

## MINUTES OF THE SENATE COMMITTEE ON TRANSPORTATION AND TOURISM

The meeting was called to order by Chairman Ben Vidricksen at 9:05 a.m. on January 28, 1997 in Room 254-E of the Capitol.

All members were present except:

Committee staff present: Hank Avila, Legislative Research Department  
Bruce Kinzie, Revisor of Statutes  
Marian Holeman, Committee Secretary

Conferees appearing before the committee: Roger Mock, City Manager, Belleville, KS  
Ron Sankey, Mayor, Belleville, KS  
Ron Sallman, Sallman Racing

Others attending: See attached list

### **BELLEVILLE, KS. TOURISM PRESENTATION:**

Senator Janice Hardenburger introduced the Mayor, and City Manager of Belleville, as well as Ron Sallman of Sallman Racing. Senator Hardenburger recommended strong positive consideration of the Sallman proposal.

Roger Mock, Belleville City Manager provided information to familiarize members with Belleville's efforts to attract tourists to their area. The city established a travel information center which is open year around so they can also attract the "snow birds" who travel the two-lane Highway 81 from Canada to Texas. Members received copies of the Belleville, Kansas Travel Information Center Visitors Summary and Sales Summary as well as a sample of their advertising of the Belleville Midget Nationals (Attachment 1). A copy of the "Kansas Motor Sports '96 Racing Annual" Collector's Edition which Mr. Mock also provided is on file in Senator Vidricksen's office. The city is continuing to subsidize the travel center out of their economic development fund, to the tune of approximately \$10,000 per year. A new four lane highway would be a tremendous boost to the community and they strongly support a new highway plan. During races all their 100-115 hotel rooms are filled and visitors spill over to areas within 70 miles of Belleville. Their transient guest tax goes to support developing tourism for their town.

Ron Sankey briefly addressed the committee on the race history of "Belleville High Banks - Home of the Midget Nationals" which goes back to 1950 - one year prior to the Indianapolis 500. They are considering developing a midget hall of fame. Recently held a "vintage" national race which attracted a great deal of attention. Their track is called "the fastest half mile in the world." Belleville is also noted for it's band and is the site of the Kansas Junior Miss Contest.

Ron Sallman, Sallman Racing, talked to the committee regarding a marketing/promotions partnership with the State of Kansas (Attachment 2). The attachment sets forth his proposal, projected costs and benefits to support the arguments that his proposal can provide cost effective tourism benefits for the State of Kansas. Southwestern Bell has agreed to process inquiries generated from his promotion campaign, but details are not yet worked out. It was suggested that Mr. Sallman also present this information to the House Tourism Committee.

### **INTRODUCTION OF BILLS:**

Committee has been requested to introduce two bills: (1) TRAC bill involving lease of motor vehicles and trailers and doesn't create a sale or security interest, etc. and (2) concerning special license plates for Medal of Honor winners proposed by Senator Biggs. Senator Goodwin moved to introduce both bills. Senator Gilstrap seconded the motion. Motion carried.

The meeting adjourned at 10:00 a.m.

The next meeting is scheduled for January 29, 1997.

SENATE TRANSPORTATION AND TOURISM  
COMMITTEE GUEST LIST

DATE: JANUARY 28, 1997

NAME	REPRESENTING
Tom Whitaker	Ks Motor Carriers Assn
Richard Glover	Saltman Racing
Don Saltman	Saltman Racing
Rory Sanket	MAYOR OF BELLEVILLE
Roger Mock	City Manager, Belleville, Ks

BELLEVILLE, KS--KANSAS TRAVEL INFORMATION CENTER VISITORS SUMMARY

	VISITORS '93	ACCUM TOTAL	VISITORS '94	ACCUM TOTAL	VISITORS '95	ACCUM TOTAL	VISITORS '96	ACCUM TOTAL
January			945	945	1072	1072	969	969
February			1069	2014	1107	2179	1225	2194
March			1480	3494	1504	3683	1653	3847
April	459	459	1602	5096	1591	5274	1886	5733
May	1447	1906	2703	7790	2704	7978	2783	8516
June	2171	4077	3239	11038	3200	11178	3203	11719
July	3617	7694	3845	14883	3714	14892	4217	15936
August	2969	10663	3533	18416	3125	18017	3706	19642
September	2412	13075	2560	20976	2663	20680	2606	22248
October	1880	14955	2163	23139	2270	22950	2189	24437
November	1788	16743	1773	24912	1811	24761	1749	26186
December	1398	18132	1552	26464	1676	26437	2063	28249

SENATE TRANSPORTATION & TOURISM  
 ATTACHMENT NO. 1  
 1/28/97

BELLEVILLE, KS--KANSAS TRAVEL INFORMATION CENTER SALES SUMMARY

	\$\$ 1993	\$\$ ACCUM SALES	\$\$ 1994	\$\$ ACCUM SALES	\$\$1995	\$\$ ACCUM SALES	\$\$1996	\$\$ ACCUM SALES
January			\$1,497.51	\$1,497.51	\$1,606.24	\$1,606.24	\$1,039.01	\$1,039.01
February			\$1,467.24	\$2,964.75	\$1,463.37	\$3,069.61	\$2,018.71	\$3,057.72
March			\$1,687.76	\$4,652.51	\$2,422.87	\$5,492.48	\$2,643.12	\$5,700.84
April	\$573.05		\$2,458.59	\$7,111.10	\$2,898.54	\$8,391.02	\$3,881.54	\$9,852.38
May	\$3,421.43	\$3,994.48	\$4,918.16	\$12,029.26	\$6,202.39	\$14,593.04	\$6,910.29	\$16,492.67
June	\$2,732.66	\$6,727.14	\$5,860.35	\$17,889.61	\$5,406.10	\$19,999.14	\$5,794.32	\$22,286.99
July	\$4,829.45	\$11,556.59	\$6,634.39	\$24,524.00	\$6,158.14	\$26,157.28	\$7,822.16	\$30,109.15
August	\$3,939.15	\$15,495.74	\$5,807.77	\$30,331.77	\$5,033.91	\$31,191.19	\$5,812.78	\$35,921.93
September	\$3,645.49	\$19,141.23	\$5,247.85	\$35,579.62	\$4,981.06	\$36,172.25	\$5,101.63	\$41,023.56
October	\$3,486.00	\$22,628.23	\$3,933.14	\$39,512.76	\$4,621.56	\$40,793.81	\$4,032.75	\$45,056.31
November	\$2,954.57	\$25,581.80	\$3,113.07	\$42,625.83	\$3,850.91	\$44,644.72	\$3,669.22	\$48,725.53
December	\$2,616.98	\$28,198.78	\$4,295.13	\$46,920.96	\$4,578.78	\$49,223.50	\$4,757.69	\$53,483.22

# BELLEWILLE MIDGET NATIONALS

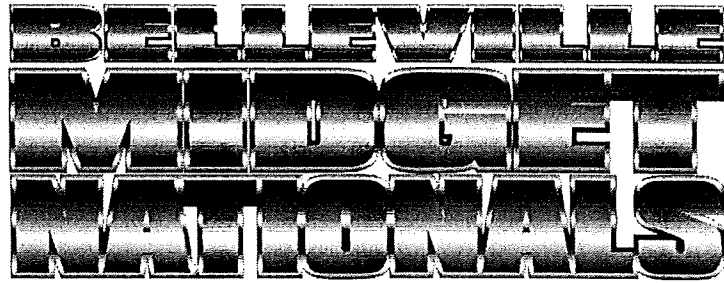
## A Proven Attraction That Can Bring More Visitors to Kansas

### This Program Can Be Expanded

Knoxville, Ia. attracts 20,000 for their Sprint Car Show after  
which we are tailored

We have sold out our Saturday night seating every year for the past 9 years  
even after adding 500 seats

With additional support we can more quickly expand our seating and  
facility to attract more visitors to Kansas



## Television Exposure Is Available

We have an excellent relationship with our Prime Sports producer

We appear in prime time, 8 p.m., on the weekly  
"Chevrolet Motorsports Hour" program

Prime demographics are attached

Our producers suggest the following:

2 to 4 30-second commercial spots would be available

Sponsor billboards within the first and last segments with audio support,  
"1996 Belleville Midget Nationals brought to you by the  
Kansas Department of Tourism - Spend Some Time in Kansas"

Logo and audio cues for presenting starting lineups

Logo and audio cues for presenting features or interviews

Factoids of tourist attractions or history  
(If near Belleville they try to get video of these)

# BELLEVILLE MIDGET NATIONALS

## Other Exposure Available

National Speed Sport News  
(and regional race publications)

Add to our Advertising;

For additional Information on Sights to See on Your Visit to Kansas

Call 800 \_\_\_\_\_

or lead our ads;

Belleville Midget Nationals Brought to You by the  
Kansas Department of Tourism

Logo and Sponsorship on our brochures and mailings;

Over 2,500 brochures

Over 1,000 ticket order mailings

Over 350 participant mailings

Unlimited signage at the track

Pass out brochures or sample products to visitors

Dignitary to present Championship Silver Cups

Kansas Logo or Tourist Information on Tickets. Hot Line or Brochure to be mailed  
with tickets which are usually ordered in advance

Coupons passed out or mailed to other Kansas attractions

# BELLEVILLE MIDGET NATIONALS

## Belleville Midget Nationals Has Already Spawned Other Attractions

Vintage Sprint and Midget Car Show the week prior attracted participants from all over the nation  
(see attached list)

### Midget Hall of Fame

A fund has been started for a building to showcase the historic race cars which would be a permanent year around attraction

