

MATT WEIDMAN

The Rookie Sensation

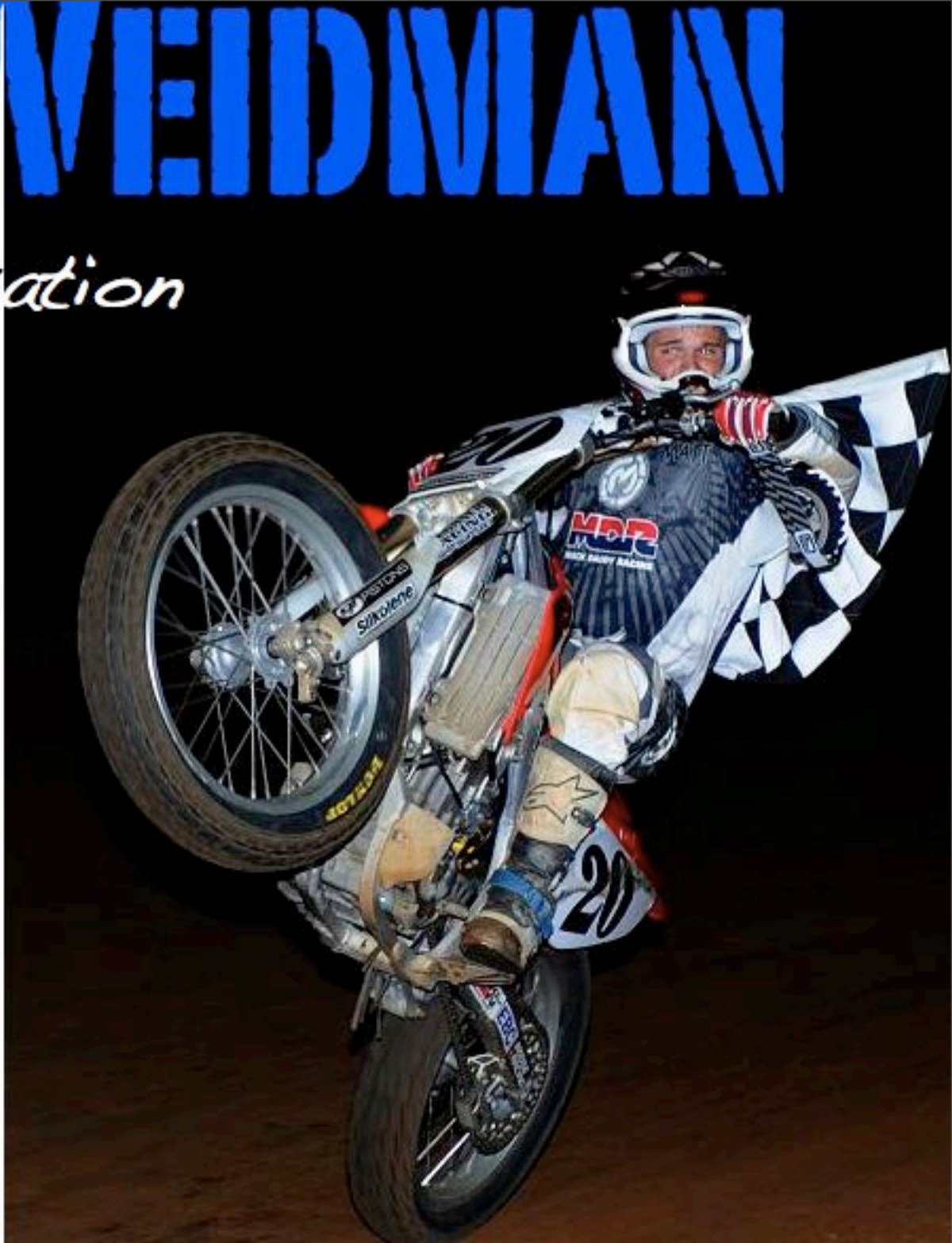
*AMA Pro Rookie of the
Year*

*Youngest GNC Racer in
History*

*AMA Pro Basic Twin
Champion*

*Canadian Expert Champion
@ 15 years old*

*AMA Sports Horizon
Award Winner*



THE ATHLETE

Who is Matthew J. Weidman?

Although he is the youngest GNC rider you will meet in the paddock, Matt has been racing motorcycles for 14 years. He started at the tender age of four years old and fell in love with dirt track racing. He and his family traveled all over the US and Canada from the time he was 8 years old. Matt won over 50 Regional and Amateur National championships by age 14. His first trip around a half mile on his Harley XR750 was at 13 years old in Trois Rivieres, Canada. That was his first Professional race and he has never looked back. He was the youngest GNC Pro in Canadian History at 15 years old to win both 450 Pro and Open Pro Championships, racing with the Roeders, Marshall, Evans, Cheza, Beattie, Beaulac, Taylor, Hartrich, Parker and several other GNC riders. At 16 he won the AMA Pro Expert Twins Championship while riding under a Provisional license. He then went on to win the 2008 AMA GNC Rookie of the Year while just turning 17 years old.

Matt is very dedicated to his profession and trains extensively by working out at the gym, with a personal trainer, and practicing on his oval dirt track, in the woods, on the ice and at a couple motocross tracks.

His passion for winning is evident in everything he does. He was an Honor student throughout High School and he continues to excel in College, while he is taking an Accounting/Business Degree. He made the Presidents list in 2008. This winter he is also taking the courses required to be a Personal Trainer; he works part time now at his trainer's gym.

