorcyclist



2003 Proposed Race Season

March

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

I-90 Motorsports
YOUR NAME HERE!

July

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

I-90 Motorsports
YOUR NAME HERE!

YOUR NAME HERE!

I-90 Motorsports
YOUR NAME HERE!

April

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

I-90 Motorsports
YOUR NAME HERE!

YOUR NAME HERE!

August

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

I-90 Motorsports
YOUR NAME HERE!

I-90 Motorsports
YOUR NAME HERE!

May

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

I-90 Motorsports
YOUR NAME HERE!

YOUR NAME HERE!

I-90 Motorsports
YOUR NAME HERE!

September

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

I-90 Motorsports
YOUR NAME HERE!

June

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

I-90 Motorsports
YOUR NAME HERE!





YOUR NAME HERE!

October

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

I-90 Motorsports
YOUR NAME HERE!

I-90 Motorsports
YOUR NAME HERE!

	Pacific Raceway Seattle
	Portland Intrnl Raceway Seattle
	American Motorcyclist Assoc
	American Federation of Motorcyclist



Budget

WMRRA (Washington Road Racing Association)

Supplies	Per Day	Per Season (10 races)
Administrative Costs	\$150	\$1500
Basic Maintenance*	\$100	\$1000
Tires	\$350	\$3500
Unscheduled Repairs	\$150+/-	\$1500

OMRRA (Oregon Road Racing Association)

Supplies	Per Day	Per Season (5 races)
Administrative Costs	\$150	\$750
Basic Maintenance*	\$100	\$500
Tires	\$350	\$1750
Travel Expenses**	\$350	\$1750
Unscheduled Repairs	\$150+/-	\$750+/-

AFM (American Federation of Motorcyclists)

Supplies	Per Day	Per Season (2 races)
Administrative Costs	\$150	\$300
Basic Maintenance*	\$100	\$200
Tires	\$350	\$700
Travel Expenses**	\$750	\$1500
Unscheduled Repairs	\$150+/-	\$300+/-

AMA (American Motorcyclist Association)

Supplies	Per Day	Per Season (2 races)
Administrative Costs	\$250	\$500
Basic Maintenance*	\$100	\$200
Tires	\$350	\$2100
Travel Expenses**	\$750	\$1500
Unscheduled Repairs	\$150+/-	\$300+/-

* Includes: Oil/filter changes, brakes and other basic upkeep

** Includes: Fuel, meals and lodging



What I Will Do For You! Every Race Day!

Suggested WMRRA Sponsorship Options *

Options	Cost	Visibility
Basic	\$100	2'x4" Sticker on Bike, Signage in Pit, and Link to Website
Bronze	\$200	4"x4" Sticker on Bike, Signage in Pit, and Link to Website
Silver	\$300	6"x6" Sticker on Bike, Signage in Pit, and Link to Website
Gold	\$500	8"x8" Sticker on Bike, Signage in Pit, and Link to Website

Suggested OMRRA Sponsorship Options*

Options	Per Day	Per Season
Basic	\$100	2'x4" Sticker on Bike, Signage in Pit, and Link to Website
Bronze	\$200	4"x4" Sticker on Bike, Signage in Pit, and Link to Website
Silver	\$300	6"x6" Sticker on Bike, Signage in Pit, and Link to Website
Gold	\$500	8"x8" Sticker on Bike, Signage in Pit, and Link to Website

* All sponsor levels will be recognized, throughout the season, whenever the opportunity is available in any media format.



Accomplishments

Louis Cohn started motorcycle racing in 1993, after spending over five years dirt bike riding and racing.

1993 Novice Year
Riding 1990 FZR 400
Wins first three Novices Races
Graduated to Expert Level

1993 Expert Level
Riding 1990 FZR 400

Class 450 Superbike (WMRRA and OMRRA)

3 – 1st Place Finishes
2 – 2nd Place Finishes
5 – 3rd Place Finishes

Class Middle Weight Superbike (WMRRA and OMRRA)

2 – 1st Place Finishes
5 – 2nd Place Finishes
1 – 3rd Place Finish

1994 Expert Level Racing
Riding 1990 FZR 400

Class 450 Superbike (WMRRA and OMRRA)

1 – 1st Place Finish
3 – 2nd Place Finishes
4 – 3rd Place Finishes

Class Middle Weight Superbike (WMRRA and OMRRA)

