VW BUGGY BUILD
SPONSORSHIP PROPOSAL

A presentation of
www.DuneBuggyArchives.com
by
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Executive Summary

10th Annual Mid America Motorworks Air Cooled FunFest
The Midwest’s biggest and best all air cooled VW show, swap, and festival

DATES: May 31st & June 1st 2008
TIMES: Dawn till Dark
LOCATION: Held at Mid American Motorworks Campus grounds Effingham Illinois.
ATTRCTIONS: Featured Vehicle will be the Meyers Manx Dune buggy this year. Special guest will be Bruce Meyers inventor, designer, and builder of the Fiberglass Dune Buggy.

The Dune Buggy Archives website members will be gathering from around the world to build a dune buggy together as a tribute to the Meyers Manx and to celebrate 10 years of Mid America Motorworks Funfest. Some of the event's other highlights will be:
- Display of dune buggies from across the country.
- Free event T-shirts, pins and posters for registered entrants
- Vintage VW's For Sale area
- Wine tasting from a local vineyard
- Free Tech Seminars and Product Demonstrations
- Kid's events - Shirt Tie-dying, model races, & Chalking of a VW Beetle
- Ladies' Day Spa and Woven Bracelet Classes
- Free Camping on the grounds

FEATURES: To celebrate the featured vehicle at the show a group of international VW enthusiasts are gathering together to spend 2 days in a tent building a fiberglass dune buggy from the ground up. This will not be a staged pre-assembled pro-build. It will be built by average Joes using parts available by mail order or online only. We want to show everyone that anyone can build a dune buggy. Mid American is providing a tent with a secured area for the build. There will be a spectator area during the event also. We will be giving updates over the PA about the progress of the build and the parts being used as well as the companies that sponsored the parts. There will be media coverage of the event and we are working on the idea of producing a DVD of the event. The weekend will be full of special displays, a fun judged car show with awards, swap meet, tech seminars, product demonstrations, ladies' events, kids' events, a road tour, and more.

ATTENDANCE: The two day event at Mid America Motorworks has grown steadily over the years to host from 8-9,000 enthusiasts, and over 1300 VWs who come together for a whirlwind weekend. It gains national attention from several VW websites, Magazines, Media coverage, and Volkscast Radio.

ABOUT THE BUILDERS: The Dune Buggy Archives is a non-profit enthusiast run internet website and forum. It is built by, owned by, and maintained by worldwide group of dune buggy enthusiasts who are all focused on helping each other promote and enjoy the hobby. The idea of building this project came from a couple of online forums. Members of the largest two VW web groups chatting about dune buggies agreed that it
would cool for to build a dune buggy in 2 days at a National Event where dune buggy enthusiasts from all across the country would be able to meet.

We began discussing the idea of having our buggy build at the Mid America show because the theme they have chosen is a celebration of the Meyers Manx dune buggy. Bruce Meyers is the special guest for the event. In his honor our team of dune buggy fanatics will take a very well worn original Meyers Manx fresh from the barn and bring it into the new century. **We want to build the buggy in the theme and style of the 60's but, make sure everything about the buggy is most modern and up to date equipment available.** You will see in the specifications section all of the components we will be updating.

As soon as the idea hit the internet, we were contacted by volunteers to help with the assembly as well as a few parts vendors who would like to volunteer their support of the project. A chance for people to meet the man that started it all (Bruce Meyers) has been a great motivation for everyone.

Since this dune buggy will be the “company car” show vehicle for our Dune Buggy Archives website, we wanted to try to use components that are all readily available online. The entire project will be documented and displayed on the website with links for all items we use in the build. Can a bunch of friends build a Dune Buggy in a weekend?

**WHY SPONSOR A DUNE BUGGY BUILD?....**

The fiberglass dune buggy, or beach buggy as some call it, was invented by a California boat builder who wanted to take the crude beach machines of the early 60’s and create a new type of go anywhere vehicle. He didn’t realize that day at the beach that he would launch a whole new level of kit car building to the world. Bruce Meyers was that day dreamer that took his art background and knowledge of fiberglass production at the time to create a car like never before.

