

CIVIL AIR PATROL
RACING INTO THE FUTURE



Presented By:

CAMP & ASSOCIATES, INC.

ASHTON LEWIS, JR.



www.ashtonlewis.com

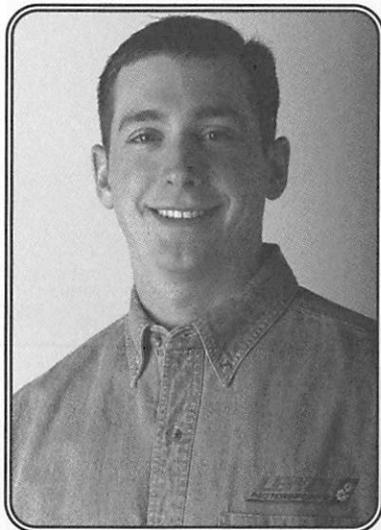
ASHTON LEWIS, JR.

CAREER HIGHLIGHTS

- 2000** Competed in 11 NASCAR Busch Series races with a best finish of 17th at Michigan Speedway
- 1999** Worked as head engineer at Akins Motorsports which fielded two NASCAR Busch Series cars
- 1998** Career best third-place finish in only his fourth start in the Busch Series event at Watkins Glen Int'l
- 1998** Competed in seven NASCAR Busch Series events for NorthStar Motorsports
- 1996** Along with his brother Charlie Lewis, built a NASCAR Winston Racing Series Late Model Stock Car as part of a college senior project and drove it to six wins and five poles at Langley and Southampton Speedway
- 1993-96** While completing his mechanical engineering degree at Old Dominion University, Lewis competed in three NASCAR Busch Series races and the NASCAR Winston Racing Series at Langley Speedway
- 1993** Competed in his first NASCAR Busch Series event at Watkins Glen Int'l
- 1993** Won Late Model Rookie-of-the-Year at Langley Speedway
- 1993** Moved from open wheeled racing to full-bodied cars
- 1992** Awarded Team USA Scholarship to compete in the British Formula Ford Championship finishing 15th of 176 entries. Other recipients of this scholarship include Jimmy Vasser, Bryan Herta and Jerry Nadeau
- 1992** Finished second in Zerex Saab Pro Series - two wins, eight podiums and one pole in 12 starts
- 1991** Won Skip Barber Midwest Formula Ford Championship - 14 wins in 16 starts
- 1991** Won eight of 16 races in the Eastern Formula Ford Championship
- 1990** Finished eighth in the Skip Barber Midwestern Series - two wins in 16 starts

LEWIS MOTORSPORTS 2001 "FAST FACTS"

- Driver:** Ashton Lewis, Jr. Lewis Motorsports made their debut in 2000 by running a limited schedule on the NASCAR Busch Series.
 - Crew Chief:** Charlie Lewis
 - Team:** Lewis Motorsports
 - Car:** #46 Lewis Motorsports Chevrolet In 2001, Lewis Motorsports plans to run a full NASCAR Busch Grand National Series schedule in an effort to gain valuable seat time for driver Ashton Lewis, Jr. and a young and eager crew.
 - Car Owners:** Ashton Lewis, Sr.; Ashton Lewis, Jr.; Charlie Lewis
- In September of 1999, Lewis Motorsports began as a venture between a father, Ashton Lewis, Sr., and his two sons, Ashton Lewis, Jr. and Charlie Lewis.
- The Lewis family is from Chesapeake, VA, and Lewis Motorsports is located in Concord, NC.



ASHTON LEWIS, JR.

- Hometown:** Chesapeake, VA
- Residence:** Concord, NC
- Date of Birth:** January 22, 1972
- Height & Weight:** 5'7", 165
- Status:** Single



For Sponsorship and Media Information, Contact Camp & Associates, Inc.

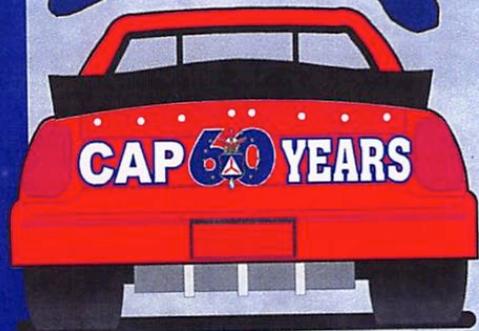
TEL: 704-788-7979

FAX: 704-782-5477

racecamp@aol.com

2001 BUSCH SERIES SCHEDULE

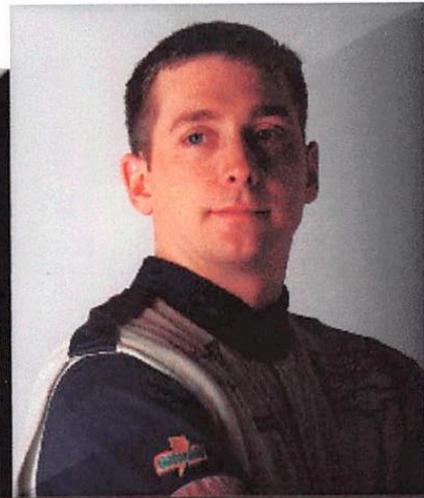
| DATE | FACILITY | TV |
|----------|------------------------------|-----|
| Feb. 17 | Daytona Int'l Speedway | FOX |
| Feb. 24 | North Carolina Speedway | FX |
| March 3 | Las Vegas Motor Speedway | FX |
| March 10 | Atlanta Motor Speedway | FX |
| March 17 | Darlington Raceway | FX |
| March 24 | Bristol Motor Speedway | FX |
| March 31 | Texas Motor Speedway | FOX |
| April 14 | Nashville Speedway | FX |
| April 21 | Talladega Superspeedway | FOX |
| April 28 | California Speedway | FOX |
| May 4 | Richmond Int'l Raceway | FX |
| May 12 | New Hampshire Int'l Speedway | FX |
| May 20 | Nazareth Speedway | FX |
| May 26 | Lowe's Motor Speedway | FOX |
| June 2 | Dover Downs Int'l Speedway | FX |
| June 16 | Kentucky Speedway | FX |
| July 1 | The Milwaukee Mile | FX |
| July 8 | Watkins Glen Int'l | TBS |
| July 14 | Chicagoland Speedway | NBC |
| July 21 | Gateway Int'l Raceway | TBS |
| July 28 | Pikes Peak Int'l Raceway | NBC |
| Aug. 4 | Indianapolis Raceway Park | TBS |
| Aug. 18 | Michigan Int'l Speedway | TBS |
| Aug. 24 | Bristol Motor Speedway | TBS |
| Sept. 1 | Darlington Raceway | TBS |
| Sept. 7 | Richmond Int'l Raceway | TBS |
| Sept. 22 | Dover Downs Int'l Speedway | TBS |
| Sept. 29 | Kansas Speedway | TBS |
| Oct. 6 | Lowe's Motor Speedway | TBS |
| Oct. 13 | Memphis Motorsports Park | TBS |
| Oct. 27 | Phoenix Int'l Raceway | TBS |
| Nov. 3 | North Carolina Speedway | TBS |
| Nov. 10 | Homestead-Miami Speedway | NBC |





