



**OPERATION GREEN PROP  
POWERBOAT SUPERLEAGUE'S GREEN MARKETING INITIATIVE**

# **WHY POWERBOAT SUPERLEAGUE?**

**ECO-FRIENDLY APPROACH TO MOTORSPORTS  
THAT IS UNMATCHED IN THE INDUSTRY**

**HEART-POUNGING, UP-CLOSE EXCITEMENT OF  
POWERBOATS RACING AT OVER 120MPH**

**OUTDOOR, FAMILY FRIENDLY, GREEN EVENTS  
ATTRACTING HUNDREDS OF THOUSANDS OF  
FANS EVERY YEAR**

**FLEXIBLE AND AFFORDABLE OPPORTUNITIES  
RANGING FROM PRODUCT DEMONSTRATIONS  
TO NATIONAL TELEVISION ADVERTISING**

**REGIONAL, NATIONAL AND INTERNATIONAL  
MEDIA COVERAGE**

**25 YEARS OF PRODUCING PROFESSIONAL  
POWERBOAT RACING EVENTS**

## **Powerboat Superleague: The Planet's GREENEST Racing Series**

The words “eco-friendly” and “motorsports” are rarely mentioned together.

Powerboat Superleague has earned a stellar track record of being the greenest motorsports in the industry and we are proud to introduce **OPERATION GREEN PROP.**

### **What makes us GREEN?**

**Minimal Fossil Fuel Consumption:** A Powerboat Superleague Formula 2/SST120 boat uses up to 45 gallons of fuel over the course of an entire race weekend. This includes testing, qualifying and racing. This is a tiny fraction of the fuel used by other types of motorsports and every auto racing series. In fact a single car in the NASCAR Sprint Cup series can use well over 100 gallons of fuel during a single race.

**We Use NO Tires:** From the chemical compounds to the energy used in production to the problems with disposal, tires are one of the dirtiest and wasteful parts of motorsports. Other racing series can go through thousands of tires at a single race. Obviously, since this is powerboat racing, Powerboat Superleague uses no tires in their racing. The only tires we use are on the support vehicles that get us to and from the water and race site.

**Our Sport Promotes Clean Water and Waterfront Maintenance & Revitalization:** Since our races take place on public water ways, Powerboat Superleague must maintain a clean, safe racecourse for our drivers to compete on. Our racing promotes, and in many cases provides, a clean environment since all potentially harmful debris must be removed from the shoreline and the area on the waterway where we are racing.

Plus, our racing often occurs in a central, downtown area bringing tens of thousands of fans to the city's waterfront and supporting the local businesses that cater to the additional spectators and foot traffic our events bring.

**Our Boats Are Built Green:** In addition to using less fossil fuels, our boats are made of materials that are either biodegradable (wood) and/or recyclable (carbon fiber, fiberglass). Plus, since they have far fewer mechanical parts than an automobile, they require fewer manufactured components and spare parts compared to auto racing.

**We Race on Reusable Racetracks:** Other types of motorsports race on mammoth, expensive, purpose built race courses. Then, many times, they only host one or two events throughout the year and then sit dormant the rest of the time wasting valuable real estate and natural resources.

Powerboat Superleague races on waterways setting the racecourse up using temporary, inflatable buoys. Once the racing is complete, the buoys are removed and the waterway is returned to normal use for private, commercial and public entertainment uses.

**SMALL CARBON FOOTPRINT – RESPONSIBLE USE OF NATURAL RESOURCES**

**PROMOTION OF WATERFRONT - AND ECONOMIC DEVELOPMENT**

**POWERBOAT SUPERLEAGUE – GREEN....AND PROUD OF IT!**

Learn more at [www.superleaguemedia.com/green](http://www.superleaguemedia.com/green)

## **About Powerboat Superleague:**

Beginning its 25<sup>th</sup> season of racing, Powerboat Superleague is the **longest running** powerboat racing series in America. The series, which has been referred to as the NASCAR of the marine industry, has conducted over 140 events around the globe.

Powerboat Superleague races **two series** of powerboats. The **Formula 3/SST-60** series is the tour's entry level class. They reach a top speed of **85MPH** and offer some of the most competitive racing in the industry.

The **Formula 2/SST-120** series is the most popular class of tunnel hull racing in the United States. Powerboat Superleague's F2 boats provide nose to nose, heart-pounding excitement at speeds in excess of **120MPH**.

## **A Few of Powerboat Superleague's Marketing Options for Green Companies:**

Event Sponsorship – Other motorsports are restricted to racing in cities that have race tracks. Powerboat Superleague can race in any city that has a suitable waterway. Want to take your product directly into the heart of a specific city? Powerboat Superleague can make it happen – at over 120 miles per hour!

Product Displays and Sampling – Powerboat Superleague's race events attract from 20,000 to over 600,000 visitors. These daytime, outdoor, family-friendly events are the perfect place to demonstrate eco-friendly products, distribute information and build awareness of green products, services and initiatives.

Official Endorsements and Testing Opportunities – Motorsports have long been used as proving grounds for all types of products. Powerboat Superleague is proud to promote and endorse products that use the series for research, testing and development.

National, Regional and Local Television Exposure – Powerboat Superleague's television coverage is seen locally, regionally and across the United States. Plus, all programs (and the advertising therein) are archived and made available on demand on the Internet on sites that include YouTube, RaceFansTV and SuperleagueMedia.com.

Additionally, Powerboat Superleague events always generate huge amounts of local and regional electronic and print media coverage adding additional exposure value to our series and team sponsors.

For more information and to watch Powerboat Superleague television coverage, please visit [www.SuperleagueMedia.com](http://www.SuperleagueMedia.com).

