

UNITED STATES BID FOR 2009 ISRA WORLDS

Introduction

The following proposal is intended to outline the benefits of holding the 2009 ISRA World Championships in the United States of America, as well as plans for promotion and execution of this event. This proposal is representative of our plans in this very early stage, and therefore will be subject to revision and confirmation of details once the bid is accepted. When the United States is confirmed as the host country for this prestigious event, we will finalize all plans in order to meet and exceed the standards of previous ISRA World Championships.

It is our intention to hold the 2009 ISRA Worlds in the United States of America through Grand Prix Model Raceway, which has a thirteen-year history of excellent event management. As such, we will provide this race with the very best in sponsorship, event management, venue and media coverage through experience, organization, and attention to detail.

The proposal is structured as follows:

- Location, Organization & Experience

- Infrastructure

- Event Practices & Procedures

- Promotion, Sponsorship & Media Relations

If you have any questions regarding this proposal, please contact bid coordinator Lou Pirro at red21dee@msn.com

Location, Organization & Experience

Location

The United States has a long history of slot car racing, reaching back to the 1960s. From coast to coast there are hundreds of commercial raceways, club tracks, and slot car racing series both regional and national. Additionally, the United States, and upstate New York in particular, has a love of motorsports. From the Nextel Cup, Cart, IRL, and American Lemans series, to local dirt racing tracks, there is a strong presence of dedicated race fans in the United States. Because so many Americans already take an interest in motorsports, we are confident that holding such a high profile slot car race in the United States can only increase awareness of the sport and potentially influence new racers to become involved in the sport.

Host Organization

Grand Prix Model Raceway (GPMR) has been in business, under the management of Lou Pirro, for the past thirteen years. In that time GPMR has hosted many regional championship races, including the ISRA/USA NE Championships, CASRA NE Championships and the Yankee USRA Championships. In addition to hosting many high-profile races, GPMR has allowed its track to be used for both the USRA Scale Nationals and ISRA USA North American Scale Championships.

Grand Prix Model Raceway has been acclaimed for organization, event management and hospitality by racers and series directors from all over North America who have attended a major event hosted by GPMR. GPMR has a knowledgeable and accommodating staff, a large inventory of parts and accessories to suit all racers' needs, and a well maintained facility that makes racing there an enjoyable and memorable experience.

Skills, Experience and Knowledge

Commercial raceway owner Lou Pirro has been involved in slot car racing since the 1960s, and has been a raceway owner for thirteen years. In that time, he has also run several regional series and acted as tech inspector and race director for several others. Lou currently is in charge of the ISRA/USA and has continued to promote IRSA style racing since he was put in charge of the organization in 2003. We currently have 3 ISRA series (ISRA/USA NE, Tri State ISRA and the Mid-Atlantic ISRA) in the United States and each series has very well attended monthly races.

Lou Pirro is uniquely qualified to host this event, as he is a racer as well as a series director. Lou has attended the ISRA Worlds in Toronto (1999) and San Francisco (2002) and understands the needs and desires of the participants. Lou has also been in charge of coordinating and organizing the CASRA North American Scale Championships from 1998 to 2002 and has been the organizer of the ISRA/USA North American Scale Championships since its conception in 2002, giving him an understanding of the needs of the ISRA committee who will officiate this event.

Co-owner, Mary Beth Pirro also has thirteen years experience directing races and managing events so that the race day runs smoothly. MaryBeth has race directed for the AMSRA Nationals, USRA Scale Nationals, ISRA North American Scale Championships and will also be a race announcer for the ISRA Worlds in England 2008. The staff of GPMR is committed to making the 2009 ISRA Worlds a spectacular event, and will use all of their previous experience and skills, as well as enlist the guidance of others in the slot car industry to ensure the event's success.

Infrastructure

The Venue

Because the 2009 ISRA Worlds will be such a high-profile event, we intend to hold the race in a more public place than Grand Prix Model Raceway's home store. We intend to stage the event in a very public place that is still easily accessible, secure, and media-friendly. Because of GPMR's long standing tradition of holding large regional events, we have developed relationships with several hotels in the area, and upon acceptance of this bid, we will determine which best suits the needs of this particular event and confirm the venue details.

