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PRESENTS



FUELED BY



Shell **V-Power**

Round 4 TORONTO - August 18 & 19, 2007

EXCLUSIVE VENUE



Parc Downsview Park
Canada



ONSITE TTC ACCESS - FREE GENERAL ADMISSION - OUTDOOR/INDOOR EXHIBITION



www.driftmania.ca



PROUD SUPPORTERS OF CASTROL DMCC

2007 NATIONAL SPONSORS:



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IMAGES FROM OUR 2006 EVENTS



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2007 CASTROL DMCC SCHEDULE

The Castrol DMCC is Canada's first and only professional drifting championship series. It is the home of Canada's top drifters and produces a level of excitement like no other.

DATES	EVENTS	VENUE	CITY
Sunday May 20	DMCC Round 1	St-Eustache Autodrome	MONTREAL
Sunday July 8	DMCC Round 2	St-Eustache Autodrome	MONTREAL
Sunday July 22	DMCC Round 3	Montmagny Speedway	MONTMAGNY, QC
*AUGUST 18-19	DMCC Round 4	Downsview Park	TORONTO
Sunday Aug 26	DMCC Round 5	St-Eustache Autodrome	MONTREAL

* Special Event: ONSITE TTC ACCESS, OUTDOOR/INDOOR EXHIBITION, FREE GENERAL ADMISSION

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DRIFT MANIA INC , RACEMODE INC , WOODOO INC

INTRODUCTION

Drift Mania Promotion was established in October of 2004. Based in Montreal, it is currently Canada's leading authority on drifting.

In the beginning of the 2006 season, Woodoo Marketing, Inc. was added to the team to build its sponsorships and soon after Racemode Media, Inc. (Based in Toronto) accepted the challenge to grow its fan base and take lead in building Toronto's future for extreme motor sports entertainment.

Combining speed, smoke, style and adrenaline, drifting is an extreme sport that requires an exceptional driver with immense talent and nerves of steel.

Drift Mania's mission is to promote drifting to people who are passionate about racing, extreme sports and modified cars, but also to a larger demographic. In the safest of environments, Drift Mania aims to provide the fans with an amazing experience showcasing the best drifters in the country fighting for the title of Castrol DMCC Champion.



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DRIFTING 101

QUICK FACTS ABOUT DRIFTING

- Drifting originated on the mountain passes of Japan approximately 10-15 years ago. Today, professional and amateur drifting takes place in Europe, Australia, Japan, the USA and Canada.
- The popularity of the sport is experiencing growth like no other sport in the WORLD.
- Vehicles are judged based on four main criteria: Corner entry speed, angle (angle of over steer), exit speed and adherence to the racing line.
- Rear-wheel drive (RWD) cars are the best cars for drifting, due to their drive train layout and weight balance.

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2007 SPECIAL FEATURES

AUTHENTIC TANDEM BATTLES

The only drifting series in Canada that offers genuine Japanese style tandem battle drifting!



General Tire VIP LOUNGE

For preferred clients and media. A relaxing, cool getaway from the summer sun as well as a spectacular up front view of the drifting action!



Yokohama DRIFT EXPERIENCE

This is a contest open to the spectators. The prize consists of a series of laps around the track with a drifting professional!



MEDIA CHALLENGE

Invited journalists get the chance to have a ride with one of our top drifters at each event, insuring extra visibility in Medias, but also a better understanding of drifting.

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2007 SPECIAL FEATURES TORONTO

INDOOR PADDOCKS AREA

During the weekend the airplane hangers serves as indoor VIP only paddocks. The crowd loves the action in the pits, getting up and close to the race cars, and having an opportunity to meet the drivers.



SHOW & SHINE COMPETITION

Presented by Toyo Tires

Featuring some of the hottest cars in Canada with grounds that can hold over 600 cars. We want the spectators to enjoy their visit during the brake time; always something exciting to see.

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2007 SPECIAL FEATURES TORONTO

MORE ENTERTAINMENT – An expo even for everyone to enjoy!

Special drifting demos - Animation / DJ - Umbrella girls - Special features on the stage & during short breaks. Its an amazing way to distribute prizes and giveaways to the crowd!

Bonus Features:

- **MMA Demonstrations** – Mix Marshal Arts is the fastest growing sport next to the motor sport of drifting.
- **Hottest and Sexiest Presents The Block Party, Stage Show, Lifestyle Expo**



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CASTROL DMCC TORONTO

QUICK FACTS ABOUT OUR NEW HOME: **DOWNSVIEW PARK (PDP)**

- PDP is a mega facility that is transformed for 2 days (AUG 18 & 19, 2007) into a world class venue that can feature extreme motor sport drifting and entertainment.
- The event is set at a huge runway and open airplane hangers that can comfortably accommodate a high speed drift track, 800 show cars, and 250 indoor/outdoor booths.
- Centrally located in the GTA with onsite TTC bus access in to the PDP grounds.
- Family friendly entertainment with **FREE general admission** which include full access of exhibitors, show cars, stage entertainment, and standing view of the drift track.
- Expecting over 30-40 Professional Drifters from all over North America. Teams are accommodated in an indoor paddock with VIP and ticket access.
- Paddock access and VIP seating ticket upgrades can be purchased online and onsite.



