



X SPORT MARKETING
900 Calle Plano - Unit N
Camarillo, CA 93012
1.877.8.XSPORT

August 2006

Dear MotorSports Industry Member:

I would like to take just a moment from your busy schedule to introduce you to XSport Marketing - an eXtreme sports public relations and marketing firm. With many years of experience in the field, we understand the critical elements required to develop a successful eXtreme sports company.

The attached will detail some of the benefits of working with XSport Marketing and how we can not only reduce your burdens, but boost the demand for your products and services - resulting in increased sales and enhanced peace of mind.

I look forward to discussing how XSport can help you with your marketing and PR needs. Feel free to call me after your review.

Kind Regards,

Cory B. Soper
Director of Sales & Marketing
XsportMarketing



Why do I need a Public Relation and Marketing firm?

If you are selling products or service, and you wish to win a bigger market share, then you need a public relations and marketing specialist. Sure, you can hire an in-house person, but will they have the proper resources? Will they be able to cover all aspects from concept to creation? Will they be cost effective after you consider their compensation, benefits package and employment risk? ...The smart alternative... hire a diverse team specializing in the many aspects of public relations and marketing - X Sport Marketing, the eXtreme sports public relations and marketing firm (XSport).

Overview

X Sport Marketing is the eXtreme sports public relations and marketing firm strategically located between Los Angeles and Santa Barbara, in Southern California. The firm was organized from industry professionals in order to provide its clients with both our schooled knowledge and our direct industry experience unmatched by other firms. XSport is ready to be your crew chief and pit crew for your next campaign.

The XSport Goal

Our goal is to provide our clients broad exposure to the eXtreme sports industry and beyond through various mediums, combined with targeted exposure that will result in overall client branding and maximum revenue opportunities.

XSport - Who we are

- "We are what we do" – XSport was born from the business involvement of its members in the eXtreme sports industry. We know from the driver's seat what is necessary to drive a business in the eXtreme marketplace, whether to bring products or services to market, create a buzz, enhance market share or monetize the rewards.
- Beyond their practical experience, the XSport members are a group of diverse business professionals consisting of marketing graduates, sales and marketing managers, graphic designers and a certified public accountant. Our group is tuned for performance... allowing us to attack and conquer most any of your marketing and public relations needs.
- Having a Certified Public Accountant as part of the crew keeps our clients' budgets in check. By developing a budget with our clients in the beginning, everyone will understand the boundaries we need to work within, which actually enhances our results.

The Marketplace - Where it happens

- Averaging over 15 years of experience per member, the XSport group has built industry relationships that benefit our clients when looking to quickly disseminate their information.
- With our current involvement in the eXtreme sports industry, we can enable a grass-roots campaign for our clients quickly. Working from the "streets" the buzz becomes viral.



Services - What you need

XSport is a full service firm, providing the specific services that our clients “need.” All too often a blanket approach is taken by firms, wasting time, money and energy, while we study the client, their needs and target demographics, then we focus our approach for specific and measurable results.

- **Corporate Identity** – The foundation to a company’s branding efforts and shelf-recognition of its products.
 - Logos – Stationary - Packaging

- **Public Relations** – Getting Exposure / Driving Demand
 - *Announcements* that will brand your company, create a demand, start the buzz, and if necessary provide crisis management.
 - *Complete Planning* –all our work is based on a solid foundation of joint planning between the client and XSport, which places everyone on the same track... ready to ride!
 - *Press releases* – the basics to public relations, a consistent flow of information to key media outlets assures consistent exposure.
 - *Image Branding Photography* is the basis to your print ads. XSport can assist your photographer or arrange for photoshoots on location or in the on-premise XSport studio, here in SoCal.
 - *Print Collateral* is developed to meet the needs of the campaigns, which are usually themed. Unlike the often seen over Photoshopped ads with no focus, XSport ads are developed... making sure the ads contain your message both in print and visually. With the XSport process we... think of the Concepts -> create or collect the Elements -> layout the Creation -> add the Copy (text) -> and when satisfied, we Disseminate the final product.
 - *Media Kits* – Be prepared with a media kit containing your company’s information, art work and images. This will allow you to deliver a clear and concise overview of your business, products and services when asked by various media outlets.

- **Marketing** – Revenue Recognition
 - *Complete Planning* – Written Marketing Plans are the foundation to which we work. Your plan will be the results of the sharing of ideas, market research and goal planning, and will outline the steps for your business to run a successful marketing campaign.
 - *Budgeting* – As part of your marketing plan, or as a separate project... XSport will help you develop a budget for your marketing plan. XSport will then work within your budget’s parameters providing you the peace of mind... knowing your spending allowance will be followed.
 - *Demographic research*... Do you know the target market for your business? Whether you request our basic or in-depth research, the results will allow you to tailor your marketing and public relations plans to achieve the best results.
 - *Test Market* – when required, we can provide test market analysis to determine the feasibility of your products and services, before you commit to extensive capital investments.
 - *Sales Presentations*: We create compelling sales presentations designed for every phase of the sales process, either developing completely new ones or tuning up existing presentations.



- **Media Purchasing** – XSport can provide media recommendations, a media budget and through our experience and industry clout, we can negotiate the best ad rates.
- **Event Management** – XSport has promoted several eXtreme events from coast to coast. Our experience can make your event a headache-free success.
- **Internet** – XSport provides full internet support. Beyond another medium for our usual public relations and marketing efforts, we delve into the IT side by providing:
 - Website hosting – design – creation – e-commerce solutions
 - SEO – Search Engine Optimization – All the latest in tags, key words, pay placement and more, to provide you with search engine results that are strategically placed based on your needs and competition blocking requirements.

Getting it Done - How does XSport do it

- XSport does it through exceptional communication, timely follow-through, and thorough interaction of all aspects of your marketing needs from our marketing experts.
- Beyond our external network, XSport is always working our network from within our group of clients, bringing an added benefit to our clients. Since we specialize in the eXtreme marketplace, many of our clients have successfully cross-promoted their products and services.
- Through long term relationships XSport provides assurance that you receive a professional approach directed toward growth.
- We know your success is measured independently at your bottom line, accordingly, we monitor your success.

Are you ready to make an impact with your product or services?

If you are ready to expand your market share... we want to make it happen for you! Call us and start the process of becoming a leader in the eXtreme sport industry.

1-805-389-4248
XSportMarketing.com