CIVIL AIR PATROL

NO. 46 CAP CHEVROLET



NASCAR Busch Series Sponsorship
Revenue Projections

| Projected Income Source | FY 02 | FY 03 | FY 04 | Totals |
|--|------------------------|------------------------|------------------------|-------------------------|
| Increased Membership Revenues (1) | \$ 220,000.00 | \$ 285,000.00 | \$ 328,000.00 | \$ 833,000.00 |
| Individual Associate Sponsorship (2) | \$ 350,000.00 | \$ 525,000.00 | \$ 700,000.00 | \$ 1,575,000.00 |
| Corporate Associate Sponsorship | \$ 850,000.00 | \$ 1,360,000.00 | \$ 1,700,000.00 | \$ 3,910,000.00 |
| Merchandising - Catalog (3) | \$ 500,000.00 | \$ 575,000.00 | \$ 661,250.00 | \$ 1,736,250.00 |
| Merchandising - CAP (4) | \$ 812,500.00 | \$ 934,375.00 | \$ 1,074,531.25 | \$ 2,821,406.25 |
| Corporate Charitable Gifts for CAP Fundraising Priorities | \$ 1,000,000.00 | \$ 1,500,000.00 | \$ 2,000,000.00 | \$ 4,500,000.00 |
| Special Events - Wings | \$ 170,000.00 | \$ 170,000.00 | \$ 170,000.00 | \$ 510,000.00 |
| Total Income | \$ 3,902,500.00 | \$ 5,349,375.00 | \$ 6,633,781.25 | \$ 15,885,656.25 |
| Program Costs | \$ 3,506,250.00 | \$ 3,785,000.00 | \$ 3,948,750.00 | \$ 11,240,000.00 |
| Net Income | \$ 396,250.00 | \$ 1,564,375.00 | \$ 2,685,031.25 | \$ 4,645,656.25 |
| Advertising Exposure (5) | \$ 7,012,500.00 | \$ 7,570,000.00 | \$ 7,897,500.00 | \$ 22,480,000.00 |

Notes:

(1) Annual net increase of 15%

(2) Associate Sponsorships @ \$35 per donor

(3) Catalog projections with 15% annual increase

(4) Internal projections with 15% annual increase

(5) Assumes a factor of 2 times program cost

CAMP & ASSOCIATES, INC. OVERVIEW



Camp & Associates, Inc. ("C&A") is a full-service, turn-key firm specializing in all aspects of motorsports marketing, communications, and sponsorship platforms.

A commitment to quality relationships and personal service has served as the foundation for the steady pattern of growth of C&A. An example of that commitment is best demonstrated by the relationship with Joe Gibbs, former Super Bowl winning coach of the Washington Redskins. Gibbs hired Camp for public relations and consultant to his racing team prior to the first year of competition. Now eleven years later, C&A continues to be retained by Gibbs and several of Gibbs' sponsors. C&A has represented the International Motorsports Hall of Fame for more than 11 years as well.

From the firm's inception in 1991, founder Larry Camp has overseen the continued growth of expertise for the agency and, in return, has expanded the client roster with some of the most recognized names in business. C&A's continued development includes the addition of new clients and the expansion of opportunities for existing clients, such as Raybestos (Brake Parts, Inc.), Johnson Controls, MBNA America Bank, New Holland Construction, Mayflower Transit, Active International and, most recently, The Miss America Organization.



CAMP & ASSOCIATES, INC. OVERVIEW

A milestone in the growth of the company came in 1998 when C&A was selected by the National Association of Stock Car Auto Racing (“NASCAR”) to produce a nationwide Fan Tour to celebrate the 50th Anniversary of the sport. As one of only a few agencies outsourced by NASCAR for this historic, year long series of events, C&A created an interactive display which toured the country from February through November. C&A managed all aspects of the program and coordinated a national public relations campaign as a part of the tour.

C&A is looking forward to the future, as it currently has several projects underway which would bring additional resident experience to the firm. Although C&A continues to grow in clients and services, its has been selective in its expansion to assure that existing clients continue to receive the personalized attention they have come to expect.



“SPORTS MARKETING AND PUBLIC RELATIONS HORSEPOWER”

MISSION STATEMENT

Create a comprehensive motorsports marketing platform for the Civil Air Patrol which will accomplish national branding, increased sponsorship, and long-term growth.

SPECIFICS

Creation of a motorsports marketing platform will accomplish:

- ★ National recognition (branding) of CAP mission/programs*
- ★ Provide a platform for active membership and cadet recruitment*
- ★ Generation of support database for long-term participation*
- ★ Provide a platform aviation education and youth development programs*
- ★ Increased business-to-business opportunity*
- ★ Increased relationship building with existing supporters*
- ★ Increased membership morale and excitement for CAP*
- ★ Pinpoint targeting of NASCAR/Corporate flying community*
- ★ Establish CAP image as innovative leader*

STRATEGIES

- ★ *Create a NASCAR marketing platform using a **Primary Sponsorship** of a NASCAR Busch Series race team*
- ★ *Take advantage of the brand loyalty of NASCAR fans by developing a **Simulator Program** featuring racing and flight simulation which can be used in recruiting members/cadets, database development, and solicitation of support*
- ★ *Develop an **Elite Hospitality Program** to entertain partners, valued members, cadets, donors, and potential donors in a VIP atmosphere which will generate support, loyalty, and excitement within the organization*
- ★ *Use the program to cultivate **“Business-to-Business” Relationships** which will increase corporate support of CAP*
- ★ *Use NASCAR racing as a means of developing an **Innovative National Advertising Campaign** featuring the team and its’ driver*
- ★ *Amortize all or major portion of program through merchandise sales, associate sponsorships, recruitment, and corporate support*

NASCAR BUSCH SERIES OVERVIEW

With an average event attendance of 75,000 and yearly television audience of approximately 64,269,280, the Busch Series has become one of the strongest series in motorsports.



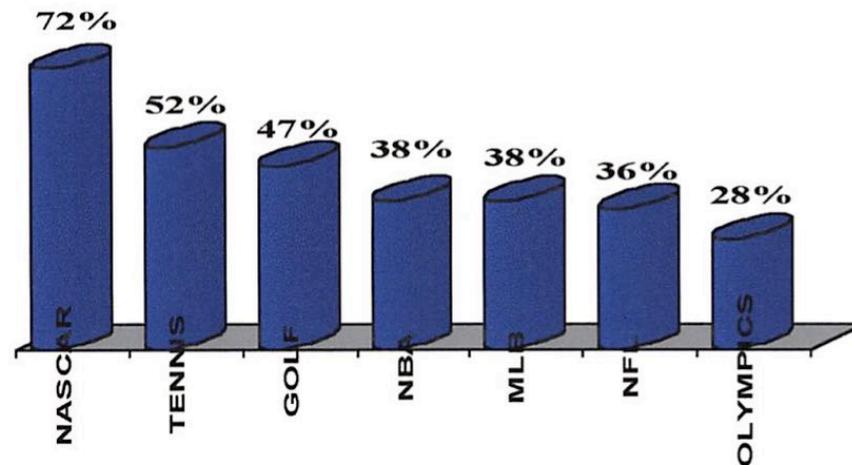
| <i>Team</i> | <i>2001 Mid-Year</i> | <i>Projected 2002</i> | <i>Top Five Teams in 2001</i> |
|-----------------------|----------------------|-----------------------|-------------------------------|
| <i>ACDelco</i> | <i>\$ 9,042,575</i> | <i>\$18,085,150</i> | <i>\$17,828,745</i> |
| <i>MBNA</i> | <i>\$ 8,925,535</i> | <i>\$17,851,070</i> | <i>\$14,202,680</i> |
| <i>Grainger</i> | <i>\$ 7,831,185</i> | <i>\$15,662,370</i> | <i>\$ 9,327,935</i> |
| <i>Nestle NesQuik</i> | <i>\$ 6,645,175</i> | <i>\$13,292,350</i> | <i>\$ 7,460,405</i> |
| <i>Visine</i> | <i>\$ 5,913,100</i> | <i>\$11,826,200</i> | <i>\$ 6,201,815</i> |

