



Introduction:

The members of Blue Line Racing attend over 50 events throughout western Canada and the United States every year, exposing our sponsors to people ranging in age and interests. Everyone we come in contact with has two things in common; they are car enthusiasts and they are drawn to our display.

Purpose:

I am contacting you on behalf of Blue Line Racing Association to request your sponsorship of our program. Blue Line Racing Association operates the Edmonton Police Service's Street Legal Program.

What is Blue Line Racing?

Blue Line Racing Association is a nonprofit organization run by a volunteer group of police officers who are all members of the Edmonton Police Service.

Blue Line Racing is funded solely by community partners; therefore no tax dollars are used.

What is the Edmonton Police Service's Street Legal Program?

Racing in the streets of Canada's urban centres is a real problem, one that at times claims innocent lives. As members of the Edmonton Police Service, we are concerned about this growing trend in our community. The Street Legal Program evolved as a result of that concern. This program allows our members to get into the community and talk to the racing community using police race-cars.



Brief History:

The Street Legal Program is currently in its 13th year of community service in the Edmonton area. The program was officially unveiled to the public on May 22, 1997 with a 1972 Plymouth Duster. Over the next 7 years, the Team attended hundreds of events exposing the program to millions of people, through media and personal appearances. The Street Legal Team saw the need to expand into the Sport Compact market, and on February 26, 2004, a Tiburon, donated by Hyundai Canada, was unveiled to the public. Its appeal to the youth and tuner culture opened several doors for the Program and the police. The following year, a Ducati 749 motorcycle was donated by Ducati Canada and Argyll Motorsports. Despite its huge success, the bike program was forced to terminate after 2 years due to internal liability issues. We have since added a 2008 Dodge Challenger and a 2009 Ford Mustang to our fleet. No matter which vehicle we use, we generate a large amount of interest with the public and media. We have been in papers across Canada and magazines throughout North America. The use of internet has given us international recognition.

Community Policing Partnership

We make several appearances throughout the community. This is where we speak with everyone from children to seniors. We display our cars in malls, car shows, and parades in order to expose the program and our sponsors to the public and deliver our message.

Crime Prevention

Although there is no way to measure the success of the program as related to decline or incline of street racing, We encourage all young person's to test their abilities at a safe sanctioned race track. Together with our local track, Castrol Raceway, we hold approximately 20-22 Street Legal race events each year. We have had a tremendous show of support from the young drivers in the community, averaging 175 participants and 1500 spectators at each event.

Education

Our program specifically targets young person's ages 14-25, while most other programs are geared for the elementary student. We talk about traffic safety and our theme is anti-street racing. We discuss their abilities to operate a vehicle in a safe and responsible manner. We use the race cars as a means to get the attention of the youth in our communities. We have made hundreds of appearances at schools, community events, and at the race track.



Blue Line Racing Association Objectives and Mandate

Promote traffic safety and responsible driving.

Strive to reduce street racing by providing heightened awareness and safe racing alternatives.

Cultivate a positive relationship between young drivers and police.

The Team:

Mike Wynnyk

Constable Wynnyk, a licensed mechanic, has been a police officer since 1991. He's had a passion for drag racing since his early teens and by age 17, had built his own car. Mike's early experiences with drag racing began like many kids - on the streets. But a collision caused by racing was the turning point in his life. He took his race car to the track and now wants to use the sport to help prevent other kids from making a serious or fatal mistake.

Terry Innes

Terry has been a police officer since 1987. Terry has been a racing fan for years and sees Street Legal as an excellent opportunity to use a personal interest to make a difference.

Blair Dezwart

Blair has been a member of the Edmonton Police Service since 1999. He has always had a passion for fast cars and racing. While on duty one night his interest was piqued in the Street Legal after seeing the devastation caused by street racing.

Keane Block

Keane has been a police officer since 2002, he is the newest member of Blue Line Racing. Keane has always had an interest in cars and motorcycles. Keane views the Street Legal program as a great opportunity for the public to have a positive interaction with police



1972 Plymouth Duster

Description:

The 1972 Plymouth Duster is a certified race car which is used at many tracks. We race against other police teams, other racers in non-electronics class, and we are used for many of the tracks “feature and exhibition” races.