2 – 1st Place Finishes
3 – 2nd Place Finishes
3 – 3rd Place Finishes

Formula II (WMRRA and OMRRA)

1 – 1st Place Finish
4 – 2nd Place Finishes
3 – 3rd Place Finishes



Accomplishments

1995 Expert Level Racing
Riding 1990 FZR 400

Class 450 Superbike (WMRRA and OMRRA)

- 1 – 1st Place Finish
- 3 – 2nd Place Finishes
- 5 – 3rd Place Finishes

Class Middle Weight Superbike (WMRRA and OMRRA)

- 1 – 1st Place Finish
- 4 – 2nd Place Finishes
- 4 – 3rd Place Finishes

Formula II (WMRRA and OMRRA)

- 4 – 2nd Place Finishes
- 3 – 3rd Place Finishes

1996 Expert Level Racing
Riding 1990 FZR 400

Class 450 Superbike (WMRRA and OMRRA)

- 2 – 1st Place Finishes
- 2 – 2nd Place Finishes
- 5 – 3rd Place Finishes

Class Middle Weight Superbike (WMRRA and OMRRA)

- 4 – 1st Place Finishes
- 2 – 2nd Place Finishes
- 3 – 3rd Place Finishes

Formula II (WMRRA and OMRRA)

- 3 – 2nd Place Finishes
- 4 – 3rd Place Finishes

600 Superbike (WMRRA and OMRRA)

- 4 – 5th Place Finishes
- 4 – 6th Place Finishes



Accomplishments

1997 Expert Level Racing
Riding 1990 FZR 400
Riding 1997 Suzuki GSXR 600

AMA National 600 Supersport (Sears Point, CA)

23rd Place out of 45 riders

Class 450 Superbike (WMRRA and OMRRA)

3 – 1st Place Finishes

2 – 2nd Place Finishes

3 – 3rd Place Finishes

Class Middle Weight Superbike (WMRRA and OMRRA)

2 – 1st Place Finishes

1 – 2nd Place Finish

1 – 3rd Place Finish

Formula II (WMRRA and OMRRA)

3 – 2nd Place Finishes

5 – 3rd Place Finishes

600 Superbike (WMRRA and OMRRA)

2 – 2nd Place Finishes

4 – 3rd Place Finishes

1 – 4th Place Finish

1 – 5th Place Finish

600 Supersport (WMRRA and OMRRA)

1 – 2nd Place Finish

3 – 3rd Place Finishes

2 – 4th Place Finishes

2 – 5th Place Finishes

1998 Expert Level Racing
Riding 1997 Suzuki GSXR 600

Formula II (WMRRA and OMRRA)

3 – 2nd Place Finishes

4 – 3rd Place Finishes

600 Superbike (WMRRA and OMRRA)

1 – 2nd Place Finish

3 – 3rd Place Finishes

1 – 4th Place Finish

600 Supersport (WMRRA and OMRRA)

1 – 2nd Place Finish

3 – 3rd Place Finishes

1 – 4th Place Finish



Accomplishments

1999 Expert Level Racing
Riding 1997 Suzuki GSXR 600

Formula II (WMRRA and OMRRA)

- 1 – 2nd Place Finish
- 5 – 3rd Place Finishes

600 Superbike (WMRRA and OMRRA)

- 1 – 2nd Place Finish
- 3 – 3rd Place Finishes
- 3 – 4th Place Finishes

600 Supersport (WMRRA and OMRRA)

- 1 – 2nd Place Finish
- 3 – 3rd Place Finishes
- 2 – 4th Place Finishes

2000 Expert Level Racing
Pit/Mechanic Support for Tigerracing

2001 Expert Level Racing
Riding 1999 Yamaha YZF600 R6 (bike setup)

600 Superbike (WMRRA and OMRRA)

- 12th Place

600 Supersport (WMRRA and OMRRA)

- 12th Place

2002 Expert Level Racing
Riding 1999 Yamaha YZF600 R6

600 Superbike (WMRRA and OMRRA)

- 1 – 5th Place Finish
- 2 – 10th Place Finishes
- 2 – 12th Place Finishes
- 2 – 13th Place Finishes

600 Supersport (WMRRA and OMRRA)

- 2 – 10th Place Finishes
- 2 – 12th Place Finishes

