

For Immediate Release



**Liberty Waves Marketing Promotional Waves  
in the Motor Sports Arena**

***Premier Sponsor for Pro AMA American Superbike Road Racer #2***

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MURIETTA, CALIFORNIA March 18, 2010 – Liberty Waves Marketing is making promotional waves in the motor sports arena. Now in its fourth season of fielding Pro AMA Road Race Team with the #2 bike in American Superbike piloted by rider, Eric Pinson, Liberty Waves has secured support of various levels from more than a dozen companies and continues to build momentum.

“When this venture started in 2007, I knew nothing about racing. Since then, I’ve learned a lot” comments Managing Director, Kirsten Haas. Haas, the founder of Liberty Waves Marketing, a communications / public relations consulting company.

“My first race was Daytona four years ago. I was amazed at the number of people there – not to mention how diverse they were. I always thought racing was for guys 8-30, but, race after race I’ve been proven wrong.” Pro AMA Road Race weekends for the Superbike Series draw an average of 50,000 spectators. The late July Mazda Laguna Seca Speedway round in California is combined with the World Grand Prix Series which draws upwards around 300,000. “There are people of all ages, shapes, sizes, backgrounds and the like. This arena offers phenomenal potential for promotions.”

Haas describes race weekends as charged tradeshows and notes that thousands of fans stroll through the race paddock at every race event to meet riders and collect posters and team give-away items. “We always enjoy meeting fans and seeing them season after season. We’ve built a substantial mailing list of 2,000+.” In addition to those who visit the team’s race paddock, riders interact with fans during formal autograph sessions staged by AMA at every race event. Because of its popularity, the 45 minute sessions typically run over to over an hour to assure all fans get to meet their heroes.

Brand exposure and visibility is another hot button of race promotions. Although the race machines offer a smaller advertising canvas compared to autos, motorcycle racing is much more intimate. Fans have the opportunity to see race bikes up close and personal and take notice of logo decals on the bikes. In addition to visiting race pits, fans have the opportunity to be part of the action and excitement by walking the race grid and weaving in and out of the field of race bikes an hour before the starts of the premier classes. This has been a great way to help reinforce visual impressions of sponsor logos and those organizations that directly support the growth and longevity of the sport.

Visual impressions are conveyed not only through graphics on the race machines, but through patches on rider leathers and team jerseys, on team displays in their race paddocks, the graphics on their transporters serving as a backdrop in the paddock and rolling billboard between races and more.



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Team sponsors are cited on AMA's posted race entries and race results and most teams proudly include sponsor logos on their race websites with direct hyperlinks to the sponsor sites.

Tower announcers do a great job of sharing rider stories with fans and allowing riders to give a shout-out to their partners. In a typical race weekend, one can expect major team sponsors to be announced at least three times regardless of how well the rider does in the race.

Media coverage includes TV coverage on the SPEED channel and print/web coverage through Roadracingworld.com, Superbike Planet, Cycle News, Cycle World and more. AMA Pro Racing's website, [www.amaproracing.com](http://www.amaproracing.com), includes headlines, race coverage and photo galleries of race events.

Another burgeoning area of exposure is social media. Teams are gaining tremendous visibility through sites such as Facebook, Twitter, Linked In, My Space and YouTube. Never before has it been easier to get the word out and build buzz among a wide degree of consumer bases. The cyber community gets the word out fast and efficiently, gets people to tune into SPEED coverage, gets them excited and helps motivate them to attend events

When asked about promotional headway Liberty Waves has made in racing in the last few years, Haas gives some highlights: "In addition to securing two dozen sponsors, we've partnered with four motorcycle dealerships; two on each coast, established a strategic partnership with DeKalb Technical Institute's (Clarkston, GA) Motorcycle Service Technology Department." DeKalb Tech interns and alumni have traveled on the road with the team. "We've also established a relationship with Dairyland Cycle Insurance to build their brand exposure and fortify marketing impressions on potential policy holders." The team spearheaded fan promotions of their services at the race track and bike nights.

"Our work with Dairyland allowed us to be creative and try out a fun branding tactic," explains Haas. Mid Season 2008, the team painted their race fleet to resemble white and black spotted Holstein dairy cows. "Fans loved it and our bikes were probably the most photographed bikes in the paddock." The bikes help the team connect with the non-traditional fan base of women and children whose numbers are growing as race attendees. Liberty Waves continued the cow scheme through the 2009 Season. The cow bikes prompted fans and supporters to tune in to spot the cow. Cow bike fans kept Dairyland's phone ringing and kept the Team's sponsors stoked to see the team get the job done.

For 2010, the team continues its trend of notoriety of being the first team to field BMW's new street bike, the S1000RR in the highest level of pro road racing in North America. "Aligning with the BMW brand opens cross-branding opportunities among a highly desired consumer base" comments Haas. In addition to continuing alignment with Dairyland Cycle Insurance, the Team has secured corporate support from institutions new to the motorcycle road race arena including Liberty Tax Service and Cell Phones For Soldiers. Presently, the team is running the BMW factory paint scheme.

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In respects to the future, Haas has is enthusiastic about their marketing package and program for capturing corporate support for 2010 and 2011. "It is a strong package and our record of progressive improvement on the track with race results and point standings along with our continuous effort to bring greater value to our sponsors and supporters makes it that much stronger." The team continues to grow. From a part-time team of two and a single race bike in 2007, the team has grown to a formidable crew committed to going the distance. They are equally skilled at getting the job done on and off the track and the waves of momentum they are generating can not be denied.

"It's been a fascinating journey," states Haas. A marketer with 15 years corporate marketing experience in the professional service sector, explains that the intimacy of motorcycle road racing forges unforgettable experiences for fans and supporters alike. Better yet, in respects to other motorsports racing outlets, AMA Pro Road Racing offers tremendous value. Promotional dollars spent in the AMA race paddock go much further than those spent for NASCAR, Grand Am, or Indy cars. "I often say, 'Let us be your Danica Patrick but on a Martha Stewart budget.'" Those who have turned away from motorsports advertising and promotions due to perceptions that they are too expensive are starting to recognize the value in motorcycle racing. Haas believes that it is just a matter of time (1-3 years) before you see Home Depot, Target and Coca-Cola branded race bikes going head to head. Regardless, the team will continue to successfully mix business and pleasure and raise the bar of excellence in all aspects of the sport.

**About Liberty Waves Marketing**

Liberty Waves Marketing (LWM) is a communications / public relations consulting company that specializes in the extraordinary. Since late 2006, LWM has served clients nationwide with miscellaneous marketing tasks. From proposal editing through preparation of short-list presentations, detailed marketing planning and research and devising sophisticated promotional programs, Liberty Waves tackles projects large and small. LWM is a growing woman-owned enterprise.

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