2002 NASCAR BUSCH SERIES SCHEDULE

| <i>DATE</i> | <i>TRACK</i> | <i>STATION</i> | <i>DATE</i> | <i>TRACK</i> | <i>STATION</i> |
|-----------------|---------------------------------------|----------------|-----------------|---|----------------|
| <i>Feb. 16</i> | <i>Daytona International Speedway</i> | <i>NBC</i> | <i>July 13</i> | <i>Chicagoland Speedway</i> | <i>NBC</i> |
| <i>Feb. 23</i> | <i>North Carolina Speedway</i> | <i>FX</i> | <i>July 20</i> | <i>Gateway International Raceway</i> | <i>TNT</i> |
| <i>March 2</i> | <i>Las Vegas Motor Speedway</i> | <i>FX</i> | <i>July 27</i> | <i>Pikes Peak International Raceway</i> | <i>NBC</i> |
| <i>March 16</i> | <i>Darlington Raceway</i> | <i>FX</i> | <i>Aug. 3</i> | <i>Indianapolis Raceway Park</i> | <i>TNT</i> |
| <i>March 23</i> | <i>Bristol Motor Speedway</i> | <i>FX</i> | <i>Aug. 17</i> | <i>Michigan International Speedway</i> | <i>TNT</i> |
| <i>April 6</i> | <i>Texas Motor Speedway</i> | <i>FOX</i> | <i>Aug. 23</i> | <i>Bristol Motor Speedway</i> | <i>TNT</i> |
| <i>April 13</i> | <i>Nashville Speedway</i> | <i>FX</i> | <i>Aug. 31</i> | <i>Darlington Raceway</i> | <i>TNT</i> |
| <i>April 20</i> | <i>Talladega Superspeedway</i> | <i>FOX</i> | <i>Sept. 6</i> | <i>Richmond International Raceway</i> | <i>TNT</i> |
| <i>April 27</i> | <i>California Speedway</i> | <i>FOX</i> | <i>Sept. 21</i> | <i>Dover Downs International Speedway</i> | <i>TNT</i> |
| <i>May 3</i> | <i>Richmond International Raceway</i> | <i>FX</i> | <i>Sept. 28</i> | <i>Kansas Speedway</i> | <i>TNT</i> |
| <i>May 11</i> | <i>New Hampshire International</i> | <i>FX</i> | <i>Oct. 12</i> | <i>Lowe's Motor Speedway</i> | <i>TNT</i> |
| <i>May 19</i> | <i>Nazareth Speedway</i> | <i>FX</i> | <i>Oct. 19</i> | <i>Memphis Motorsports Park</i> | <i>TNT</i> |
| <i>May 25</i> | <i>Lowe's Motor Speedway</i> | <i>FOX</i> | <i>Oct. 26</i> | <i>Atlanta Motor Speedway</i> | <i>TNT</i> |
| <i>June 1</i> | <i>Dover Downs International</i> | <i>FX</i> | <i>Nov. 2</i> | <i>North Carolina Speedway</i> | <i>TNT</i> |
| <i>June 8</i> | <i>Nashville Speedway</i> | <i>FX</i> | <i>Nov. 9</i> | <i>Phoenix International Raceway</i> | <i>TNT</i> |
| <i>June 15</i> | <i>Kentucky Speedway</i> | <i>FX</i> | <i>Nov. 16</i> | <i>Homestead-Miami Speedway</i> | <i>NBC</i> |
| <i>June 30</i> | <i>The Milwaukee Mile</i> | <i>FX</i> | | | |
| <i>July 5</i> | <i>Daytona International Speedway</i> | <i>FOX</i> | | | |

BRAND LOYALTY

*NASCAR fans are the most **Brand Loyal** in sports. Not only can race fans identify each driver and their number, they can also identify each sponsor. Racing fans rated at 72% brand loyalty to sponsors, dwarfing the numbers posted by professional golf, football, baseball and basketball.*



“It (NASCAR) allows for a tremendous amount of pure brand exposure on television... NASCAR fans are an extremely brand loyal audience,” said Jim Hoenschield, Lycos’ director of brand marketing and promotions.

RESPONSE TO NASCAR SPONSORSHIP

WHO DOES A GOOD JOB MARKETING THEIR SPORT?

| | |
|-----------------------|-------|
| NASCAR | 96.6% |
| NFL | 86.4% |
| NBA | 82.4% |
| PGA Tour | 72.6% |
| WNBA | 54.5% |
| MLB | 54.5% |
| Olympics | 45.3% |
| NHL | 45.0% |
| Minor League Baseball | 38.8% |

WHICH SPORT HAS A STRONG FUTURE?

| | |
|-----------------------|-------|
| NASCAR | 95.6% |
| NFL | 86.5% |
| PGA Tour | 82.6% |
| Olympics | 66.7% |
| Minor League Baseball | 65.7% |
| NBA | 65.3% |
| MLB | 63.8% |
| NHL | 57.1% |
| LPGA | 56.3% |

In a recent Street & Smith's Sports Business Journal survey, decision makers in major corporations ranked NASCAR #1 in 18 of 20 sponsorship categories including those listed.

WHO DELIVERS GOOD BUSINESS BUILDING PROGRAMS?

| | |
|-----------------------|-------|
| NASCAR | 63.6% |
| LPGA Tour | 38.5% |
| Minor League Hockey | 38.1% |
| PGA Tour | 38.0% |
| NHL | 28.9% |
| Minor League Baseball | 28.6% |
| NBA | 26.8% |
| NFL | 25.6% |
| Olympics | 25.6% |
| MLB | 22.1% |

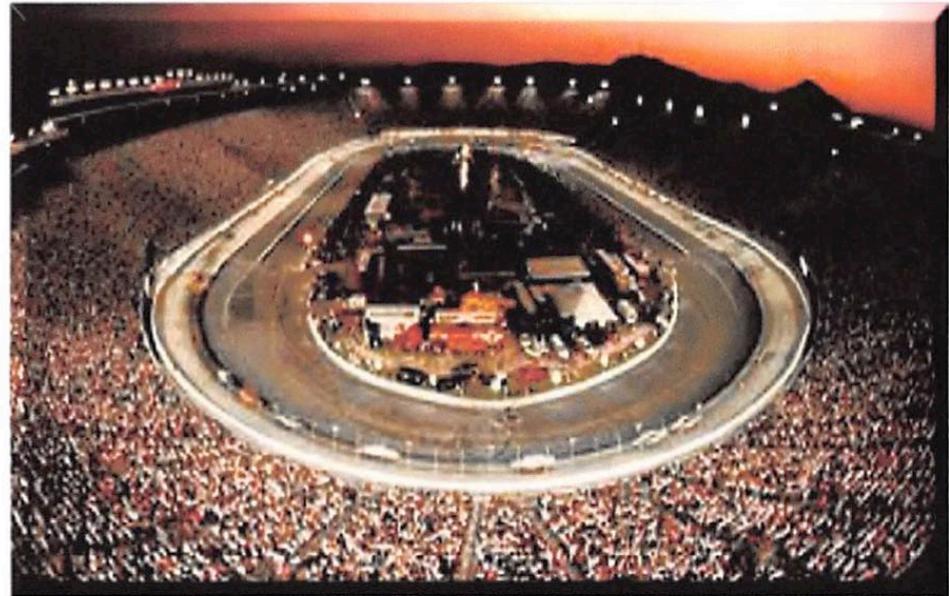
"It (NASCAR) gives you time to get behind the scenes. That's one of the benefits a sponsor has in this sport. You can let {guests} go to the garage and through the pits and meet the driver one-on-one."

Street & Smith Sports Business Journal
September 20-26, 1999

Rosemary Windsor
VP of Event Sponsorship for UPS

NASCAR DISCRETIONARY TIME AND DOLLARS

NASCAR fans are affluent, diverse and willing to spend their discretionary time and dollars on the sport. For example, the NASCAR fan devotes an average of 3.7 hours a week to the sport and spends an average of \$287 per year on NASCAR merchandise.



Source: Edgar, Dunn & Co

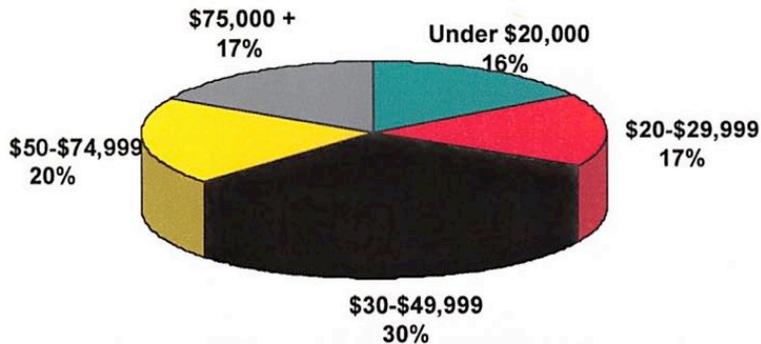
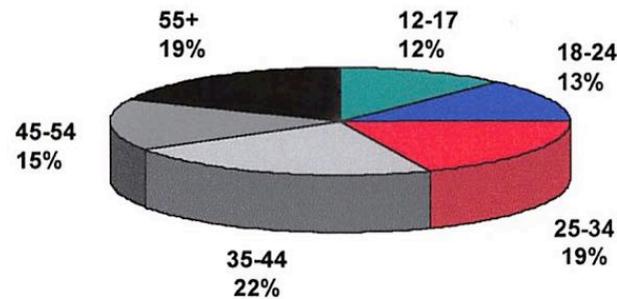
DEMOGRAPHICS

As a result of track expansion outside of the sport's traditional southern roots and increased television coverage, the NASCAR fan demographics have changed dramatically since the mid '90s. NASCAR has come a long way from being considered the "good old boys" sport. The fans are now diverse, affluent, and brand loyal.