Travel, Accommodations & Tourism

Schenectady, New York is easily accessible by many forms of transportation. It is a short ten mile commute to Albany International Airport, a 2 hour drive from Bradley Airport, and a 3 hour drive from Boston, Newark, New York City, or Montreal, Canada- all major international travel destinations. Schenectady is also serviced by Greyhound bus and Amtrak train services.

Schenectady and the surrounding area have much to offer in the way of hotel accommodations, from quiet Bed & Breakfasts to large hotels and resorts. We have experience dealing with many local hotels to secure affordable group rates and package deals. An average 10 day stay in the Schenectady area should cost between \$500 and \$800 depending on accommodations. Upon acceptance of this bid a list of hotels and rates will be confirmed and provided to all participants.

We hope many racers will bring their families along to be included in the opening ceremony, event dinner and award ceremony. The Capital Region of New York offers much to do with shopping, museums, and national parks all a short drive away. We will provide a guide to tourism of the Capital District, New York City, and Boston areas as well as research available discounts to local attractions and day trips so that participants' families may enjoy a fun, affordable trip.

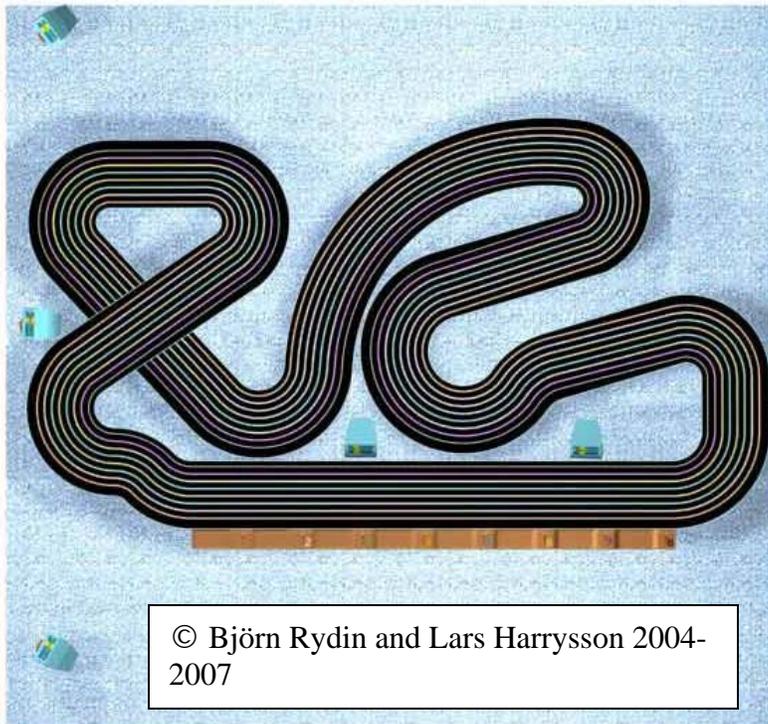
Event Practices & Procedure

Track, Power & Race Control

This race will take place on a Lars Harrysson track. The track proposed is an improved copy of the 2004 ISRA Worlds track. It is 41 meters with a distance of 110 mm between lanes. The slot is 3,2 mm wide and the braid recess is 0,4 mm deep and 7,5 mm wide. The braid is 6mm wide. The track will be host to the ISRA/USA North American Scale Championships in August 2009 to provide a warm up race for all drivers and to test the track and all components of the race directing system. GPMR will also put in a proposal for the USRA Scale Nationals, to be held in April 2009, providing the potential for another warm up race.

Race Computer: Spy Tech System

Power: 13.8V supplied by a combination of batteries and power supplies.



Event Management

This event will be run on a schedule, which will include time for an opening ceremony, ample practice time, a designated tech-in time, an awards ceremony, and closing dinner. We will also provide food for participants each day.

Race Direction

We will follow all rules and procedures established by the ISRA Committee in order to ensure we meet the standards of a successful World Championship race. All race announcements will be done in English by race directors experienced with the ISRA format to reduce the risk of errors and delays in the race day. All procedures and rules will be reviewed prior to the start of the event in order to avoid miscommunications.