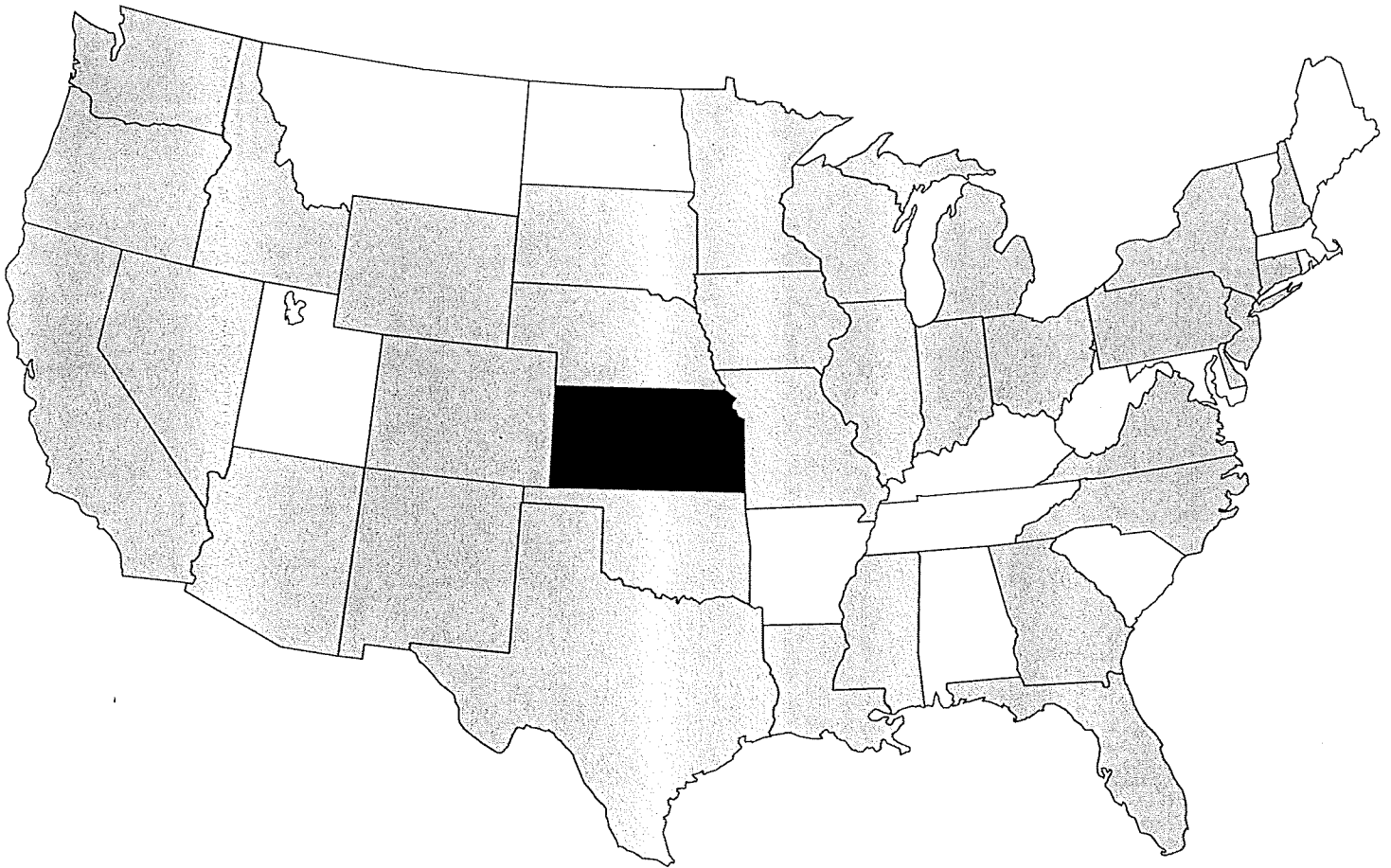
For the 2nd year the USAC Midgets will race at 2 tracks in Kansas City the week following Belleville

Next year USAC Midgets are expected to race at Mayetta Raceway near Topeka on the prior Tuesday