GENDER: 39% of NASCAR fans over 18 are women, making NASCAR one of the most gender-neutral professional sports.

AGE: 69% of NASCAR fans are in the age category that sponsors value the most, 18-54.



INCOME: 64% of NASCAR fans have attended college, and 37% earn over \$50,000 a year.

DEMOGRAPHICS

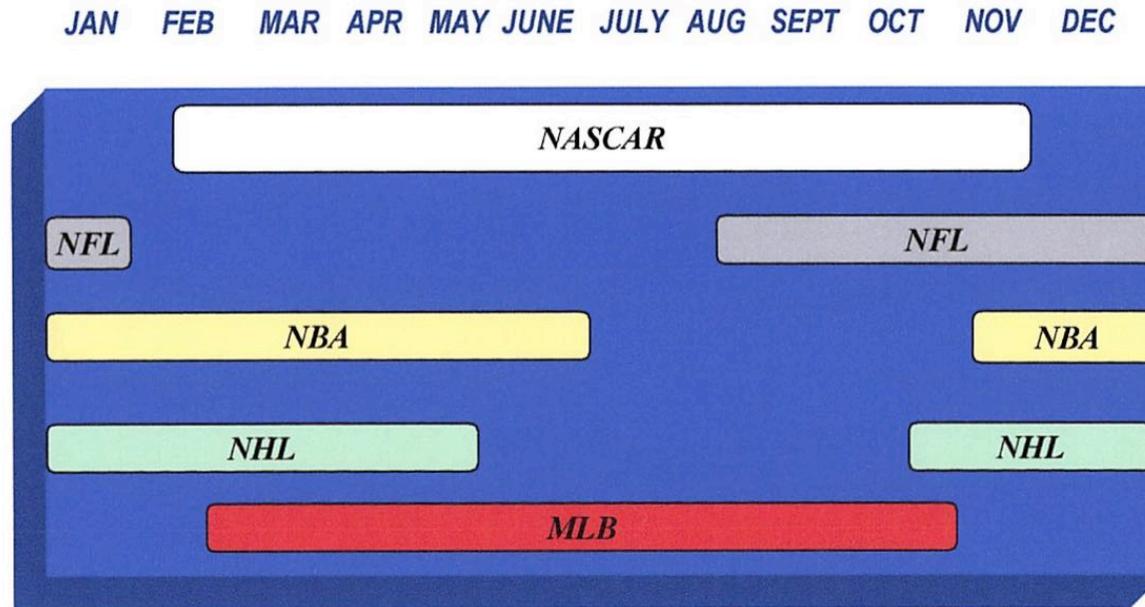
NASCAR fans are also wired. By 1993, 53% of those attending a race said they had access to an online service. By contrast, only 31% of the entire country used the Internet at that time. Evidence of such use can also be documented when you look at the numbers associated with NASCAR's official web site, NASCAR Online.

- ★ In 2000, NASCAR.com trailed only NFL.com in traffic nine of 12 months*
- ★ NASCAR Online is one of the top five sport sites on line with 43 million monthly page views and 4.6 million unique users*
- ★ 89 million qualified hits per week-- Average user visit time is 9.1 minutes*
- ★ Ranked in the top five among all news/information/entertainment sites (Media Metrix)*



YEAR ROUND PRESENCE

The NASCAR season is the longest season in all of professional sports extending from February to November giving each sponsor year round presence.



EXPOSURE VALUE RECEIVED IN 2000

Throughout the 2000 season, there were 66 broadcasts of Busch Series events, airing on ABC, CBS, ESPN, ESPN2, NBC, TBS and TNN. The broadcast season resulted in the collection of 204 hours, 5 minutes and 28 seconds of exposure time, 14,161 verbal mentions and \$480,051,230 of comparable value for 1,004 sponsors.

TOP FIVE TEAM SPONSORS ADVERTISING VALUE SUMMARY

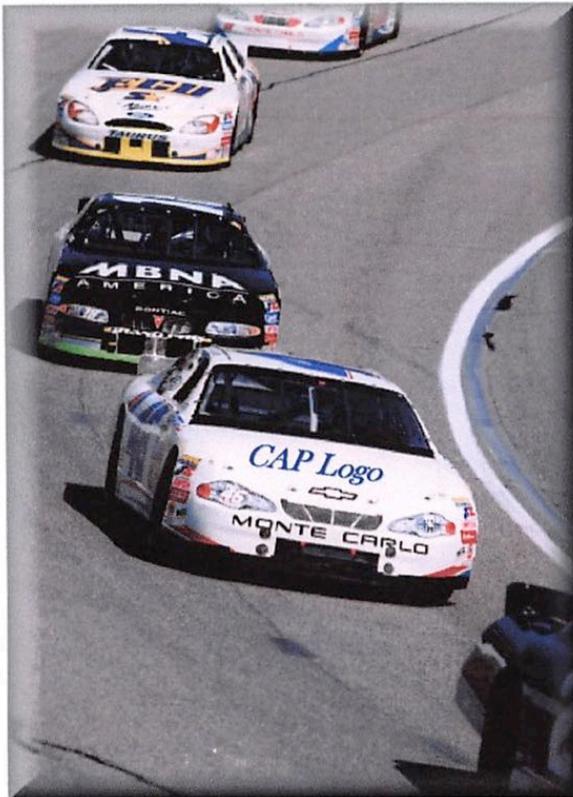
| <i>TEAM</i> | <i>VALUE RECEIVED</i> |
|------------------------|-----------------------|
| <i>NAPA</i> | <i>\$17,828,745</i> |
| <i>Nestle Nesquick</i> | <i>\$14,202,680</i> |
| <i>ACDelco</i> | <i>\$ 9,327,935</i> |
| <i>Phillips 66</i> | <i>\$ 7,460,405</i> |
| <i>Visine</i> | <i>\$ 6,201,815</i> |

2001 BUSCH SERIES BROADCAST HIGHLIGHTS

- ★ *Busch Series primary, associate, event, and series sponsors combined will receive value in excess of \$700 million for exposure within the 2001 broadcast season.*
- ★ *If the Busch Series maintains the current 1.55 cable rating and the 2.5 network broadcast rating throughout 2001, it will reach approximately 42 million HH's compared to 35 million in 2000 (+20%).*
- ★ *Eight Busch Series races are scheduled to be telecast live on network television in 2001 and nine will be telecast live on network television in 2002.*
- ★ *Through the Richmond event, the network ratings for the 2001 season have increased 10% while cable ratings are up 15%. Households are also up 19% compared to 2000.*
- ★ *The Busch Season out delivers the NHL regular season and playoffs and equals MLB on network TV.*

MEDIA OPPORTUNITIES

A racing program will create a significant amount of “free” exposure for a sponsor which can be verified through sponsorship tracking. Literally billions of impressions are created from coverage of the sport by the national and international press.



TV SHOWS

*Totally NASCAR (Fox)
NASCAR this Morning (Fox)
NASCAR Victory Lane (Fox)
NASCAR Tech (Fox)
Inside NASCAR (TNN)
Inside Winston Cup Racing
(Speedvision)
NASCAR Garage(TNN)
This Week in
NASCAR(Prime)
NASCAR 2day*

PUBLICATIONS

*Inside NASCAR
NASCAR Magazine
NASCAR Winston Cup
Scene
NASCAR Winston Cup
Illustrated
NASCAR Racing for
Teens
NASCAR Preview and
Press Guide
Professional NASCAR
Garage
Speedway Scene
National Speed Sport
News*

RADIO SHOWS

*Live Broadcasts:
Motor Racing
Network (MRN and
Performance Racing
Network (PRN)
NASCAR Garage
NASCAR Live
NASCAR Now
NASCAR Today
NASCAR USA
Fast Talk with Benny
Parsons*

LEWIS MOTORSPORTS: A FAMILY AFFAIR

In September of 1999, Lewis Motorsports began as a venture between a father, Ashton Lewis, Sr., and his two sons, Ashton Lewis, Jr. and Charlie Lewis.