Promotion, Sponsorship & Media Relations

Promotion

In order for this event to be a success we will strive to increase participation, spectatorship, and awareness of slot car racing in the United States. We have already contacted several potential sponsors for their endorsement and have had many positive responses. We plan to promote and market this event in the following ways:

Pre-Event Marketing

All participants will register through the Worlds website which will be updated regularly with numbers of participants and final location and track specifications. We will also advertise the event in the industries leading magazines and online forums in order to increase awareness and participation.

Sponsorship

We have already taken steps to secure the endorsement of many slot car manufacturers, publications, and distributors, with most of whom we have previously established relationships. We have received confirmation of support from JK Products, Koford Engineering, Alpha Race Products, GT1 Race Products, Parma International, Camen and Port Jefferson Raceway. We are looking into sponsorship by food service companies as well as a national brewing company to help provide the closing banquet at little or no cost to participants and their families.

Since we have funding in place for the cost of the track, race directing system and venue any additional sponsorship received will be used to subsidize the cost of hotel accommodations. After the acceptance of this bid we will finalize details on

requirements of the title sponsor and participants in regards to branding and media coverage. (See further below)

Media

We will approach the leading industry publications, and motorsports media as well as local television and news media to promote and advertise the event, cover the event live, and report final results of the races.

We will also post detailed nightly updates to the internet on various slot car forums as well as GPMR's website. This will allow worldwide coverage that is up-to-date and in depth, which may entice increased spectatorship and participation.

All plans and procedures for promotion and marketing of this event are in progress and, as such, are subject to improvement and change. The staff of GPMR does however possess the necessary skills, experience, and pre-existing relationships to make this race both successful and memorable.

Sponsor letters

From: tech@parmapse.com
To: red21dee@msn.com
Subject:
Date: Mon, 20 Aug 2007 13:09:46 -0400

To whom it may concern, Lou Pirro is the best person I know to hold a big race. I have attended races put on by Lou. I have seen him race and raced against him. He is a class act. We in America could use allot more track owners like Mr. Pirro. Parma Int. Will help in any way we can to help Lou with the race. Prizes, banners ,Etc. Steven R Koepp
Parma International
13927 Progress Pkwy.
North Royalton, Oh 44133
440-237-8650
440-237-6333 (Fax)
tech@parmapse.com

From: alphaproducts@charterinternet.com
To: red21dee@msn.com
Subject: endorsment -worlds
Date: Fri, 3 Aug 2007 15:15:21 -0500

Lou;

I am happy to endorse your bid for the 2009 ISRA worlds race. There is no doubt you possess the experience, qualifications, and facilities to pull it off. I agree that it would be a timely boost to USA slot racing as well. I will need to see the specifics when the time is nearer to decide if I can be a sponsor, but I want to help in some way. You may list Alpha Products as a sponsor in your bid. Good luck Lou!

Paul Pfeiffer

From: GT1PRD@aol.com
Date: Thu, 2 Aug 2007 13:18:29 -0400
Subject: RE: ISRA Nats Letter
To: red21dee@msn.com

Hi Lou, just received your letter requesting support in bidding on the 2009 ISRA Nats. I believe that you are the perfect person, along with Mary Beth, in other words, the perfect team, to take on this endeavor. You have my complete support. I also will commit to assisting in sponsorship of this event, whether it be classes, or otherwise. This year, I am involved in sponsoring, or co-sponsoring 4 classes, and all the entry plaques, at the Div.1 USRA Nats, held at Gaithersburg Ma. This signifies my support of the racers and raceway, and you would certainly have the same. Thanks for the letter, and allowing me to be involved. Sincerely, Gil Goldstein, GT1 Race Products

Date: Wed, 1 Aug 2007 16:05:34 -0700
> From: joel_camen@yahoo.com
> Subject: ISRA Worlds
> To: red21dee@msn.com
>
> Lou,
>
> Got your most professional letter today and you can
> count me in. I'm not sure how much I can contribute,
> but I'll do what I can.
>
> good luck
> with the race!
>
> thx - Joel Montague / Camen

To: red21dee@msn.com
> From: mail@koford.com
> Subject: Sponsor
> Date: Thu, 2 Aug 2007 12:00:39 -0400
>
> Lou:
>
> Sure you can list me as a sponsor for your bid for the 2009 ISRA worlds.
>
> Regards,
> Stuart Koford