Today the fiberglass dune buggy is still one of the truest forms of expression for car builders. There are over 500,000 dune buggies estimated to be in garages across the country. The rebirth of the new Meyers Manxter and other Dune Buggy manufacturers has brought the vehicle back into the spotlight. The opportunity for sales to these owners is an untapped in the marketplace. Buggy builders need your products.

The Buggy Build will feature Air-Cooled VW parts from sponsors who are willing to contribute parts in exchange for the publicity, promotion and advertising it will bring them. Each part contributed will be listed in an event brochure with a description and contact information for the company who provided it.

We will also feature the products live during the 2 day build at the largest VW event in the Mid West. Every 2 hours, we will give live updates to the crowd on the build progress and the parts used. We plan to have the event covered by Magazines, Radio, and possibly a DVD after the event is completed.

Sponsors will receive advertising BEFORE, during the event and AFTER. Many websites are promoting the event before it happens. Mid America is even selling event T-shirts. After the event, the completed car will be taken on a VW show tour. Everything about the build will be documented and made available to the public. We want the Average Joe to be able to use this build as a Blueprint for his own project.
The Dunebuggyarchives.com website will carry the build on several pages and in several formats to make sure everyone gets the coverage they deserve. We will also send press releases to VW Magazines that will not be able to attend the show.

NATIONAL MAGAZINE RECOGNITION...

HOTVWS MAGAZINE
http://www.hotvws.com
For over 35 years, Dune Buggies and Hot VWs Magazine has been the undisputed leading publication and the voice of authority in the Volkswagen industry. Hundreds of companies rely upon Hot VWs to continuously keep their products in the limelight, and each month they enjoy a tremendous return on their advertising investment. This publication delivers mature, qualified buyers with a high amount of discretionary income that they invest in their Volkswagens. Imagine what having nearly 200,000 hard-core Volkswagen enthusiasts viewing your goods will do for your business. Hot Vws covers this show every year and has been sent a full press release on the Buggy Build. We are aiming to get a shot at the front cover for this once in a lifetime event.

VW CLUB of AMERICA AUTOIST MAGAZINE
http://www.vwclub.org
A long history of nation-wide membership, and knowledgeable members to do the job run the Club, web site and magazine. The Fun Fest event is one of the clubs favorite annual shows that they even organize a caravan for. With the growth in popularity of the Dune Buggy we anticipate great coverage on the web and in print.

CRUISIN’ STYLE MAGAZINE
http://www.cruisinstyle.com
Cruisin’ Style Magazine publishes America's most comprehensive regional & national list of car shows, cruise nights, auctions, swap meets, and auto events — over 10,000 events a year! The web site they have now carries the issues online. Cruisin’ style will be at the Funfest show covering the event for subscribers.

INTERNATIONAL MAGAZINE RECOGNITION...

SUPER VW MAGAZINE
http://www.supervwmag.com/vwus/supervw.htm
The initiator and orchestra chief of Super VW Mag is Jacky Morel. His passion for and knowledge of the Beetle makes him one of the world's
greatest experts of the Beetle universe. His magazine is available is widely recognized as the best European VW magazine. Super VW will provide worldwide coverage of the event.

ULTRA VW MAGAZINE
http://www.ultravw.com

A CH Publications magazine, Ultra VW magazine for Volkswagen, Beetles, Campers and Buggies. Ultra VW has quickly become one of the UKs fastest growing air-cooled VW magazines. Ultra VW will be covering Funfest and our Dune Buggy Build.

VOLKSWORLD
http://www.volksworld.com/
VolksWorld endeavors to deliver all the latest news from the air-cooled Volkswagen scene all over the world through it’s magazine and web site. With up to date news, excellent photography, features, readers’ rides, how to’s, history specifications and much more, VolksWorld has been a leader in UK VW magazines since 1987. Volksworld magazine will also be at the Funfest covering our event.