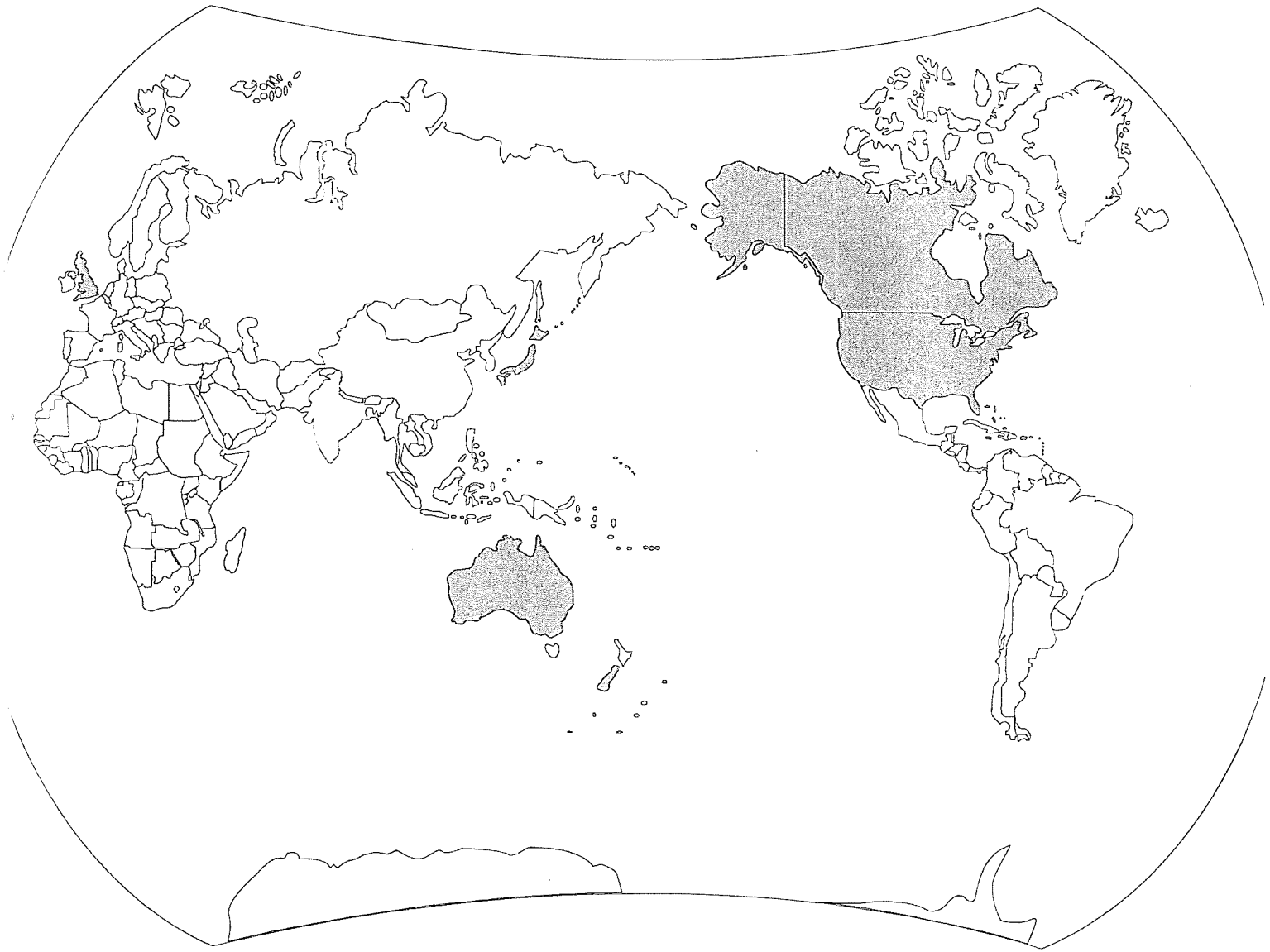
# BELLEVILLE MIDGET NATIONALS

## Continental United States Ticket Sales



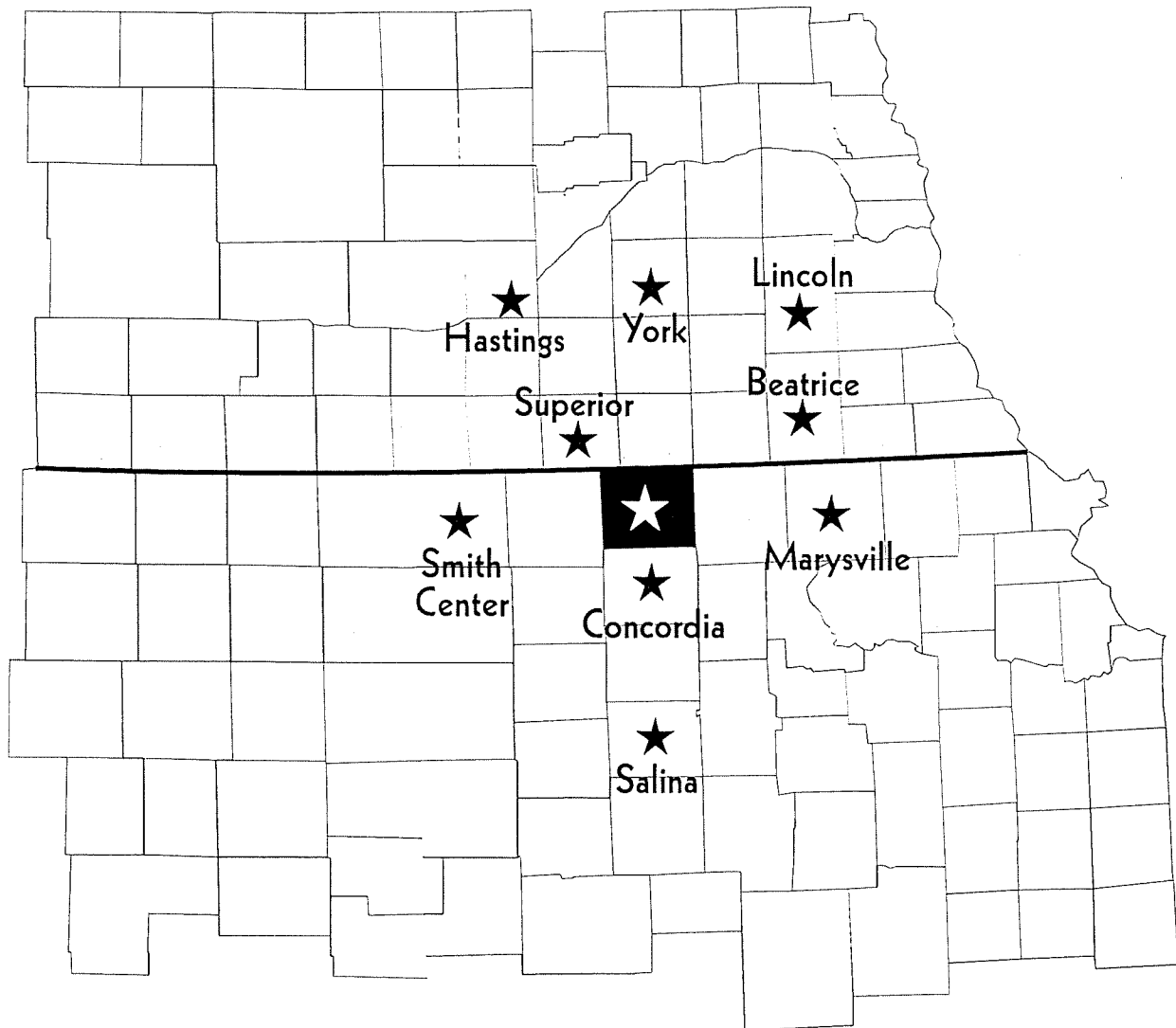
# BELLEVILLE WIDGET NATIONALS

## International Ticket Sales



# BELLEWILLE MIDGET NATIONALS

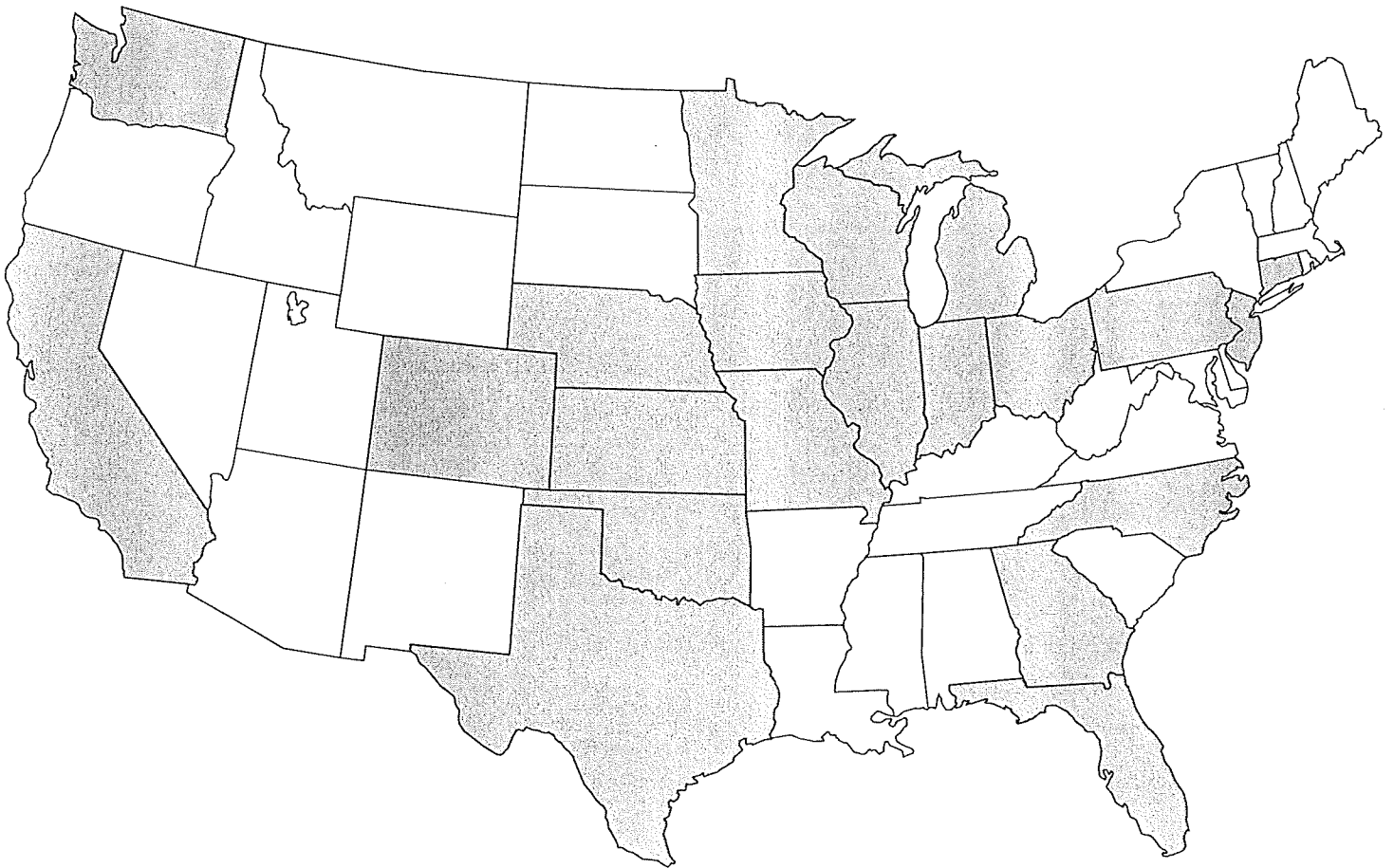
## Kansas/Nebraska Towns With Full Motels Due To the Midget Nationals



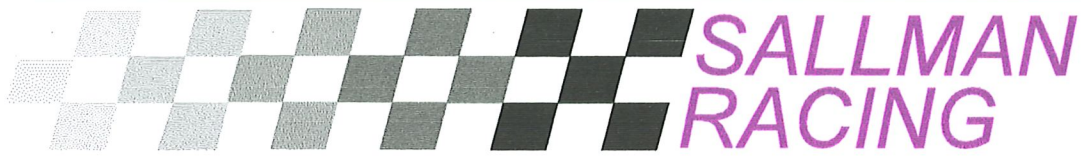
The Midget Nationals fill a minimum 5,000 Rooms for three nights  
5,000 rooms at 3 nights = 15,000 Rooms!  
Plus Full Campgrounds and Self Containment Units

# WELLSVILLE MIDGET NATIONALS

## States Represented with Cars at the National Vintage Sprint & Midget Show



Plus Canada



*Motorsports  
Marketing Program  
for  
Kansas Tourism*



2-1

10702 West 101st Ter. Overland Park, KS 66214  
(913) 438-3940 Fax (913) 438-3941

January 1997

SENATE TRANSPORTATION & TOURISM  
ATTACHMENT NO. 2  
1/28/97

# Motorsports Marketing Summary

*Sallman Racing, a high profile midget racing team, can create a strategic marketing/promotional partnership with The State of Kansas that will show positive Tourism results.*

*Corporations large and small, as well as other states, have found that race team sponsorships increase sales, build brand loyalty and tourism. However, simply sponsoring a race team, even one that wins, will only deliver limited results. One must plan for promotion and advertising to communicate the sponsorship to the tourists.*

*Through sponsorship of Sallman Racing, Kansas can eliminate any confusion about sponsorship. Kansas will be reaching people on a "lifestyle level," a level of value, in which people are doing something they like. Advertising alone will not create value. Our program allows the State of Kansas to cultivate a two-way relationship with tourist before and after they make a trip. Relationships through racing offer a basis to gather information, develop and deliver products and services, and, ultimately, gain that competitive edge.*

*At Sallman Racing we recognize Kansas's needs. . . Sponsorship is a strategic vehicle, a means of realizing certain objectives. Racing has placed great emphasis on safety and sportsmanship, as well as professionalism, team work, and high performance under pressure. These characteristics parallel the values of Sallman Racing, Belleville, and that of Kansas.*

*Let us stress that there are several possible approaches to motorsports marketing. Sallman Racing can refine them or expand them to meet Kansas marketing needs. You get television, at-site hospitality and entertainment, and so much more. . . and we generate tourism.*

# Marketing Objective

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- Create a winning image for Kansas tourism within Kansas, across the United States, and internationally.
- Build sales before, during, and after each race.
- Create a unified marketing strategy by reinforcing the sponsorship in advertising, tourism promotion, PR, merchandising and trade tie-ins.
- Build awareness of Kansas tourism.
- Distinguish Kansas tourism from other states.
- Earn publicity exposure in local, regional and national TV, print, and radio media.
- Enhance tourism loyalty by providing Kansas tourism inf. at races.
- Increase Kansas tourism industry visibility through trade show appearances and tie-ins, vendor/supplier hospitality and media relations initiatives.
- Create a high-excitement merchandising vehicle for cross-promotions and tie-ins.