## **Powerboat Superleague Demographic Information:**

Powerboat Superleague carries excellent spectator demographics, from a mix of college educated males and females to the most sought after age groups with disposable incomes.

Gender – While the audience tends to be more male than female, the gender gap is closing. Currently, our statistics show that 63% of the race spectators are male while the remaining 37% are female.

Age Groups – Spectators at a Powerboat Superleague race fall into the following age bracket percentages:

- Under 18            5%
- 18 – 24            21%
- 25 – 34            33%
- 35 – 44            19%
- 45 – 54            10%
- 55 – 64            9%
- Over 65            3%

Education – Better than 62% of our fans are college educated, 25% have at least a high school diploma, and an amazing 11% have advanced degrees.

Income – Hand-in-hand with a well-educated group is better level of incomes and the ability to spend disposable dollars with sponsors, advertisers, concessions, and on-site activities. Our surveys have shown these income levels:

- Under \$10k        2%
- \$10-15k            6%
- \$15-25k            9%
- \$25-35k            24%
- \$35-50k            38%
- \$50k plus          21%

Event Information – Powerboat Superleague is part of day-time events that are traditionally provided at no charge to spectators thus insuring large, diverse crowds.

These waterborne events often include other types of family-friendly entertainment that include roaming performers of all kinds, jet ski and water ski shows, dozens of food vendors, and regional and national music acts.

## **2011 Powerboat Superleague Racing Schedule and Television Coverage**

<u>Date</u>	<u>Host City</u>	<u>Event DMA</u>	<u>National TV</u>	<u>Regional/Digital TV</u>
June 18-19	Elgin, IL 2011 25 <sup>th</sup> Anniversary Kick-Off Weekend	Chicago	America One	CSN Chicago Bright House Sports Tuff TV @ Sports TV
July 3 – 4	Pittsburgh, PA 2011 North American Championship	Pittsburgh	America One	FSN Pittsburgh Bright House Sports Tuff TV @ Sports TV
July 9 – 10	Marietta, OH	Parkersburg	America One	FSN Pittsburgh Bright House Sports Tuff TV @ Sports TV
August 6 – 7	Huntingdon, WV	Huntingdon	America One	FSN Pittsburgh Bright House Sports Tuff TV @ Sports TV
August 21-22	Aurora, IN	Cincinnati	America One	FS Midwest Bright House Sports Tuff TV @ Sports TV
Sept 3 – 6	Kankakee, IL 2011 APBA National Championships	Chicago	America One	CSN Chicago Bright House Sports Tuff TV @ Sports TV
October 1-2	Memphis, TN 2011 25 <sup>th</sup> Anniversary Kick-Off Weekend	Memphis	America One	SportSouth Bright House Sports Tuff TV @ Sports TV

### **2010 Powerboat Superleague Television Airings Review (as of 3/1/2011)**

Race	# National 6pm-Mid	# Regional 6pm – Mid	Total Airings	Households
Memphis	2	4	24	44 Million
Pittsburgh	2	6	16	38 Million

### **2010 Powerboat Superleague Coverage Internet Views (as of 3/1/2011)**

<u>Race</u>	<u>YouTube</u>	<u>RaceFansTV</u>
Memphis	1457	1245
Pittsburgh	2102	1533

### **2010 Powerboat Superleague Event Attendance Figures**

Pittsburgh	600,000 (3 Day Event)
Marietta	38,000 (2 Day Event)
Memphis	15,000 (3 Day Event – poor weather)
Aurora	40,000 (2 Day Event)
Kankakee	35,000 (2 Day Event)

## **Powerboat Superleague Television Distribution**

### **MORE OUTLETS – MORE SCREENS – MORE EXPOSURE!**

#### **International/On-Demand**

Powerboat Superleague television programming is distributed around the world via the Internet on multiple web sites that include the series' media portal [SuperleagueMedia.com](http://SuperleagueMedia.com) as well as [RaceFansTV.com](http://RaceFansTV.com) and [YouTube.com](http://YouTube.com).

All sites are available to fans watching on their computers as well as those watching on their mobile devices that include iPads, mobile phones and other technology.

Additionally, all Powerboat Superleague television programming is made available for purchase on DVD.

All sponsored advertising inventory remains in the Internet versions and DVDs giving sponsors' messages a shelf-life that lasts for years, not just minutes and seconds.

#### **National Television**

Powerboat Superleague television programming is distributed to over 35 million households on the America One television network.

America One is seen across the United States via broadcast affiliated stations, select cable systems and in designated markets on DirecTV and DISH Network.

Historically, Powerboat Superleague programming has earned weeknight, prime time scheduling on America One putting our advertisers' and sponsors' messages exposure during the most popular times for television viewing.

#### **Regional Television**

Powerboat Superleague programming is distributed to over 25 million households on the regional sports channel that serves the host cities of our races and events.

These networks include SportSouth, Comcast SportsNet Chicago, Fox Sports Midwest, Fox Sports Ohio, Bright House Sports Network, and FSN Pittsburgh.

Our network of regional sports nets re-airs our programming at various times throughout 3<sup>rd</sup> and 4<sup>th</sup> Quarters giving our advertisers and sponsors repeated exposure on the local and regional levels.

## **CONTACT INFORMATION:**

For series sponsorship opportunities, advertising sales and programming distribution, please contact:

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To watch Powerboat Superleague television programming on-demand, please visit:

[www.SuperleagueMedia.com](http://www.SuperleagueMedia.com)

For more information about scheduling Powerboat Superleague racing at waterborne events and festivals please contact:

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