In 2009 he had the opportunity to ride for Mack Daddy Racing in the AMA Singles Series which produced some great results; qualifying both nights at the Stadium in Daytona and setting fast qualifier with a 6th place finish at the Springfield Short Track in September.

He has also "stepped it up" in the Twins series for 2009, with three top 5 finishes at Lima, Bulls Gap and Hagerstown. He put in an impressive ride at the Springfield Mile in May, coming from last place to finish 8th. Some other "firsts" for 2009 include setting fast qualifier at Grove City and winning his first GNC Twins Heat Race at Bulls Gap. He is more consistent this year, qualifying top 5 at every twins event.

Matthew's ability to make forward progress each year has enabled him to be very successful and stand out amongst his peers.

He has raced other venues such as; Motocross, Super Moto, and Road Racing, but his heart is in Flattrack and his goal is to become the youngest GNC Twins Champion ever.



THE ATHLETE AND HIS ROAD TO THE SUCCESS

Matt Weidman #20



Results in 2009:

- AMA Pro Singles Championship Top 15 in Standings
- Qualified for both mains at Daytona
- Finished 6th at Springfield Short track
- AMA Pro Twins Championship Top 10 in Standings
- Finished top 5 three times
- Finished 8th at Springfield in May at 17 yrs old.
- Only one Twins Main not qualified for at Indy due to bike failure

Results in 2008:

- Qualified for all the 450 Hotshoe mains
- Won the 450 Expert Hotshoe Championship
- Finished 4th in the 750 Expert Class in the Hotshoe Series
- Qualified for 13 GNC main events
- Had one top 5 in the Twins Series at Monticello, NY
- Finished 12th in the Twins points and 18th in the Singles
- Finished 14th overall in the combined points
- Won 2008 Rookie of the Year by 20 points overall

Results in 2007:

- Youngest in AMA Flat Track history to receive AMA Pro license
- AMA Pro Expert Twins Champion with two Feature wins at Hagerstown & Monticello
- Qualified for Dayton and Frederick Hot Shoe
- Finished 3rd in both 450 Pro and Open Pro at Rochester, NH
- Feature Wins at London, ON & St. Marcel in 450 Pro & Open Pro

Results in 2006:

- Canadian Expert champion at only 15 years old
- AMA Sports Flat Track Horizon Award Winner



2007 AMA Pro Expert twin win which lead to the Championship



2006 AMA Sports Flat Track Horizon Award Winner

MEDIA COVERAGE



Full page ad in Cycle News



PUBLICATIONS	FREQUENCY	CIRCULATION
Dirt Rider	Monthly	171,129
Cycle World	Monthly	323,000
Motocross Action	Monthly	65,000
Dirt Bike	Monthly	63,000
Transworld Motocross	Monthly	90,000
Cycle News	Weekly	34,000
Racer X Illustrated	Monthly	70,000
AMA Magazine	Monthly	267,000

Extensive online, print and broadcast media coverage during the 2009 season, such as EXPN.com, Cycle News, Road Racer X, and many more.

2009 a record average attendance for AMA Pro Flat Track Racing with the average growing to 10,027 per race over an 18 race schedule not including AMA Pro Hot Shoe Series, which would reach over 200,000 race fans

The 2009 AMA Flat Track Championship rounds are expected to air primarily on Speed TV taped delayed with an hour per round. As well as MAV TV and You Tube

More than 25 journalists from local media to national publications to motorcycle industry media attend the AMA Flat Track events.

Race reports on



FLATTRACK.COM



MARKETING VALUE

2009 Schedule: *22 races* 16
states - 19 weekends

- Direct interaction with fans by providing product display/sampling.
 - A stationary display can be set-up in the Weidman Racing paddock.
 - Weidman Racing will have a 10' x 30' pit area and 45 ft team transporter.
- Your brand represented in public relations events to include autograph sessions at shopping centers, restaurants and motorcycle dealerships and presentations at schools with race machinery on display.
 - Goal is for at least 12 non-race events.
 - Title and presenting sponsors will have input on their involvement and locations.
- Inclusion in monthly fan giveaway via on-site and online entry forms with our other title sponsors.
 - Base demographics and purchasing data will be shared with sponsors.
 - Eight drawings will take place.
- Option to place a 60-second commercial on flat screen TV in paddock.
 - Commercial will also be placed on athlete's website.
 - Option to include race photos and videos in your marketing activities.



Weidman's Race Transporter



Over 35,000 miles traveled in 2009

MARKETING VALUE

Logo placement, at the specific sponsorship level, on the following:

- Race truck; 45ft custom transporter with sponsor logos on the front, back, and both sides to showcase sponsors not only at the races but also traveling across country thousands of miles each race season.
- 10'x20' paddock tent; work station for bikes and area for Matt to prepare for races, as well as autograph signings, etc.
- Athlete race apparel; custom designed racing suit that protects and also showcase sponsor logos.
- Race bike graphics; custom designed graphics are applied to each race bike to showcase sponsor logos.
- Pit shirts and team apparel; Each member of Weidman's team wears team pit shirts that also showcase all the team sponsors.
- Apparel is also for sale online and at events for fans.
- Autograph posters; Offer the fans the opportunity to take home a part of the Matt Weidman's Racing Team.



Springfield MILE

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Thanks for the support

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