# Menu of Marketing Strategies

- Builds Awareness of Kansas Tourism: *Awareness is the key; it is the first step in the planning process. Our marketing program will facilitate the tourist's awareness of Kansas, as outlined.*
  - » Distribution of Kansas literature, planning kits, etc.. at the following: national racing events where Sallman Racing competes; Belleville High Banks events; driver and race car appearances at car shows, race promotions, displays, the Kansas State Fair; and various other tourism-related events.
  - » Mailing of tourism literature aimed at increasing tourism-related expenditures and length of stay in Kansas.
    - Business reply card enclosed with reserved ticket sales for all events at Belleville High Banks, in racing programs across the United States. where Sallman Racing competes, and with any sale of merchandise.
    - Development of Promotional programs: (example) See how "Simply Wonderful" Kansas is and you can win a night at the Belleville High Banks Midget Nationals! Including: Tickets, crew member of the "Kansas Race Team", be an honorary flagman, plus much more!
    - All this can create a data base to conduct follow-up survey of visitors' experiences in Kansas.
  - » Our program provides aggressive marketing in that it combines all forms of media to include national, regional, and local television, print, radio, and promotion at local racing events. The value of this exposure and impressions will be documented by Joyce Julius of Ann Arbor, Michigan (a independent sports marketing research firm).
  - » The opportunity for Governor Graves and Ms. Kruse to promote Kansas on national television at the Belleville High Banks Midget Nationals.
    - Tape-delayed national broadcast on PRIME Sports Network (41 million households). This opportunity has been arranged with the producer.
    - Governor Graves and Ms. Kruse to draw winner of promotion mentioned above or appear with winner on TV.



# Menu of Marketing Strategies

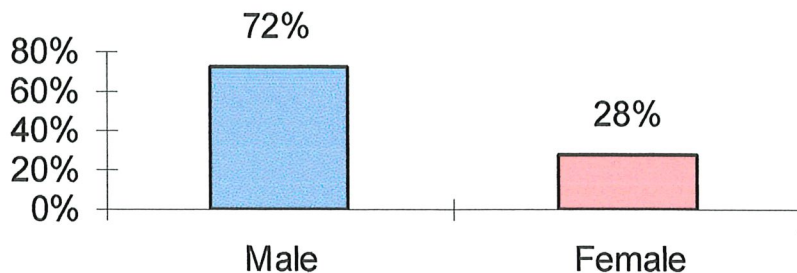
- Partnership: *“A Kansas Racing Team”*
  - » Kansas investment will be leveraged by a private sector investment ( a Kansas company). This company will serve as a primary sponsor to enhance Kansas associate sponsorship.
  - » The Sallman Racing (a Kansas Race Team) and Belleville High Banks (a Kansas tourism attraction) will serve as “spokesmen” for Kansas Tourism.
- Modern Technology
  - » Sallman Racing Team is developing a web site on the Internet to reach its established fan club nationwide. Kansas tourism information can be highlighted on this page via hypertext link.
- Race Team Transporter: Functions as a “billboard on wheels”.
  - » As Sallman Racing travels across the United States, the transporter will display an “800” number on the right, left, and rear of the trailer. Tourism information can be obtained through this number.
    - In the first year, the State of Virginia’s sponsorship of a race team generated 38,000 tourism inquiries alone from their “800” number on transporter; this has increased annually.
    - A special “800” number can be developed for tracking. (Example) “1-800 visit KS.”
    - Exposure and impressions of transporter will be documented by Joyce Julius.
- The demographics of auto race fans mirror the profile of the Kansas tourist. They appreciate the type of tourism assets Kansas offers. Race fans have disposable income to spend; our program will keep those dollars in Kansas.

## THE TYPICAL USAC RACE FAN

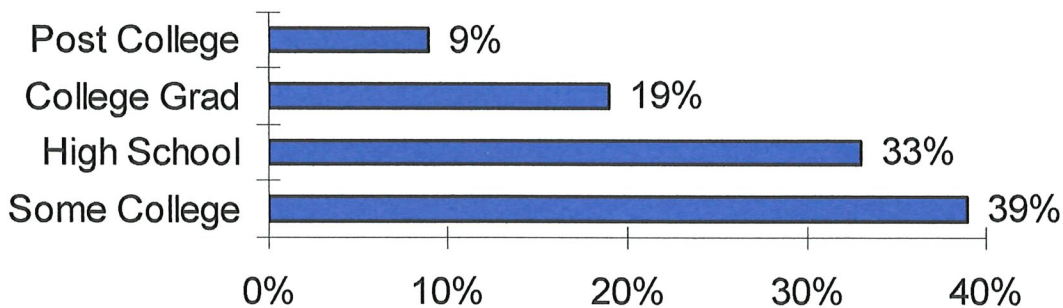
*The typical USAC fan is a 42 year-old male who has attended at least some college, owns his own home, and is married. He and his spouse bring home an average of \$50,000 a year in household income and own about 2 vehicles. He enjoys attending races, usually among 15-20 times per year; however, as a rule does not belong to a fan club. He typically travels slightly more than 3000 miles per year to and from racing events, and ventures out of his home state four to five times per year to see a race. Of those four to five times, he will stay overnight in a motel/hotel three or four times. He spends on average, around \$1500 per year attending races. While at the track, he usually purchases a program. Midget and Sprint car races are his favorite form of USAC racing. He is generally "mechanically inclined" performing most minor maintenance on his own vehicles. When not attending races, he almost always watches racing on television, with ESPN and TNN being his favorite networks. He also is a subscriber to racing publications. Other than racing, he enjoys football, basketball, and baseball in that order, and also enjoys listening to country and rock music.*

# 1995 DEMOGRAPHIC INFORMATION FOR USAC MIDGET RACING

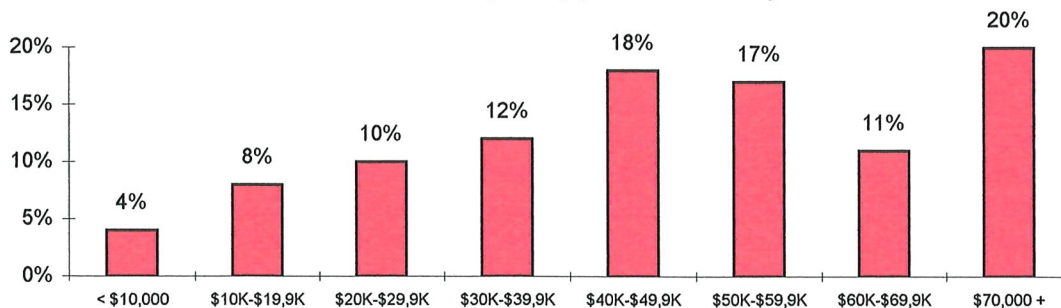
## Gender



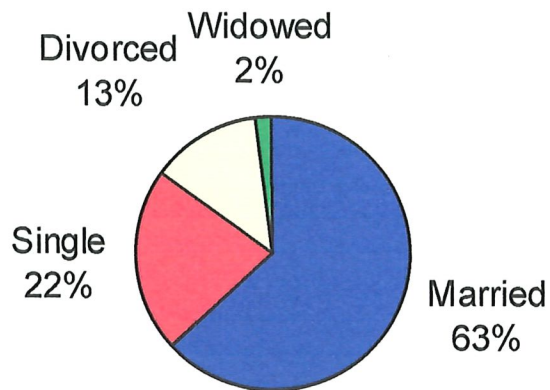
## Education (Highest Form)



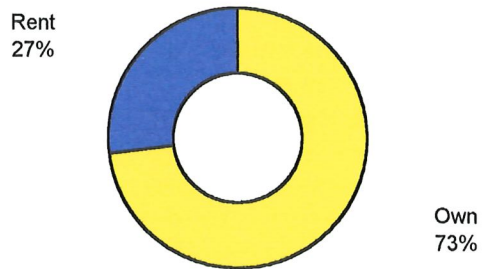
## Income Levels (Yearly per Household)