Lewis Motorsports made their debut in 2000 by running a limited NASCAR Busch Series, Grand National Division schedule. In 2001, Lewis

Motorsports is running a full NASCAR Busch Series schedule in an effort to gain valuable seat time for driver Ashton Lewis, Jr. and a young and eager crew. This seat time has paid off as the Lewis Motorsports Chevrolet Monte Carlo, powered by Roush Motors, has produced 2 top-fives, 3 top-10s, 7 top-15s, and 13 top-20s.

The Chesapeake, VA natives are no strangers to the NASCAR Busch Series. Ashton Lewis, Sr. fielded a Busch Series team for current Busch Series driver Elton Sawyer during the mid-80's. During that time, the team produced 12 top-fives and 28 top-10's.



Team Owners: Ashton Lewis, Sr. (back), Ashton Lewis, Jr. (front kneeling) and Charlie Lewis (front standing)

ASHTON LEWIS, JR.



In 2001, Ashton Lewis, Jr. is running his first full season on the NASCAR Busch Series, Grand National Division, and this 29-year-old has his No. 46 Lewis Motorsports Chevrolet Monte Carlo set on cruise control in the direction of Victory Lane.

If you think Lewis is crazy for believing that he can find Victory Lane in his first full Busch Series season, you are mistaken. In 1998, Lewis finished third at Watkins Glen International in only his fourth career NASCAR Busch Series start - proving that he is a contender.

If hard work and determination pay off then Lewis is in for the ride of his life. For many drivers, their day begins when they climb through the window of the car and ends when they climb out. Lewis is different; he is simply one of the guys on the crew, working on the car when he is not behind the wheel.

With a mechanical engineering degree from Old Dominion University in Norfolk, VA, Lewis is able to tell his crew exactly what feels wrong or right when he is behind the wheel of his No. 46 Chevrolet Monte Carlo.

Lewis' career in motorsports began in a go-cart at the age of 17. Most drivers in the South set their sights on the big lights of NASCAR, but not Lewis. Lewis had his mind set on the Formula-One (F-1) circuit in Europe.

In 1990, Lewis began driving Formula Fords in the Skip Barber Midwest Series. In his first season, he drove away with two victories and eighth place in the season championship.

In 1991, Lewis conquered the Skip Barber Midwest Series by collecting 14 wins in 16 starts and finishing the season with the championship. While competing in the Skip Barber Midwest Series, Lewis managed to finish second in the Eastern Division with eight wins in 16 starts.

In 1992, Lewis applied for and was granted the Team USA Scholarship. The Team USA Scholarship gives the most deserving road racers in the United States the chance to race in the British Formula Ford Championship. In looking at past recipients of the scholarship, you

ASHTON LEWIS, JR.



find names such as Jimmy Vasser, Bryan Herta and current NASCAR Winston Cup driver Jerry Nadeau. Lewis proved his driving abilities by finishing 15th of 176 drivers in the program.

In 1993, Lewis stepped into the driver's seat of a friend's late model stock car, and it did not take him long to figure out that he was headed for NASCAR instead of F-1.

While completing his mechanical engineering degree, Lewis began racing in the NASCAR Winston Racing Series at Langley Speedway. He won rookie-of-the-year honors in 1993 and also made his debut in the NASCAR Busch Series the same year.

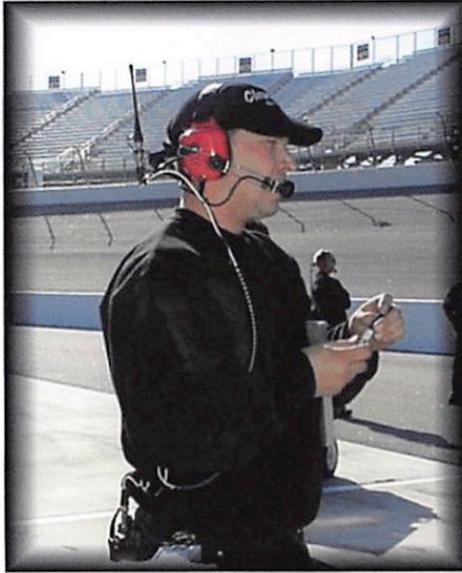
Lewis continued to ply his trade in the NASCAR Winston Racing series at Langley and Southampton Speedways in Virginia, racking up victories and pole positions – in a car built by he and his brother Charlie Lewis. Along the way, Lewis entered cars in Busch Series events when he found time. In 1998, Lewis entered eight Busch Series events and posted his career best finish (third).

In 1999, he worked as team engineer at Akins Motorsports, which fields two Busch Series teams. In 2000, Lewis left Akins to compete in 11 Busch Series events, posting a best finish of 17th at Michigan Speedway.

Lewis is back and ready to roll in 2001 with his family backing his effort. "I want to put together a strong season," said Lewis. "Great finishes will mean excellent things for our operation – I intend to make the most of my opportunities this year." And so far in 2001, Ashton has put his money where his mouth is by beating his career best qualifying twice in his first three events (fifth at the Las Vegas Motor Speedway and sixth at the North Carolina Speedway) and capturing two top-fives, 3 top-10s, 7 top-15s and 13 top-20s.



CHARLIE LEWIS



For the second consecutive NASCAR Busch Series, Grand National Division season, Charlie Lewis will be calling the shots for the family owned Lewis Motorsports team. The 27-year-old resident of Mt. Pleasant, North Carolina, brings more than six years of racing experience to the team.

Charlie's background includes two years as a fabricator in the chassis research and development program for Hendrick Motorsports during which time they fielded the three time Winston Cup Champion, Jeff Gordon.

Prior to working at Hendrick Motorsports, Charlie helped his brother design and build a NASCAR Winston Racing Series late model stock car which Ashton, Jr. raced to six wins and five poles at Langley and Southampton Speedways.



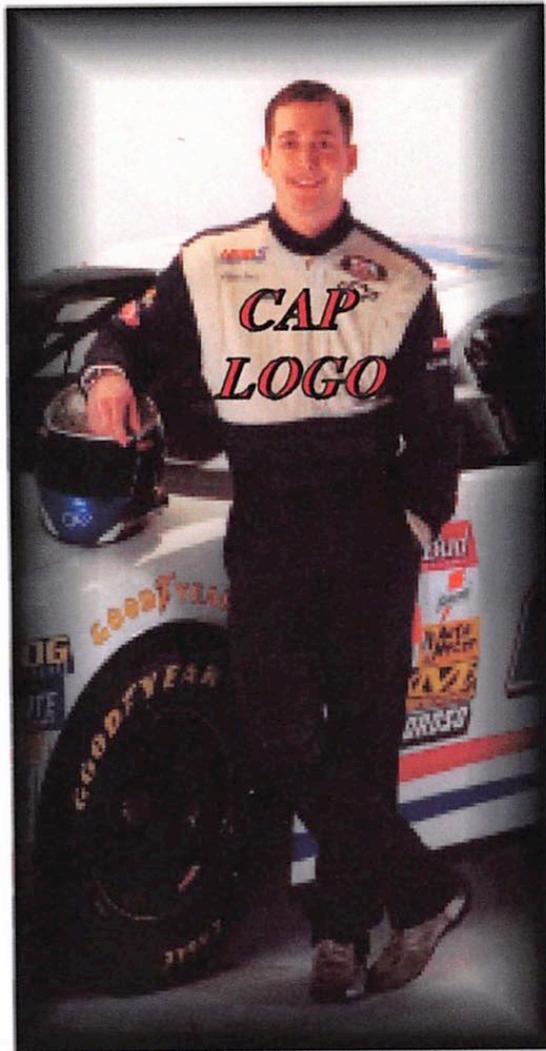
Lewis enters the 2001 Busch Series season with several reachable goals for the young organization, most of which center around laps on the racetrack. He also wants to build strong morale within the team.