RADIO RECOGNITION…

PREMIER BROADCASTING INC.
http://www.thexradio.com/
Central Illinois Premier Radio Stations will be broadcasting from the event. We will do live updates through the show and the Buggy Build over the PA system. They provide the local radio coverage of the event.

VOLKSCAST RADIO
http://www.richchristensen.com/radio/volkscast.php
VolksCast Radio has been a great supporter of the VW hobby and provides Podcasts of VW shows. They typically cover this event and will also do interviews of the celebrities at the event.
WEBSITE RECOGNITION...

**DUNE BUGGY ARCHIVES .COM**
[http://www.dunebuggyarchives.com](http://www.dunebuggyarchives.com)
All sponsors will receive banner advertising on the DBA website. We have over 110,000 page views per month with 14.7% searching specifically for “dune buggy parts”. We are the largest fiberglass dune buggy website in world, and world wide dune buggy authorities. We will feature a step by step web version of the Buggy Build demonstrating all of the Sponsor's products we used.

**THE SAMBA**
[http://www.thesamba.com](http://www.thesamba.com)
TheSamba.com is one of the largest VW communities on the internet today. We will continue to promote the Buggy Build here before and after it is complete.
Number of unique visitors: 429,307
Average visitors per day: 54,201
Total visits: 1.7 million
Page views: 30.9 million

The buggy forum alone has had over 32,000 unique visitors

**THE MANX CLUB**
[http://www.manxclub.com](http://www.manxclub.com)
The Manx Club ownership has sponsored a replacement dash for the project. The members of the Manx club are all cheering to see this event happen. Right there in Central America. We are working with Manx Club members who will donate their time and efforts during the Buggy Build. A quick Thanx in advance.
…Other Media Outlets who will be getting a Press Release before and after…

KitCars.com
KitCarMag.com
PremierKitCars.com
KitcarsForum.com
KitCarMagazine.com
KitCarUSA.com
Priceofhistoys.com
Roddster.com
MotorTrend.com

Car Shows mean Customers …

Mid America Fun Fest- 8,000+ VW nut spectators 1500+ Air-Cooled VWs
Manassas Bug Out- 7,000+ VW nut spectators 700+ Air-Cooled VWs
Good Guys Columbus- 6,000+ show cars100,000 Good Guys readers
Volks Fest Columbus- 3,000 VW nut Spectators 400+ Air-Cooled VWs

We will be showing the project car for at least the next 3 show seasons. These are the largest events we will be attending to display the Buggy Build Project. At every event we will be making the Buggy Build Flyers available and will have a display board of parts and sponsors. All sponsors no matter what level of involvement will be featured at every show we tour. We typically attend 10 shows per year. We will also provide sponsor
updates via our website. I plan to have a continuous Blog set up to follow all of the shows we take the Buggy Build Buggy to.

Our show trailer will also be displaying any decals that Buggy Build Sponsors provide us with. We would like 3 of each decal you are providing to do both sides of the trailer and the ramp door at the rear.

EVENT SPONSOR – Mid America Motorworks
Mid America Motorworks came to us with a proposal to hold this event at their show, after reading messages posted and traded by VW fans on thesamba.com website. They are the inspiration for taking on this project of tremendous size in such short time. A once in a lifetime opportunity to gather VW enthusiasts and build the ultimate project.
Since their show is featuring Bruce Meyers and Meyers Manx, we thought it would be perfect for this project. Mid America will be featured on all advertising banners, our trailer, and the website coverage. Thanks again Mike, Eric, Matt and everyone at MAM.

**OFFICIAL SPONSORS**

As an official product sponsor your product name will be strongly associated with our marketing and promotional efforts. You will receive banner advertising on our dedicated VW Dune Buggy website. You will also be able to provide vinyl decals for our “show tour” trailer that will continue to promote this event for the next 2 years as we tour shows.