## Marital Status



## Own/Rent Home



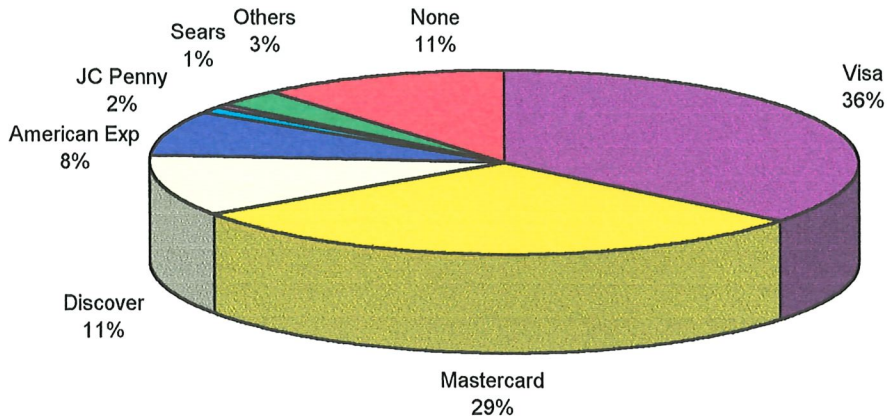
*2.5 VEHICLES PER HOUSEHOLD*

*65% PURCHASE RACING PROGRAMS*

*NIGHTS PER YEAR SPENT IN MOTEL WHILE TRAVELING TO RACES*

*3.9*

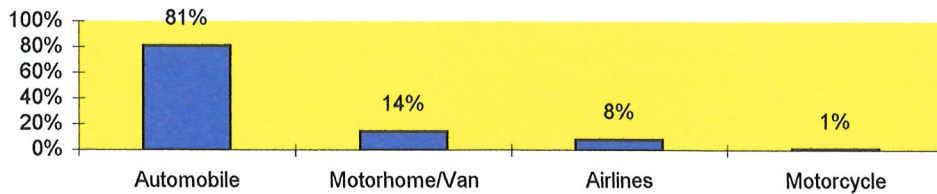
### Favorite Credit Cards



**AVERAGE AGE**  
**42.6 YEARS**

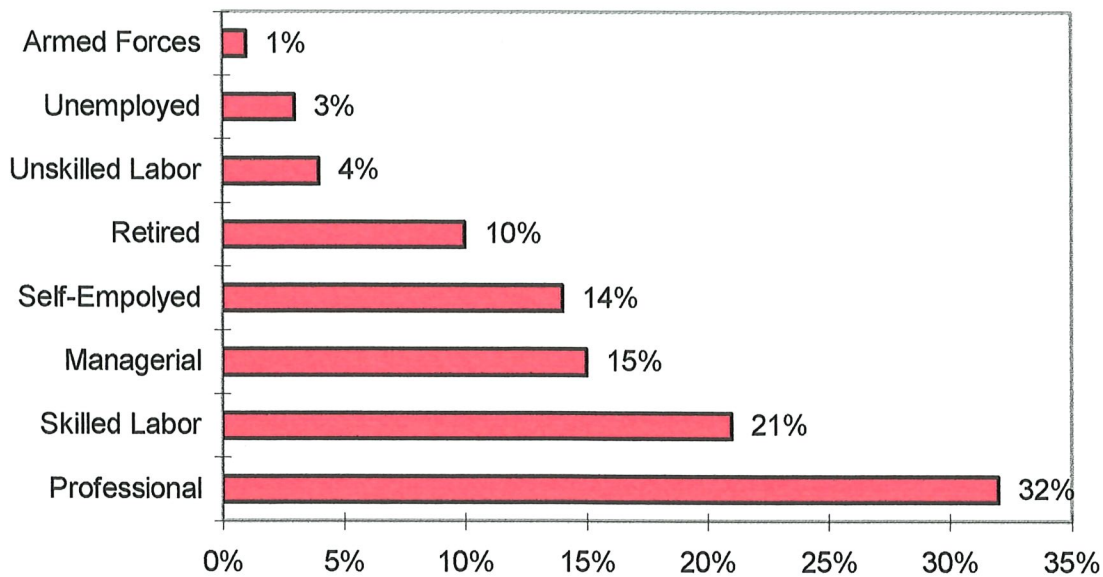
**RACES ATTENDED OUT OF STATE PER YEAR**  
**4.9**

### Pref. Means of Transportation

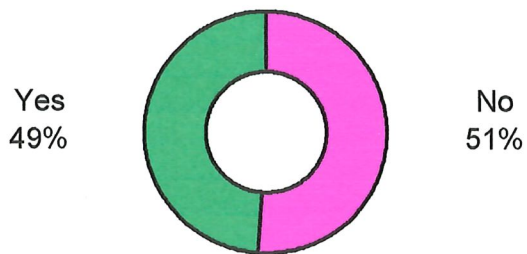


**AVG. MILES PER YR. TRAVELED TO SEE RACING EVENTS**  
**3111**

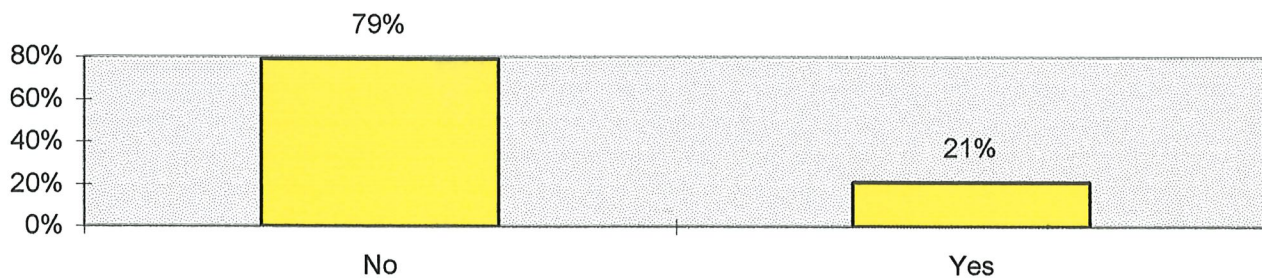
### Employment Categories



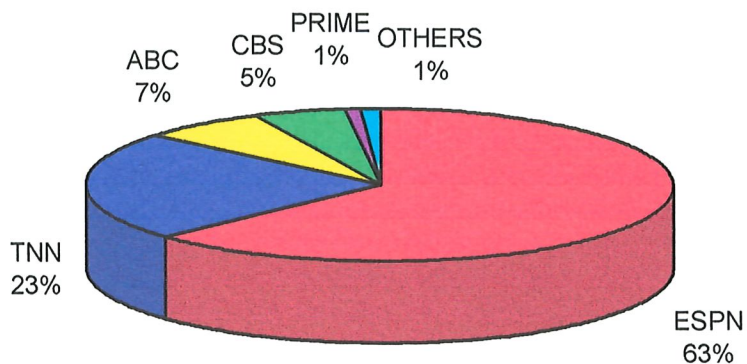
### Rent Autos For Business or Leisure



### Belong to Racing Fan Club



## FAVORITE NETWORK



## FAVORITE RACING PUBLICATIONS

NATIONAL SPEED SPORTS NEWS	21%
OPEN WHEEL	19%
CIRCLE TRACK	15%
STOCK CAR	10%
WINSTON CUP SCENE	7%
AUTOWEEK	6%
INDYCAR	5%
RACER	5%
OTHERS	12%

SOURCE FOR 1995 DEMOGRAPHIC INFORMATION:  
UNITED STATES AUTO CLUB 4910 W. 16TH STREET, SPEEDWAY, INDIANA 46224

# Menu of Marketing Strategies

- **Innovative:** *While all states promote tourism through traditional venues such as travel magazines, Kansas would be distinguished from competing states with this unique sponsorship opportunity.*
  - » Many advertisers believe that through sponsorship they can reach consumers (tourists) at a “lifestyle level” that is most directly related to the interest and activity of their target consumers (tourists). In addition, because consumers (tourists) are being approached on a “lifestyle level” the impact and impressions are much greater and stronger. (ref. appendix)
  - » **Fan Loyalty:** Performance Research of Newport, RI, a independent sports market research firm, has gathered data concerning fan loyalty.
    - They found that 71% of racing fans said they would “almost always” or “frequently” choose a product or service involved in racing. You can see from the information that racing fans are very loyal to racing sponsors as compared to other sports.
    - 71% Auto Racing
    - 58% Major League Baseball
    - 57% NBA
    - 52% Tennis
    - 47% Golf
    - 36% NFL
- This state and national promotion program will reinforce Kansas’ logo and slogan via:
  - » Right and left side of race car.
  - » Driver and crew uniforms.
  - » Right, left, and rear of team transporter.
  - » All equipment will carry logo.
  - » Midway displays.
  - » Signage at Belleville High Banks.
  - » Race programs.
  - » Promotions.



# Menu of Marketing Strategies

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- Arrangements for race tickets and race credentials for key people.
- A sponsorship announcement release will be issued to all media outlets on our media lists. This will include daily, weekly, trade publications, TV and radio outlets. We would also incorporate any media contacts you may wish to have included.
- A media kit will be created on the team and track program. This would incorporate considerable promotional materials on Kansas tourism.
- Arrangements can be made to carry your ad message on each track's public address system.
- Mailing list promotions.
- We would invite you to conduct tourism surveys and research at Belleville High Banks, and tracks where Sallman Racing competes. We will work with the tracks to make all arrangements.
- We invite you to make suggestions for additional promotional items.
- We will work with you to provide our team and race car for an agreed-upon number of personal appearances. A public relations representative would attend all key events to assure proper exposure for you...the sponsor.
- Hospitality and entertainment opportunities at the track. We help with arrangements.

# Advantages of Motorsports Marketing

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- Consumer Following: Racing is a remarkably efficient way for a company to reach that segment of the population which is male, well-educated, and growing in affluence. In addition, 28% of the audience is female.
- Excitement: Racing events provide an ideal backdrop for key account entertainment and/or internal public relations.
- Advertising Impact: The impressive sight of the sponsor's name on a race car that will remain in the minds of viewers of all ages for a long time. Fan loyalty is stronger in motorsports than any other sport.
- Localized: The high degree of visibility enjoyed by events in cities adjacent to the speedway allows for a wide range of promotional tie-ins.
- Manageability: Since the typical racing team participates in a scheduled series of events, a sponsor can work at effectively utilizing his involvement with the team over a period of months, tailoring his needs as he goes.
- Focus and Emphasis: An often overlooked phenomenon is racing's ability to provide Kansas dramatic exposure in its industry's trade press, reaching critical target audiences.
- The simple fact is: **RACE CARS ATTRACT A GREAT DEAL OF ATTENTION!!!** And that results in fantastic fan loyalty which can develop awareness of Kansas, that leads to **TOURISM!!!**