TEAM SPONSORSHIP

As the *Primary Sponsor* of the Lewis Motorsports No. 46 NASCAR Busch Series Chevrolet, CAP will be entitled to:

- ★ *Sponsor identification on 75% of the car, transport hauler, pit equipment, driver, and team uniforms*
- ★ *Sponsor identification on all collateral marketing and press materials*
- ★ *Use of the likenesses of the car, transport hauler, team, and driver for sponsor advertising and marketing*
- ★ *Mutually agreeable number of driver personal appearances on behalf of sponsor*
- ★ *Mutually agreeable number of photo sessions and/or commercials using the car, transport hauler, team, and driver*
- ★ *Garage and pit credentials for VIP's throughout the season*
- ★ *Sponsor features on website designed to promote sponsors and team*

TEAM SPONSORSHIP



As the primary sponsor, your company will receive predominate signage on the driver uniform (left), crew uniforms (top), pit equipment (below), and transport hauler.



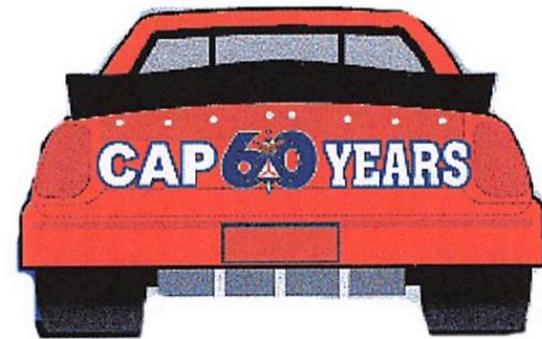
TEAM SPONSORSHIP

In 2002, a NASCAR Busch Series transport hauler will travel to 34 events at 27 different tracks in 25 states.



24 Busch Series events are scheduled as companion events with the NASCAR Winston Cup Series.

POTENTIAL CAR DESIGN



SPONSORSHIP ACTIVATION



The norm in sports marketing is to spend dollar for dollar on sponsorship and support programs such as hospitality, sweepstakes, promotional displays, etc. In fact many sponsors are spending more. For example, UPS executives will not disclose exact amounts, however, they have conceded that like many large corporations they typically spend about \$2 supporting every dollar spent on sports sponsorship.

Such support brings results. Even before UPS's debut at the Daytona 500, UPS sold more than \$500,000 in merchandise, mostly via its website.

*Although this is the norm, in your first year C&A can deliver effective support for less. C&A suggests the development of the following programs: **

*Simulator Program
Merchandising Program
Hospitality
Team Public Relations
Website Support
Marketing Support
Trade & Radio Advertising*

INTERACTIVE SIMULATOR

*To take advantage of the exposure produced from a CAP sponsorship, C&A will develop and manage an innovative CAP Simulator which will feature racing and flight simulation. A **Simulator Program** is an excellent way to visually identify CAP with NASCAR which will in turn secure the support of brand loyal fans. Additionally, C&A will create and implement motivational onsite promotions and materials to encourage NASCAR consumers to support CAP, either through membership, associate sponsorship, and/or donations.*

Uses for a Simulator Program:

- ★ Aid in Recruiting*
- ★ Opportunity to Develop Database of Potential Supporters, Members, Sponsors & Cadets*
- ★ Touch Supporters to Increase Membership & Donations*
- ★ Increase Awareness & Brand Loyalty*
- ★ Assist in the Distribution of Educational Materials*
- ★ Relationship Builder with Existing Corporate Partners, Squadrons & Local Branches*

INTERACTIVE SIMULATOR - OUT REACH PROGRAM



*The **CAP Race/Flight Simulator** is the focal point of the associate sponsorship outreach program. It will offer fans and prospective supporters an interactive experience of racing and flight. Moving to 200 locations, which include race event sites, wing commands, and corporate visits, the unit will enable CAP to showcase its mission and recruit support.*

Each appearance will feature distribution of CAP associate sponsor, recruiting, and corporate support information. (On-site sign-up is also a possibility.) Each fan who visits the CAP Simulator will be given a CAP Racing post card/flyer which will feature the various elements of the CAP racing program. The card/flyer will also include information regarding aviation education, sponsorship, and donations, as well as numbers and websites to purchase merchandise.

INTERACTIVE SIMULATOR - OUT REACH PROGRAM



*The card/flyer will also outline the benefits of an **Associate Sponsor Package**. This package will enable fans to support CAP by making a tax-deductible donation to CAP. As an example, in exchange for a \$35 donation, the new associate sponsor will receive a kit which includes T-shirt, hat, CAP pin and decal for home or auto. Fulfillment of the kit will cost \$10*, leaving a \$25 contribution for CAP. If only 20,000 associate sponsorships are created a year, the net return for CAP is \$500,000 for the first year. Additional years should generate greater participation.*

MERCHANDISING PROGRAM

As primary sponsor, CAP will have the right to produce racing merchandise and souvenirs which can be sold trackside and at other locations in cooperation with the 60th Anniversary celebration to amortize the cost of sponsorship.

Merchandise Sold:

- ★ Trackside ★*
- ★ Sporty's ★*
- ★ Online ★*
- ★ Catalog Sales ★*

PARTNERSHIP BONUS

Lewis Motorsports ("Lewis") has offered primary sponsorship in a three-year package at a "below market" sponsorship investment. In addition and as an added incentive to consummate the relationship as soon as possible so that plans can be made for 2002 season, Lewis is also offering the following "Partnership Bonus" relating to merchandising right.

MERCHANDISING - PARTNERSHIP BONUS



For the term of the first two years, CAP will be given the rights to the use of the Lewis Motorsports marks, Ashton Lewis Jr. attributes, and team attributes at “0” (zero) percent royalty for up to 12 souvenir/collectible items unique to CAP. (Example, 60th Anniversary die-cast car, Centennial of Flight car design, etc.)

In return, Lewis will not pay CAP any royalty for all other souvenir and collectible items and at-track sales. Additionally, Lewis retains the right to car “branding” with other sponsors for up to six races. This would entail possible hood and paint scheme changes which would be mutually agreeable.

At the beginning of the third year and for subsequent sponsorship renewals, all royalties on all wearable, souvenir, and collectible items will be shared equally (33 1/3%) between CAP, Lewis Motorsports and driver Ashton Lewis Jr.

Under this scenario, CAP should be able to recoup considerable monies from the sale of collectible and souvenir merchandise, thus amortizing costs of sponsorship.



MERCHANDISING - SAMPLE PRODUCTS

Sample list of products at wholesale cost and retail with projections:

| <i>Items:</i> | <i>Whsle Cost</i> | <i>Retail</i> | | <i>Whsle Cost</i> | <i>Retail</i> |
|------------------------------|-------------------|----------------|---|-------------------|----------------|
| <i>Leather Bomber Jacket</i> | <i>\$100</i> | <i>\$225</i> | <i>60th Anniversary CAP</i> | <i>\$7.00</i> | <i>\$20.00</i> |
| <i>Flight jacket</i> | <i>\$75</i> | <i>\$175</i> | <i>Patch</i> | <i>\$1.00</i> | <i>\$2.95</i> |
| <i>Varsity Jacket</i> | <i>\$50</i> | <i>\$100</i> | <i>T-Shirt</i> | <i>\$3.00</i> | <i>\$9.95</i> |
| | | | <i>Cap</i> | <i>\$5.00</i> | <i>\$19.95</i> |
| | | | <i>Golf Shirt</i> | <i>\$20.00</i> | <i>\$49.95</i> |
| | | | <i>Oxford shirt</i> | <i>\$15.00</i> | <i>\$39.95</i> |
| <i>Pewter Products</i> | | | <i>Die-cast 1/64th scale 60th car</i> | <i>\$1.50</i> | <i>\$3.99</i> |
| <i>Cup</i> | <i>\$2.50</i> | <i>\$5.95</i> | <i>Die-cast 1/24th scale 60th car</i> | <i>\$10.00</i> | <i>\$39.95</i> |
| <i>Key Chain</i> | <i>\$1.00</i> | <i>\$2.95</i> | | | |
| <i>Coaster</i> | <i>\$1.00</i> | <i>\$2.95</i> | | | |
| <i>CAP Plane/Race Car</i> | <i>\$10.00</i> | <i>\$39.95</i> | | | |

MERCHANDISING - SAMPLE RETURNS



SAMPLE PROJECTION OF SPORTY'S OPPORTUNITY

32 Million catalogs mailed per year

*Test opportunity to include one page in two of six issues featuring 10-12 items
(exclusive to CAP, no royalty to team)*

Assuming a rate of return of .015% purchasers, 57,000 customers would be buying an average of \$20 worth of merchandise and that all products are keystoneed (100% markup or better) the net profit to CAP would be \$1,575,000.00.