Specifications:

410 small block – 600 hp

904 auto trans, 5100 rpm stall

Dana 60 rear-end



2003 Hyundai Tiburon

Description:

Pre-production Model

A street legal import “tuner” car used in feature and exhibition races during drag racing events. Attention getter of today’s young drivers.

Specifications:

2.7 L V6 250 hp

6 speed manual transmission

50 hp shot of N.O.S.



2008 Dodge Challenger

Description:

With the recent outbreak of the new muscle car era, the Street Legal Program is continuing to stay innovative and on the fore front of technology. Chrysler Canada Inc. has generously donated a 2008 Dodge Challenger to Blue Line Racing Association.



2009 Ford Mustang GT

Description:

This is a multipurpose race car; One that can be used at Castrol Raceway and various track events around the city.

Specifications:

4.6 L 3v V8 500 hp
Supercharged
FR3 Handling Package
Hurst Shifter
12.8 @ 111 mph



Sponsorship:

1. Sponsorships are essential for Street Legal Program to continue, because NO tax dollars are used. Donations of products and funds allow us to keep and upgrade our cars and continue delivering our message each year.
2. This program is run by a volunteer group of police officers under a non-profit organization called Blue Line Racing Association.
3. All sponsorship is tax deductible. Tax receipts are available upon request.

What does this mean for you as a Sponsor?

- Excellent company exposure with a legitimate purpose.
- Ability to get involved with kids that is responsible and unique.
- Tax deductible.
- Your company name will be associated with a program that has good community involvement.
- Brand name recognition in association with law enforcement.
- There is no fan more loyal to brand name than racing fans.





As a Sponsor we would require the following from you:

A Cash sponsorship or product donation at one of our four sponsor levels (see below)

As a Sponsor you would receive the following from Blue Line Racing:

PLATINUM

A sponsorship of \$10,000.00 will get your company platinum status.

In return your company will get:

- Exposure at local schools, malls, and community events.
- High media coverage.
- Appearances at NHRA / IHRA sanctioned race tracks
- Appear in Capital Ex Parade.
- Display of your company name/logo on 3 sides of the race car. (major 8x16)
- Display of your company name/logo on 2 sides of enclosed car trailer.(billboard style 20 x 36)
- Display of your company name/logo on uniform shirts.
- Hang banner of your company name/logo in pit or at venue.
- Company name & logo printed on photo cards
- Your company name will be mentioned at all media interviews.
- Use of the race car to promote your company
- Internet exposure

GOLD

A sponsorship of \$5,000.00 will get your company gold status.

In return your company will get:

- Exposure at local schools, malls and community events.
- High media coverage.
- Appearances NHRA / IHRA sanctioned race tracks
- Appear in Capital Ex Parade.
- Display of your company name/logo on 2 sides of the race car. (6 x 12)
- Display of your company name/logo on 2 sides of enclosed car trailer. (10 x 20)
- Use of the race car to promote your company
- Your company mentioned in media interviews
- Company name printed on photo cards
- Internet exposure.

SILVER

A sponsorship of \$2,500.00 will get your company silver status.

In return your company will get:

- Exposure at local schools, malls, and community events.
- High media coverage.
- Appearances at NHRA / IHRA sanctioned race tracks.
- Appear in television commercial. (pending approval)
- Appear in Capital Ex Parade.
- Display of your company name/logo on 2 sides of the race car. (4x10)
- Display of your company name/logo on 2 sides of enclosed car trailer. (6x12)
- Company name printed on photo cards.
- Use of the race car to promote your company
- Internet exposure.

BRONZE

A sponsorship of \$1,000.00 will get your company bronze status.

In return your company will get:

- Exposure at local schools, malls, and community events.
- High media coverage.
- Appearances at NHRA / IHRA sanctioned race tracks.
- Appear in television commercial. (pending approval)
- Appear in Capital Ex Parade.
- Display of your company name/logo on 2 sides of the race car. (3X8)
- Company name printed on photo cards
- Internet exposure

*All measurements of logos are approximate, First consideration is given to aesthetics of vehicle.

*All packages are negotiable