Exclusive product association is granted at this sponsorship level, and your product or service will be mentioned in advertising as the “Official Transaxle” of “Buggy Build 08” before during and after the event.

Sponsors are also afforded the opportunity to include this “official” status in their own marketing and advertising efforts. Official Sponsorship status is awarded to any specific sponsorship of items needed to complete the project.

**Original Meyers Manx Dune Buggy Body**

www.dunebuggyarchives.com

The dune buggy archives website group as contributed the body for the build. This vehicle will be a promotional vehicle for the website and for all sponsors. It will tour VW shows and promote all sponsors for at least the next two show seasons. Our Show List is detailed below and will offer a great mix of exposure for our sponsors.

**Berrien Buggy Nostalgia Tube Chassis**

www.berrienbuggy.com

Berrien Buggy of Michigan has provided us with a standard production tube chassis designed to fit a Manx style fiberglass dune buggy. The chassis features the use of standard VW components and a composite fiberglass floor. The chassis requires no special tools or cutting or fabrication for assembly. Our goal is to show VW enthusiasts that could build their own dune buggy from products that are readily available through mail order or online.

**1776cc Turn Key Engine**

www.dunebuggyarchives.com

The engine for the project has been assembled from parts supplied by Dune Buggy Archives members. The block is a MOFOCO long block as seen in Hot VW's in the Project Streetwise Car. This 1776cc LongBlock comes complete with new engine case, counterweighted crank, hydraulic lifters and cam, high volume filter style oil pump,
dowelled 12 lb. flywheel, Mahle 90.5mm piston and barrels, and MFC 042 heads and the carb is single Dell. Chrome fans shroud from EMPI. CB performance pulley. EMPI valve covers.

**Dune Buggy Style Exhaust- sponsorship available**
We are looking for a quiet system for street use. We would like to see a Baja style quiet pack or SideWinder style muffler. Like the original Meyers Manx buggy ran. We would prefer to use the jet coated look over chrome for longer service from the unit. If you are interested in sponsoring an exhaust for the project please contact us.

**Swing Axle Transmission- sponsorship available**
The chassis design is set up for a Ball Joint front Axle and a Swing axle rear. We had Transaxle Sponsor lined up but, has decided he will not be able to participate. We are actively seeking a sponsor for the Transaxle. It would need to be a shop that produces them and markets them for shipping nationwide. We would like to have whatever package they would commonly recommend for the building of a street VW. If you are interested in sponsoring the Transaxle please contact us.

**Interior Upholstery of Seats and panels – www.tijuanakustoms.com**
The seats front and rear are available through Tijuana Kustoms Inc. They are also providing the interior side panels.

**Wind Wings- www.tijuanakustoms.com**
Wind Wings are a TJK product to re create the vintage look and function. Top Quality.

**Molded Dune Buggy Carpet- www.tijuanakustoms.com**
This is a new product from TJK it fits the shortened VW pan without modification. It is the only rubber backed injection formed dune buggy carpet kit on the market.

**Sombrero top- www.tijuanakustoms.com**
The Sombrero Top is a brand new product from TJK. It is still in development and there are no pictures yet.

**Buggy Blanket- www.tijuanakustoms.com**
The Buggy Blanket is a custom designed car cover to fit fiberglass Manx Style Dune buggies. TJK is supplying one of these for the Buggy Build project. Every buggy needs one.
Kustom Fit Brake Lines-
www.tijuanakustoms.com
TJK has designed a special Meyers Manx length stainless steel brake hard lines set. We will be using this item and promoting it for dune buggy restorations online.

Drop Spindle front Disc Brakes- EMPI
www.empius.com
EMPI is sponsoring a Wide 5 dropped spindle disc brake kit for the project. We will be getting the front as low as possible with adjusters and dropped spindles.

Rear Disc Brake Kit- Mid America Motorworks
www.mamotorworks.com
Our main sponsor Mid America Motorworks is also providing us with a rear disc brake kit. This should cover everything we need to install the brakes.