# Television Exposure

- 1996 Nationally Televised Events. These events are televised on ESPN, ESPN 2, PRIME, and TNN (The Nashville Network).
- Sallman Racing will compete in the following
  - » Jan. 13 Tulsa, OK National Telecast Taped
  - » Feb.. 4 Phoenix, AZ National Telecast Taped
  - » Apr. 10 Ventura, CA National Telecast Live
  - » Apr. 13 Ventura, CA National Telecast Taped
  - » Apr. 24 Ventura, CA National Telecast Live
  - » May 25 Indianapolis, IN National Telecast Live
  - » June 15 Richmond, VA National Telecast Live
  - » July 3 Winchester, IN National Telecast Live
  - » July 17 Indianapolis, IN National Telecast Live
  - » Aug.. 3 Belleville, KS National Telecast Taped
  - » Aug.. 14 Indianapolis, IN National Telecast Live
  - » Aug.. 28 Winchester, IN National Telecast Live
  - In addition to these dates there will be reruns of the events
  - All taped and reruns are two hour telecasts.
  - Live events are 2.5 to 3 hr telecast
  - Live events are on 8:30 to 11:30 Eastern time
- In addition our racing series is featured on three half-hour racing news programs. These are national telecast and have news on sponsors, race teams, events, and drivers.
  - » Raceday TNN Sundays, all year, 10:00am & 6:30pm
  - » Speedweek ESPN Fri. Sat/ 10 months, various times
  - » RPM Tonight ESPN 2 Mon-Fri and Sun, evening

# Television Exposure

- Example: if you had a \$100,000 budget and which to advertise with a 30 second ad nationally on ESPN it would cost \$8,400 per ad. This would equal 11.90 minutes exposure.
- Over a three hour telecast a top five team such as Sallman Racing can receive up to 15 minutes of exposure or more.
- Sallman Racing has obtained exclusive “in-car camera” for televised midget races. This maximizes exposure in addition to:
  - » Race car with logo and colors competing on race track
  - » Driver interviews (uniform with logo and colors)
  - » Sponsor mentions
  - » Crew interviews (uniform with logo and colors)
  - » Signage at Belleville High Banks
  - » Interview with Governor Graves and Ms. Kruse
  - » Pit equipment (logo and colors)
  - » This is what makes our program so “cost-effective”. There is still 12 races that we can get exposure and this is only one venue. The value would be much greater because of all the strategies outlined in our program will create additional exposure.
    - all exposure will be documented by Joyce Julius
- TNN reaches 54 million households
- ESPN reaches 67 million households
- ESPN2 reaches 31 million households
- PRIME reaches 41 million households

# Statistical Data-- Belleville High Banks

- Belleville Midget Nationals Attendance Growth
  - » 1990 8,858
  - » 1991 9,714
  - » 1992 10,498
  - » 1993 11,091
  - » 1994 11,202
  - » 1995 11,624 (1,300 no-shows due to rainout)
  - » 1996 13,230
- 80-85% of all reserve ticket sales are from out-of-state and overseas.
- Top ticket sales by state (in random order):
  - » Missouri
  - » Wisconsin
  - » Nebraska
  - » Colorado
  - » Arizona
  - » Oklahoma
  - » California
  - » Iowa
    - All states will receive reserve tickets except Vermont and Hawaii
    - Over 80 Race teams bring on average 20 people per team (over 90% of teams out of state)
- Ranking of top ticket sales by country:
  - » New Zealand
  - » Australia
  - » England

# Tracking Methods

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- Development of special 800 number--can track number of inquiries made.
- Business reply cards--completed to request tourism information on Kansas; total number of requests tracked.
- Follow up surveys
- Joyce Julius and Associates exposure summary:
  - » Number of impressions
  - » National television exposure
  - » Television news programming
  - » Local radio
  - » Event site and local market
  - » Print media
  - » Bimonthly and year-end reports
    - all reports contain exposure time and dollar value
- Web site--number of hits made.

# **USAC Midget Racing Data Summary**

## **A Supplement Data Report for Kansas Tourism Proposal**

### **Sallman Racing, August, 1996**

**BACKGROUND:** The most recent data made available to Sallman Racing from the Kansas Department of Tourism states that in 1994 it cost the State of Kansas \$2.58 per inquiry. In 1994, Kansas tourism advertising budget was \$398,000 dollars. From these figures (\$2.58 & \$398,000) we determined that the total number of inquiries in 1994 was 154,264.

**DATA:** Sallman Racing has compiled data on USAC midget racing from the following areas:

1. ESPN (Sports Channel, Television): 1995 total number of households that watched midget racing, 10,738,224.
2. PRIME (Sports Channel, Television) / TNN (Sports, Hunting, Country Music Channel, Television): 1995 total number of households that watched midget racing, 3,030,000.
3. ATTENDANCE (at midget racing events): 1995 total for 50 events, 295,949.
4. APPEARANCES: 1995 paid attendance at events where show car and display appear, 999,248.
5. TRANSPORTER (Truck & Trailer used to move race car across continental U.S.): Data is based on results from the State of Virginia's "800" phone number on a race team's trailer that Virginia sponsored. Virginia received 38,000 inquiries, Sallman Racing is using a conservative estimate of 19,000 inquiries for this proposal.

**COMPARISON:** For the investment of \$100,000 in Sallman Racing's marketing program, we suggest our program will receive a conservative estimate of 45,000 tourism inquiries. Our program reduces the cost of tourism inquiries from the most recent data from 1994 of \$2.58 per inquiry to \$2.22 through motorsports marketing. This is a savings of 38 cents per inquiry. If Kansas was to receive 45,000 inquiries at the 1994 rate of \$2.58 it would cost \$116,100 dollars. Sallman Racing's program at \$100,000 dollars reduces the cost by \$16,100 dollars.

**SUPPORTING FACTS:** Sallman Racing's estimates are very conservative when compared to previous sponsorships and events. During the week of the 1995 Belleville midget nationals, the city of Belleville, Kansas had 960 inquiries at the tourism center. This is a **7.4% response rate** as compared to Sallman Racing's attendance response rate of .173%. As mentioned before, the state of Virginia received 38,000 inquiries from a race team transporter 1-"800" phone number. Sallman Racing is using a conservative estimate of 19,000 inquiries.

**GENERATING INQUIRIES:** Sallman Racing will generate tourism inquiries through the programs outlined in our proposal (i.e. "800" number, promotional programs, ect.). This data shows the potential results from those programs.

**CONCLUSION:** Sallman Racing's motorsports marketing proposal for Kansas tourism can greatly reduce the cost of each tourism inquiry.

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# TOURISM INQUIRY DATA TOTALS

<b>Response Rate</b>	<b>ESPN</b>	<b>PRIME/TNN</b>	<b>ATTENDANCE</b>	<b>APPEARANCES</b>	<b>TRANSPORTER</b>	<b>INQUIRY TOTALS</b>
	<b><u>10,738,224</u></b>	<b><u>3,030,000</u></b>	<b><u>295,949</u></b>	<b><u>999,248</u></b>	<b><u>19,000</u></b>	
0.173%	18,535	5,230	511	1,725	19,000	45,000
0.250%	26,846	7,575	740	2,498	19,000	56,659
0.375%	40,268	11,363	1,110	3,747	19,000	75,488
0.500%	53,691	15,150	1,480	4,996	19,000	94,317
0.750%	80,537	22,725	2,220	7,494	19,000	131,976
1.000%	107,382	30,300	2,959	9,992	19,000	169,634
1.125%	120,805	34,088	3,329	11,242	19,000	188,463
1.250%	134,228	37,875	3,699	12,491	19,000	207,293
1.500%	161,073	45,450	4,439	14,989	19,000	244,951
1.750%	187,919	53,025	5,179	17,487	19,000	282,610
2.000%	214,764	60,600	5,919	19,985	19,000	320,268
2.500%	268,456	75,750	7,399	24,981	19,000	395,586
3.000%	322,147	90,900	8,878	29,977	19,000	470,903
3.500%	375,838	106,050	10,358	34,974	19,000	546,220
4.000%	429,529	121,200	11,838	39,970	19,000	621,537
4.500%	483,220	136,350	13,318	44,966	19,000	696,854
5.000%	536,911	151,500	14,797	49,962	19,000	772,171

<b>Response Rate</b>	<b>COST PER INQUIRY</b>	<b>BASED ON \$100,000 SPONSORSHIP</b>	<b># of inquiries needed to match Kansas data from 1994 with \$100,000</b>
0.173%	<b>\$2.22</b>		
0.250%	<b>\$1.76</b>		
0.375%	<b>\$1.32</b>		
0.500%	<b>\$1.06</b>		
0.750%	<b>\$0.76</b>		
1.000%	<b>\$0.59</b>		
1.125%	<b>\$0.53</b>		
1.250%	<b>\$0.48</b>		
1.500%	<b>\$0.41</b>		
1.750%	<b>\$0.35</b>		
2.000%	<b>\$0.31</b>		
			<b>38,760</b>
			<b>\$2.58</b>
			<b>154,264</b>

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# ESPN DATA

<u>Telcast #</u>	<u>Telcast Date</u>	<u>Households</u>		
1	3/30/95	705,006		
2	3/30/95	532,332		
3	4/6/95	145,008		
4	4/9/95	584,802	<u>% of Households</u>	
5	4/13/95	128,790	<u>That Inquire</u>	<u>Inquiries</u>
6	4/25/95	274,752	0.173%	<b>18,535</b>
7	4/26/95	120,204	0.250%	<b>26,846</b>
8	5/2/95	132,606	0.375%	<b>40,268</b>
9	5/4/95	369,198	0.500%	<b>53,691</b>
10	5/4/95	493,218	0.750%	<b>80,537</b>
11	5/5/95	149,778	1.000%	<b>107,382</b>
12	5/5/95	83,952	1.125%	<b>120,805</b>
13	6/17/95	507,528	1.250%	<b>134,228</b>
14	6/20/95	124,974	1.500%	<b>161,073</b>
15	7/6/95	431,208	1.750%	<b>187,919</b>
16	7/7/95	79,182	2.000%	<b>214,764</b>
17	7/13/95	589,572	2.500%	<b>268,456</b>
18	7/15/95	91,584	3.000%	<b>322,147</b>
19	7/20/95	545,688	3.500%	<b>375,838</b>
20	7/20/95	525,654	4.000%	<b>429,529</b>
21	7/21/95	78,228	4.500%	<b>483,220</b>
22	7/21/95	80,136	5.000%	<b>536,911</b>
23	7/27/95	846,198		
24	7/28/95	145,962		
25	8/3/95	689,742		
26	8/9/95	82,044		
27	8/10/95	738,396		
28	8/11/95	167,904		
29	8/17/95	642,996		
30	8/19/95	133,560		
31	9/1/95	391,140		
32	9/2/95	<u>126,882</u>		
		<b>10,738,224</b>	<b>Total Households</b>	