Also note that products offered in Sporty's would offer a discount to CAP members and associate sponsors and all fulfillment would include bounce-back membership, educational, and added value offers. All products offered would also be exclusive to Sporty's magazine and the CAP site, thus driving fans.

SAMPLE PROJECTION OF MEMBERSHIP PURCHASE

Target audience of 65,000 members

Using the same core products as listed previously and assuming that current CAP membership represents a more motivated target market, the following projections are also feasible:

*Assuming a 25% rate of purchase (one out of four members), 16,250 members purchase an average of \$100 worth of merchandise * creating \$812,500 in net revenue.*



MERCHANDISING - SAMPLE PRODUCTS

CAP Merchandise to Include:

*Flight Jackets, Caps, T-shirts, Polo Shirts,
Sweatshirt, Seat Cushions,
Huggies, Pin, Patch, Coffee
Mug, Key Chains, etc.*



Leather Jackets



Varsity Jackets



*And/or Ashton's
Signature*

Ashton Lewis Jr.



WHY CORPORATE HOSPITALITY ?



The networking opportunities within the sport make NASCAR a prime marketing avenue for companies. Leading brand marketers like Coca-Cola, Home Depot, MBNA, and many more have all realized the tremendous marketing potential of NASCAR. By becoming involved in the sport, CAP will have ample opportunity to develop or expand business-to-business opportunities with over a thousand companies nationwide.

1,004 Companies Participated in some type of NASCAR Busch Series Sponsorship in 2000



CORPORATE HOSPITALITY

Hospitality at the races would be a great area of benefit to CAP. It would give you the opportunity to entertain business associates in an exciting and motivating atmosphere.

Entertain top corporate partners...

Invite prospective supporters...

Reward a valued member, cadet, or squadron.

C&A will assist CAP in acquiring desirable hospitality packages at strategically selected facilities. Additionally, C&A will handle all details throughout race weekend to ensure that your guests will receive VIP treatment. Specifically, C&A will:

- ★ Negotiate suites and/or other hospitality agreements*
- ★ Purchase tickets and secure parking passes*
- ★ Arrange catering (including breakfast, lunch, hors d'oeuvres, desserts, and beverages)*
- ★ Provide on-site event representatives to coordinate each event*
- ★ Distribute tickets to VIP guests*
- ★ Provide race day itinerary*
- ★ Provide guided pit and garage tours*
- ★ Arrange driver appearances and photo/autograph sessions*

CORPORATE HOSPITALITY

Hospitality Chalets

Hospitality packages include an event ticket, tent canopy with sides, closed circuit TV, pre-race pit access, covered tables, chairs, fenced area, security, and signage. Each package is tailored to meet your specific hospitality needs to include food, beverage and hospitality gifts.



Suggested Events:

Fontana, Texas, Richmond, Loudon & Homestead

CORPORATE HOSPITALITY

Luxury Suites

Fully enclosed, air conditioned luxury suites are available at each track to accommodate up to 60 people for each event depending on the location of the suite. Suite packages include pre-race pit passes, VIP parking, closed circuit TV, wet bar facilities and buffet food service.



*Suggested Event:
Lowe's Motor Speedway, Charlotte*

PUBLIC RELATIONS



*In order to promote such sponsorship efforts, C&A will develop and implement a full-time **Public Relations Effort.***

- ★ At the direction of the appropriate representative, C&A will represent CAP's interests within the sport and will perform all day-to-day public relations duties associated with the the selected sponsorship.*
- ★ C&A will represent CAP at all at-track events and will perform public relations and media support duties including the dissemination of press kits, writing of press releases, and other feature articles, on a timely basis.*
- ★ C&A will work with CAP and their public relations representative to support their internal public relations efforts.*
- ★ C&A will assist CAP with all promotions, as needed, and will coordinate appearances for the sponsor, driver and/or team.*
- ★ C&A will provide weekly reports and website updates.*



TRADE & RADIO ADVERTISING

Advertise in NASCAR trade publication and event programs, as well as on the Motorsports Racing Network (“MRN”), to create further brand awareness.

Additional advertising on NASCAR related programs can also be purchased.

SUMMARY OF SPONSORSHIP BENEFITS

- ★ *National exposure/national branding of the mission of CAP*
- ★ *Increased membership through active recruitment on a national scale*
- ★ *Creation of an associate sponsorship program*
- ★ *Creation of additional corporate support*
- ★ *Creation of an ongoing platform of development*
- ★ *Creation of a cadre of high profile core supporters through the NASCAR “community air force” of race car drivers, owners, track, and sanctioning body and their pilots*
- ★ *Assumption of the leadership role in education and development*
- ★ *Amortize cost of program through souvenir, sponsorship, and corporate support*

EVIDENCE OF RETURN – CASE STUDIES

DuPont

DuPont has used its NASCAR sponsorship to sell paint to customers it could not previously reach through the use of an elaborate hospitality program which entertains 30,000 to 40,000 customers each year. The year before sponsorship, DuPont's automotive refinishing business segment had about \$500 million in sales. Five years later, revenues exceeded \$1 billion. The company attributes at least 20% of the growth (\$100 million) to its sponsorship of Jeff Gordon.

"The first three or four years we tracked the amount of new business we could attribute to NASCAR," Lou Savelli, president of DuPont Performance Coatings. "We counted the number of dealerships and the number of body shops that converted to our products based on our NASCAR program to make sure what we were spending in NASCAR gave us the kind of results we were looking for: Over the first three or four years, we were very, very pleased with the results. After a while, it became evident that we had more than paid for our program in new business, so we stopped counting."

As a result of this success, DuPont also recently renewed its sponsorship of the No. 24 DuPont Chevrolet for another three years at \$16 million per year.

Exide Corporation

Building on what Exide had learned through its sponsorships in NASCAR, Exide developed the NASCAR SELECT® battery, the only officially licensed battery of NASCAR. After only six months of promoting the new battery, unaided brand awareness of the company's product rose 38%.

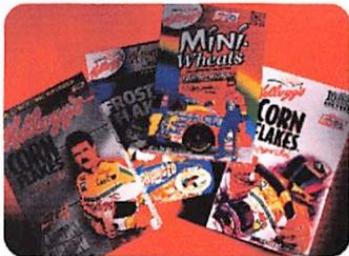


EVIDENCE OF RETURN – CASE STUDIES

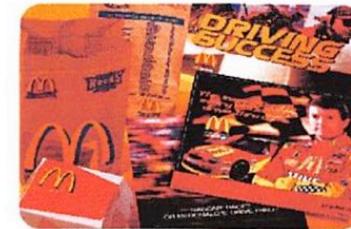
Pfizer

To support their sponsorship of the No. 27 Viagra Pontiac, Pfizer has developed a mobile screening room which allows NASCAR fans to get checked for cholesterol, blood sugar and blood pressure. In the first 11 events, Pfizer estimates that more than 5,000 consumers volunteered for screening.

“As a pharmaceutical company, we’re a little less accessible to the general public than a consumer product,” says Heather Van Ness, a Pfizer spokeswoman. “This provides us a chance to really get in and meet people one-on-one and let them know what Pfizer does.”



Over 19.5 million Kellogg's packages featuring Terry Labonte and Jeff Gordon were shipped to stores nationwide



McDonalds uses an average of 47-48 million racing a-bags per month.