American Racing Torq Thrust II's- www.ronsrims1.com
We were not able to get American Racing to participate at this time. A local dealer for ARE stepped up and helped us out on the purchase and wheel accessories. Thanks again to Ron at RonsRims1.com of Edinboro PA.

BF Goodrich Radial T/A's- sponsorship available
We have chosen a nice white letter street rod style tire for the project. The rims we will be using are 14x6 fronts and 15x10 rears so we are seeking tires for the project that will fit these rims. We have been unsuccessful in securing a tire sponsor at this time. If you are interested in sponsoring the tires please contact us.

Street Rod Style Gauges- sponsorship available
The project theme is centered around a vintage style, but using updated components. We are looking for a gauge manufacturer who would be interested in sponsoring a gauge kit we could use in the project. I would like the company to offering direct purchasing via the Internet or by mail order. This will follow our idea for the average builder to be able to acquire the items they saw us use in the buggy build to build their own. If you are interested in sponsor the projects gauges please contact us.

Wiring Harness for VW / Street Rod style- sponsorship available
We are seeking a wiring harness kit retailer who would like to promote their do-it-yourself wiring kits by sponsoring the projects wiring. If you are interested please contact us.
Marine Sound System- Alpine Electronics

www.alpine-usa.com

We are interested in installing a marine sound system in the project. Our choice would be a system able to handle MP3 or Ipod inputs. Since the vehicle is open to the weather it would be best to use marine components. We are interested in a mid level 4 speaker system that could be ordered and installed by an average skill level consumer. If you are interested in sponsoring our sound system please contact us.

Sealed Style Battery- sponsorship available

We are interested in using a sealed style battery for the project. The sponsor should be marketing batteries for off road use and looking for new areas to reach. Many VW owners would benefit from a sealed battery system as floorboards in the VW take heavy damage from leaky batteries. If you are interested in sponsoring our battery please contact us.

VW retail catalog items- sponsorships available

We are looking for air cooled VW catalog sponsors who would be willing to provide some of the smaller items that will be needed to complete the build. These items are typically advertised by these retailers as price point items in HotVws magazine. The following list are additional items that can be sponsored by retailer or retailers interested being part of the Buggy Build project and our promotional efforts. Any retailer sponsoring some of these items will receive “Official Sponsorship” benefits also.

Talbot style chrome mirrors
Billet rear view Mirror
Chrome Tie Rods with dampener mount
Billet steering box cover
Chrome Trailing arms Swing Axle

Chrome Axle Tubes
Adjustable Front Axle Beam
Chrome E brake handle kit
Wheel Adapters 5 lug to 4.75 Chevy
Buggy Whip Antenna
Front and rear chrome bumper cages
Urethane busing and mounts

Lowered Ball Joints
Master Cylinder and reservoir
Stainless steel flexible brake hoses
Steering Wheel and adapter kit
Chrome fire extinguisher
At a Glance Benefits for Sponsors…

Logos for banner vehicle and trailer
Announcements during event
Press Releases
On Site demonstration
One hour technical seminar
Volunteers installing sponsored products
Passes for sponsors
Promotional Brochure
Promotional T-shirts
Distribution of literature
Media Coverage
Web Site Presence
Show Tour of Vehicle

For more information, please fill out the enclosed information and fax it back to us at (304) 422-6699, or simply email us at dunebuggyarchives@suddenlink.net and we’ll respond right away, Our Deadline is May 20th for Sponsorship!

Name: _________________________________________
Title: ___________________
Company Name: ________________________________
Email: ______________________
Address: _______________________ City: ____________________________
State: _____ Zip: _________
___ Yes, I am interested in sponsoring _________________________________

I will be attending the show and will deliver the parts in person. _____Y _____N
I will not be able to attend the show but, will ship the parts needed ____Y_____N
I need contacted to make arrangements. ______________________________