**Average # of  
Households  
per Telcast**      **335,570**

# PRIME SPORTS / TNN DATA

		<u>% of Households</u>	
		<u>That Inquire</u>	<u>Inquiries</u>
PRIME	410,000		
PRIME	410,000		
PRIME	410,000	0.173%	5,230
PRIME	410,000	0.250%	7,575
PRIME	410,000	0.375%	11,363
PRIME	410,000	0.500%	15,150
TNN	<u>570,000</u>	0.750%	22,725
	<b>3,030,000</b>	1.000%	30,300
		1.125%	34,088
		1.250%	37,875
		1.500%	45,450
		1.750%	53,025
		2.000%	60,600
		2.500%	75,750
		3.000%	90,900
		3.500%	106,050
		4.000%	121,200
		4.500%	136,350
		5.000%	151,500

# ATTENDANCE 1995

	<u>DATE</u>	<u>LOCATION</u>	<u>ATTENDANCE</u>		<u>Inquiries</u>
1	1/10/95	TULSA, OK	26,462		
2	2/5/95	PHOENIX, AZ	75,000		
3	4/2/95	WINCHESTER, IN	2,500		
4	4/29/95	LOUISVILLE, KY	5,000	0.173%	511
5	5/6/95	INDIANAPOLIS, IN	4,000	0.250%	740
6	5/13/95	INDIANAPOLIS, IN	6,000	0.375%	1,110
7	5/28/95	INDIANAPOLIS, IN	9,000	0.500%	1,480
8	6/9/95	TERRE HAUTE, IN	3,400	0.750%	2,220
9	6/24/95	WINCHESTER, IN	2,700	1.000%	2,959
10	7/3/95	RICHMOND, VA	10,287	1.125%	3,329
11	7/6/95	WINCHESTER, IN	2,600	1.250%	3,699
12	7/13/95	INDIANAPOLIS, IN	4,000	1.500%	4,439
13	7/27/95	INDIANAPOLIS, IN	4,000	1.750%	5,179
14	8/2/95	INDIANAPOLIS, IN	7,500	2.000%	5,919
15	8/1-3/95	BELLEVILLE, KS	11,300	2.500%	7,399
16	8/11/95	KANSAS CITY, KS	4,800	3.000%	8,878
17	8/12/95	ODESSA, MO	5,200	3.500%	10,358
18	8/17/95	INDIANAPOLIS, IN	5,000	4.000%	11,838
19	8/19/95	SPRINGFIELD, IL	8,000	4.500%	13,318
20	8/23/95	KOKOMO, IN	5500	5.000%	14,797
21	9/10/95	TERRE HAUTE, IN	5500		
22	9/22-23/95	ROSSBURG, OH	10000		
23	10/15/95	LOUISVILLE, KY	6000		
24	10/22/95	WINCHESTER, IN	2700		
25	11/18/95	VENTURA, CA	2500		
26	11/23/95	BAKERSFIELD, CA	5,000		
27	11/25/95	PERRIS, CA	4,500		
32	MARA	5 EVENTS	12,500		
42	NAMARS	10 EVENTS	25,000		
50	NON SAN	8 EVENTS	<u>20,000</u>		
			<b>295,949</b>		
		<b>AVERAGE</b>	<b>5,919</b>		

# APPEARANCES

	<u>TOTAL</u>	<u>999,248</u>		<u>Inquiries</u>
BARTLE HALL CAR SHOW	70,000		0.173%	<b>1,725</b>
HARTLAND PARK (3 EVENTS)	70,000		0.250%	<b>2,498</b>
	90,000		0.375%	<b>3,747</b>
	53,000		0.500%	<b>4,996</b>
KANSAS STATE FAIR	361,647		0.750%	<b>7,494</b>
MISSOURI STATE FAIR	294,601		1.000%	<b>9,992</b>
COUNTRY STAMPEDE	60,000		1.125%	<b>11,242</b>
			1.250%	<b>12,491</b>
			1.500%	<b>14,989</b>
			1.750%	<b>17,487</b>
			2.000%	<b>19,985</b>
			2.500%	<b>24,981</b>
			3.000%	<b>29,977</b>
			3.500%	<b>34,974</b>
			4.000%	<b>39,970</b>
			4.500%	<b>44,966</b>
			5.000%	<b>49,962</b>

# The Bottom Line

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- Our Marketing Program = **RESULTS!**
- The Director of Tourism for the State of Virginia described their racing sponsorship as *“Virginia’s most valuable tourism investment”!*
- “We’re letting the race fans in the locker room. No other sport does that.”
- Marketing through Sallman Racing and Belleville High Banks is the most **“cost-effective”** method today. No one can give you the marketing dollar value that we can!!

# Recommendation

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- Select the marketing strategies that can be implemented with or in addition to your current marketing plan.
- The results, if things go as proposed:
  - » “*Marketing Value at the bottom line.*” How much is it worth? No one can give you the “*value*” for your marketing dollar like Sallman Racing!! You get television, radio, print media, at-site hospitality, tie-ins, entertainment, and so much more. All for a fraction of the normal cost!!! . . . . And we generate *fan loyalty* and *tourism*.
- What to do next:
  - » Sallman Racing will arrange a meeting at a convenient time to discuss strategies, financial details and contracts.
- Thank You for your time, and we look forward to our partnership!
  - *This proposal is the property of Sallman Racing. Any use of it or the material contained within, is not authorized unless by contract or Sallman Racing.*



## Career History of Ron Sallman

Ron Sallman began his racing career at the age of five, riding a go-kart on an oval track that his father built in their backyard. At the time, he could not reach the gas or brake pedals, so his father would set the throttle at half open and turn him loose. He either ran out of gas or would have to yell to get his father's attention to stop.

These experiences led to Ron running his first race at the age of eight, which in turn led to his first victory. At the age of 11, Ron finished second in the Oklahoma State Championship and his younger brother Steve finished third. They both entered national competition the following year.

Throughout Ron's teenage years, he won many features and track championships on dirt ovals, asphalt ovals, and road courses from coast to coast. Ron even had the privilege of racing in the World Karting Association Championships at Daytona International Speedway. At this event Ron's father, Richard, set a land speed record for karts.

At age 17, Ron finished runner-up in the International Kart Federation Speedway Grand Nationals, one spot short of the highest award in karting. At this time Ron had full sponsorship with engine and chassis manufacturers, and began to develop his own chassis designs.

Ron became a dominant figure in indoor kart racing, with a winning percentage of 82% over a three-year period. This was due to many of the designs he incorporated into his chassis, and gave him the edge over his competitors.

Three years after finishing as runner-up, Ron achieved the highest award in kart racing by winning the Grand Nationals. This opened the door to many new opportunities in racing, and the following year Ron began racing limited sprint cars at Knoxville, Iowa.

Ron continued to race go-karts and sprint cars, and has collected several feature wins in sprint cars and additional championships in kart racing.

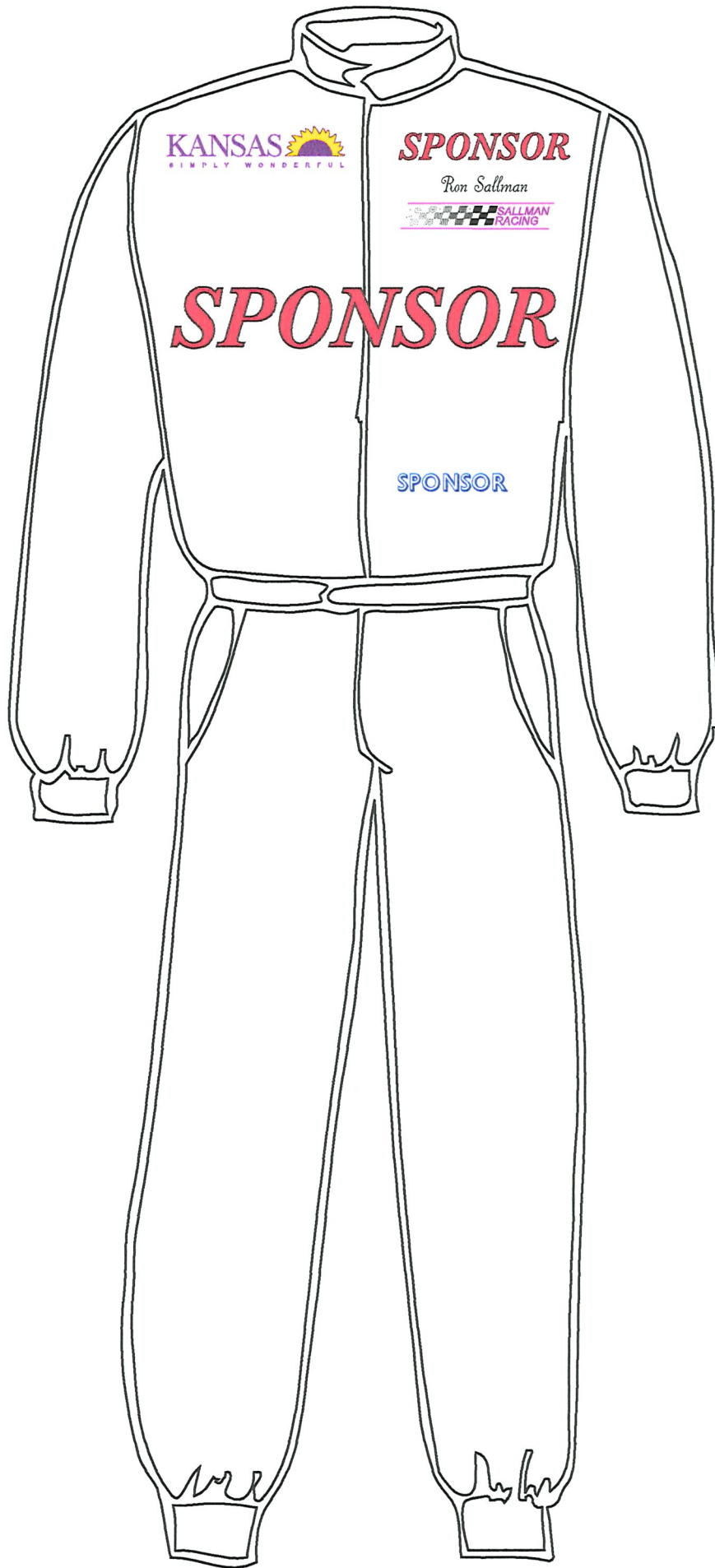
Ron is a graduate of Central Missouri State University and is a Airline Transport Pilot in single and muti-engine aircraft. Ron is also rated in gliders and has flown over 75 different aircraft with over 3000 flying hours.

