



SATURDAY, AUGUST 15th, 2009

Held at the National Orange Show 689 South "E" Street San Bernardino, CA 92408

It is our pleasure to introduce to you The Ultimate Automotive Lifestyle Event on the West Coast. Now in its Sixth year in production, the show has generated great reviews in magazine coverage in *Truckin'*, *Street Trucks*, *Tailgate*, *DUB*, *Grinder*, *Mini Truckin'*, *Sport Truck* and numerous Internet sites. The Ludikrs Car and Truck Show have attracted nearly 700 custom vehicles, over 5,000 spectators in attendance, and numerous aftermarket accessory vendors. We hope to surpass those numbers for 2009 and would like for your company to be part of our event, as a sponsor.

Marketing Campaign

Our huge marketing campaign will reach thousands of potential clients through radio advertisements, flyers, poster, events and the Internet. Our promotion is geared towards the custom car and truck enthusiasts from ages 18 to 35. Our street team will be promoting and distributing over 60,000 flyers at all the major automotive lifestyle events, including: shops, clubs, cruise nights, tattoo shops, and any other places that are heavily involved in the custom vehicle market. Our promotional campaign has already begun. You can log onto our official show site at www.ludikrsshows.com, to see the type of vehicles that attend our event. You will also see on our site, the media support that we have generated for this years event.

Please give Kris Tafoya a call at 909-434-1999, with any further questions regarding the show. We're looking forward to earning your business and creating a relationship with your company for years to come and we truly thank you for your time and consideration.

- *Ludikrs Kustomz*

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