

PROGRAM:

A. Total Investment

1. To be determined according to the total involvement.
2. Advertising and sales promotion program to support the "American Effort to Win the World Championship" Club.

B. Return of Investment

The "American Effort to Win the World Championship" Club would solicit donation - memberships through the sponsor's product advertising, sales promotion and public relations programs. The coordination and management of the Club will be the responsibility of Jim Cook Associates and will be integrated with all Vel's Parnelli Jones Team, Mario Andretti and Al Unser racing programs.

1. Club Design - The Club is to be a patriotic public relations program designed to attract an American following and American support, both through fan interest and financial, to place the American Formula I Team in the strongest possible position to win the World Championship for America. The central theme must be -- The American Effort.
2. Membership Drive - Club memberships are to be sold as follows:
 - Individual - \$25 per year
 - Corporate - \$100 per year

The memberships will be promoted through:

- Sponsors' advertising programs (premium offers)
- Auto Shows
- Direct Mail
- Race Track Programs
- Race Team and Driver contracts

3. Membership Includes:

- Club jacket patch
- Club bumper sticker
- Semi-monthly newsletter on Team, drivers and motor racing in general. This would include exclusive interviews, photos, offers, etc.
- Autographed photo of driver with car
- Race to race drawing for Club member to be co-sponsor of Team car with members' name appearing on car in appropriate area. This would include all Championship (Indy type) and Formula 5000 races in addition to all Grand Prix events.
- Special Grand Prix trip offers and accommodation arrangements.
- Sponsor offers

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4. Membership Funds or Income:

Income above operating expenses will be used to return the dollar investment to the sponsor. If the Club program is operated as planned, with the proper sponsor advertising support, the membership should grow to the status that the sponsor's entire investment will be returned. Therefore, the sponsorship is an investment that may be returned if sufficient income is derived through membership fees. The first year may be the most difficult in generating the total sponsorship fee for the sponsor. However, the program is to be for a minimum of three years and should grow substantially over that period. The yearly goal is to sell 30,000 individual memberships that should cover the operating expenses and the return of the entire sponsorship fee.

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