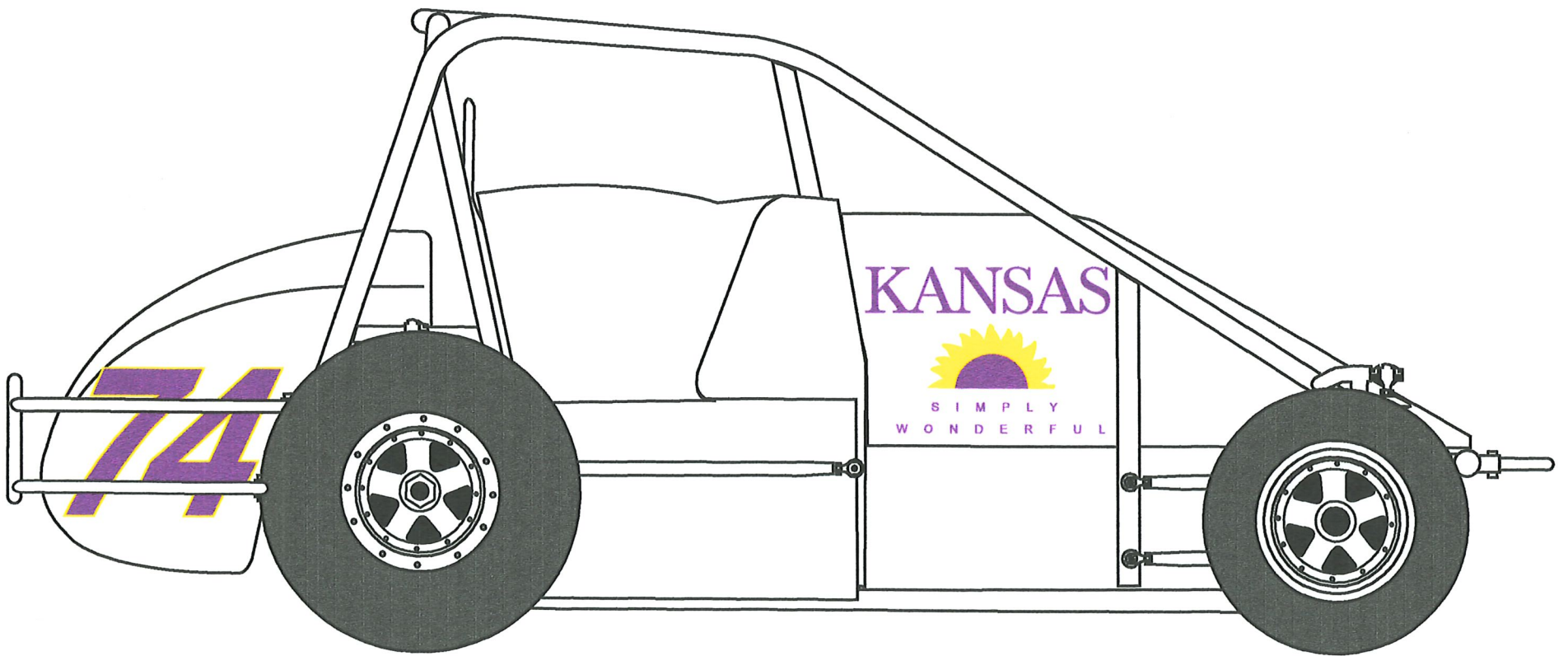
In addition to racing, Ron's interests include building and flying experimental aircraft and is currently finishing building a Pitts Special. He also enjoys restoring old cars and working on the family farm. Thirty year old Ron, his wife Elaine, and six year old Elizabeth, are all proud to announce the birth of Eric Sallman in January of 1996.

## *Ron's "track record" is lengthy, and rich with highlights*

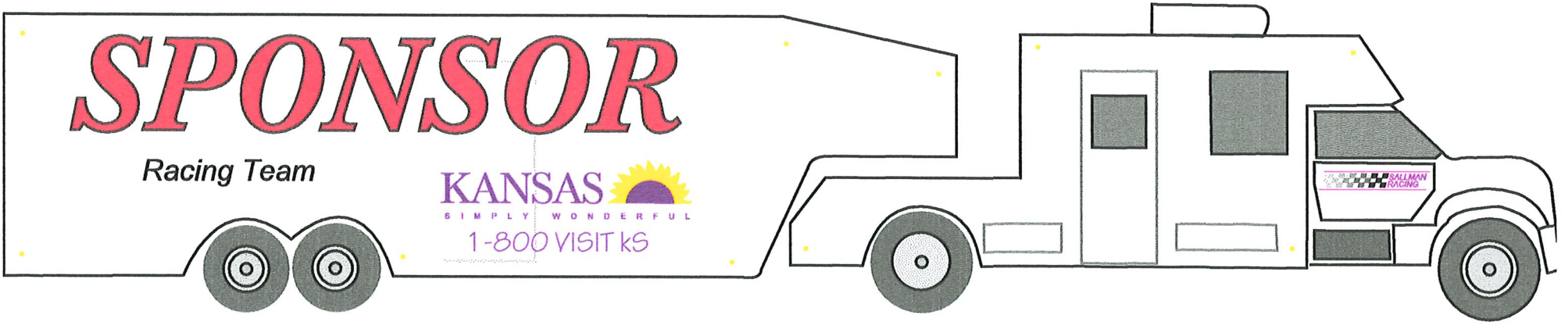
- *Age eight, first year of racing. Four feature wins and track points champion.*
- *Age eleven, second in the Oklahoma State Championships.*
- *Age seventeen, second place International Kart Federation (IKF) Speedway Grand Nationals.  
Fourth place Super Stock Light IKF Grand Nationals.  
Fifth place Open Class IKF Grand Nationals.*
- *Age eighteen, Sunshine Winter Nationals Feb. 13-16, Daytona Memorial Stadium  
Two overall points titles in two classes; second place in another class.  
Eight feature wins.*
- *National Indoor Champion in three classes.*
- *Age nineteen, first year driving 360 Sprint car at Knoxville, Iowa and throughout the Midwest.  
Two feature wins at Knoxville.  
Four overall feature wins.  
Fourth place points at Knoxville.  
Two track records.*
- *1987 Results from IKF Speedway Grand Nationals:  
First place 150cc Open  
Second place 100cc Super Stock Heavy  
Sixth place 100cc Stock Heavy  
Fifth place Yamaha KT100S  
Fourth place 100cc Super Stock Light  
Fourth place 100cc Stock Light  
Fourth place 100cc Open  
Fourth place 200cc Stock  
Was the only driver to compete in every class throughout the three-day event.  
Competed in eight 30-lap A-Mains.  
Drove 672 laps, including coming from C-Main in two different classes to finish fourth.*
- *1988-1992 Attended Central Missouri State University; earned a Bachelor of Science degree in Aviation Technology with a minor in Marketing.  
Captain, CMSU Flight Team.  
Head Coach, CMSU Flight Team.  
Dean's List candidate.*
- *USA Speedway National Champion Seven Times*
- *World Karting Association Speedway Championships held in USA:  
Competed in three classes.  
World Champion 100cc Super Stock Light  
World Champion 100cc Super Stock Heavy  
World Champion Runner-Up 100cc Yamaha*
- *Designed, developed, and test-drove racing kart chassis for manufacture by Kermit Buller.*







2.30



# APPENDIX

## SOURCES OF INFORMATION:

Linger Group (317) 631-2500  
(ESPN Thunder Programs)

United States Auto Club (317) 247-5151  
4910 West 16th Street  
PO Box 24001  
Speedway, IN 46224-0001

National Speed Sports News (201) 445-3117

ESPN (203) 585-2000

ref. Mark E. Battersby, Reaping the Rewards of Sponsorship, Bank Marketing, Vol 24 #6, June 1992, page 24, paragraph 3

## FOR QUESTIONS OR ADDITIONAL INFORMATION REGARDING PROPOSAL, CONTACT:

Ron Sallman (913) 438-3940  
10702 West 101st Terrace  
Overland Park, KS 66214

Ron Sankey (913) 527-5585