Old Spice P.O.P displays, created for approximately 1,000 Wal-Mart stores, generated 28% increase in sales

PROGRAM COSTS



| | <i>2002</i> | <i>2003</i> | <i>2004</i> |
|--|--------------------|--------------------|--------------------|
| <i>Team Sponsorship</i> | <i>\$2,500,000</i> | <i>\$2,750,000</i> | <i>\$3,000,000</i> |
| <i>Show Car Program (200 Show Dates)</i> | <i>\$300,000</i> | <i>\$300,000</i> | <i>\$300,000</i> |
| <i>Hospitality (5 Hospitality Chalets & 1 Suite)</i> | <i>\$175,000</i> | <i>\$180,000</i> | <i>\$185,000</i> |
| <i>Public Relations Effort</i> | <i>\$100,000</i> | <i>\$110,000</i> | <i>\$120,000</i> |
| <i>Website/E-Commerce Support & Fulfillment</i> | <i>\$100,000</i> | <i>\$100,000</i> | <i>\$0</i> |
| <i>Marketing Support/Track Costs @ 20 Events</i> | <i>\$100,000</i> | <i>\$100,000</i> | <i>\$100,000</i> |
| <i>Media Advertising</i> | <i>\$100,000</i> | <i>\$110,000</i> | <i>\$120,000</i> |
| <i>C&A Management Fee (15%)</i> | <i>\$131,250</i> | <i>\$135,000</i> | <i>\$123,750</i> |
| <hr/> | | | |
| <i>TOTAL COST</i> | <i>\$3,506,250</i> | <i>\$3,785,000</i> | <i>\$3,948,750</i> |



NEXT STEPS

Board of Governors Approval

*Formal Announcement of Sponsorship and National Marketing
Program*

Implementation of Programs

ARMED FORCES IN RACING



*“With NASCAR you get a real patriotic crowd”
U.S. Air Force, Senior Master St. Randy Fuller*

Air Force: Associate Sponsor of a NASCAR Winston Cup Series Team
No. 21 Wood Brothers Racing – Elliott Sadler

www.woodbrothersracing.com

Interactive Mobile Display – In 1999, the Air Force missed their recruiting goal by 1,732. In order to reach their goal in 2001, the Air Force sent their interactive display and recruiters to every Winston Cup event in 2001. Their 2001 goal was reached in May only four months into the season.

Cost of Program: \$2.5 million in sponsorship alone – no numbers on support costs

Marines: Primary Sponsor of a NASCAR Busch Series Team
No. 25 Team Rensi Motorsports (non-competitive team)

www.marinesracing.com, www.teammarinesracing.com, and
www.teamrensimotorsports.com

Interactive Mobile Display and Show Car – At the Busch Series race in Pikes Peak, Colorado, 1,600 visitors toured their display (Pull-up Bar Challenge and Hum-V) of which 400 were of qualifying age and six signed enlistment contracts.

Cost of Program: \$3-4 million

US Army: NASCAR TV Advertising (commercials and position board sponsor during NASCAR events) and Interactive Mobile Display

Primary Sponsor of a NHRA Top Fuel Dragster and Official Sponsor of the NHRA Youth and Education Services “YES” Program designed to teach young people about teamwork and careers in the NHRA and Army - During the first four events of 2001, the program generated 99 enlistments.

www.goarmy.com/events

Cost of Program: \$5 million in NHRA – \$2.5 million in sponsorship and rest in educational program

Name _____
Address _____
City, State, ZIP _____

NATIONAL HQ, CIVIL AIR PATROL
MEMBERSHIP DEVELOPMENT/PA
105 S. HANSELL ST, BLDG. 714
MAXWELL AFB, AL 36112-6332

First-Class
Postage
Required!
Post Office will
not deliver
without proper
postage.

CAP SPECIAL MEMBERSHIPS & ASSOCIATIONS

Aerospace Education Membership

Associate Membership

Cadet Sponsor Membership

Associate Sponsorship



BE A PART OF CIVIL AIR PATROL

Find out how you
can participate!

Send Us Mail!
Use the Replay Card

Call for Information!

1-800-FLY-2338

Use CAP's 24-hour, toll-free
number to request information
and literature.

Get Connected!

www.capnhq.gov

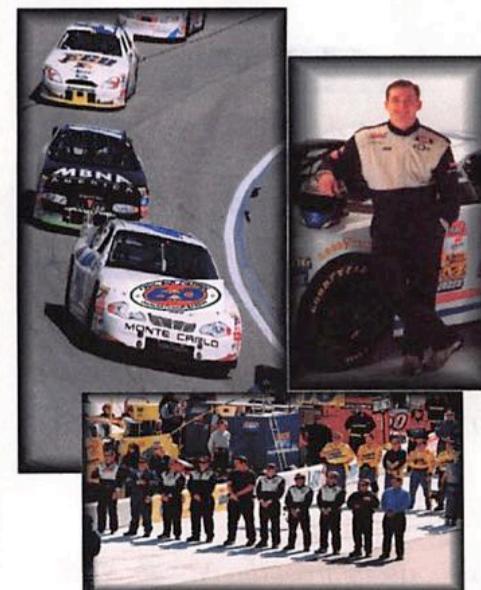
Your connection to CAP on the
www!
Resources for educators, grants,
awards, links, plus much more are
all available.

THE UNITED STATES AIR FORCE AUXILIARY

CIVIL AIR PATROL

Where Imagination Takes Flight

RACING PROGRAM



*JOIN THE RACE
FOR
HOMELAND DEFENSE*



CIVIL AIR PATROL RACING

CAP is a humanitarian and educational non-profit organization which serves thousands of communities across the nation. CAP has joined forces with Lewis Motorsports to gain national recognition and support for CAP's Home Land Defense efforts.



Come Join the Celebration as CAP Begins Racing into the Future!

CAP's sponsorship of the No. 46 NASCAR Busch Series Chevrolet driven by Ashton Lewis, Jr. will be used to increase public awareness of the organization and its services, as well as to increase cadet membership, support and organization morale.



www.ashtonlewis.com



LEWIS MOTORSPORTS

Lewis Motorsports began as a joint venture between a father, Ashton Lewis, Sr., and his two sons, Ashton Lewis, Jr. and Charlie Lewis. Although the team began in 1999, the Chesapeake, VA natives are no strangers to the NASCAR Busch Series. Ashton, Sr. fielded a successful Busch Series team for current Busch Series driver Elton Sawyer during the mid-80's which produced 12 top-fives and 28 top-10s.

In 2001, the Lewis Motorsports No. 46 Chevrolet, powered by Roush motors and driven by Ashton, Jr., was more than successful in their first full Busch Series season. The team produced ...

*2 top-fives, 3 top-10s,
7 top-15s and 14 top-20s
in 2001*

ASSOCIATE SPONSORSHIP

Membership and donations fuel our mission work in Homeland Defense, Aerospace Education, Cadet Programs, and Emergency Services. As a part of the racing program, CAP has developed a new level of association to allow NASCAR fans and others to support the efforts of CAP. If you wish to contribute, you can become an Associate Sponsor of CAP.

For a donation of \$35, each sponsor will receive a certificate of sponsorship and a CAP Racing Membership Package which will include:

- Racing T-shirt
- Racing Hat
- CAP Pin
- CAP Decal for Home or Auto



CAP MERCHANDISE

Support CAP and its racing program by purchasing licensed CAP merchandise online or through Sporty's.



www.capnhq.gov

YES! Send me more information about joining CIVIL AIR PATROL today!

I am interested in the following categories:

- Search and Rescue
- Disaster Relief
- Wilderness/Survival Training
- Aerospace Education Membership
- Cadet Sponsor Membership
- Associate Membership
- Communications Training
- Other

How did you find out about the Civil Air Patrol?

- Civil Air Patrol News
- Radio
- Television Magazine
- Web Site
- Air Show
- CAP Exhibit
- CAP Member
- Other

| | | |
|---------------------|-----------|-----|
| First Name | Last Name | |
| Address | | |
| City | State | Zip |
| Day Phone () - -) | | |
| e-mail | | |

8789186096