Parc Downsview Park
Canada

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2007 PROJECTIONS

FREE GENERAL ADMISSION & ONSITE TTC ACCESS

It's a group effort to bring the crowds. Our team is working hand-in-hand with the resources of Downsview Park; including the TTC, mass media, and its affiliates.

NOTE:

VIP Seating & Paddock tickets are on sale online & on show site.










2006 CASTROL DMCC MONTREAL

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2007 NATIONAL ADVERTISING STRATEGY – National Print

NATIONAL PRINT PURCHASE

						
PERFORMANCE AUTO & SOUND	QUÉBEC TUNING	PERFORMANC E RACING NEWS	RPM MAGAZINE	ADRENALINE TUNER	JOURNAL DE MONTREAL	TORONTO STAR
3 issues 7 500\$ value	4 issues 7 000\$ value	3 issues 7 500\$ value	3 issues 6 000\$ value	6 issues 1 200\$ value	6 issues 48 000\$ value	3 issues 20 000\$ value

TOTAL NATIONAL PRINT PURCHASE VALUE : 97 200\$

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2007 VIRAL ADVERTISING STRATEGY - Internet

INTERNETWORKING

Newsletters

Delivered directly to over 75,000 Canadian motor sports enthusiasts via email and over 350,000 readers through online partners.

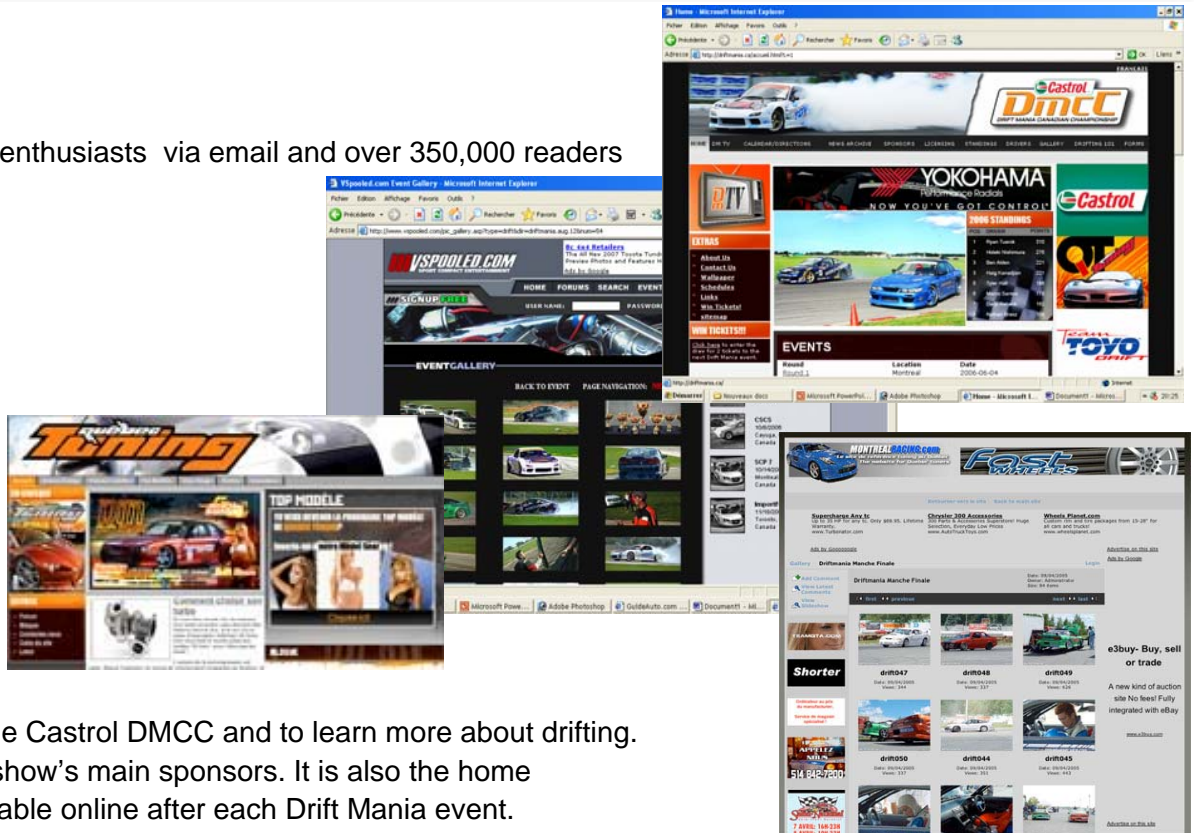
Web coverage, web banners, forums, car clubs

Intense presence on the targeted Websites in Canada. Many industry leader's web sites are side by side with Drift Mania since the beginning and are committed to Drift Mania and the sport of drifting ;

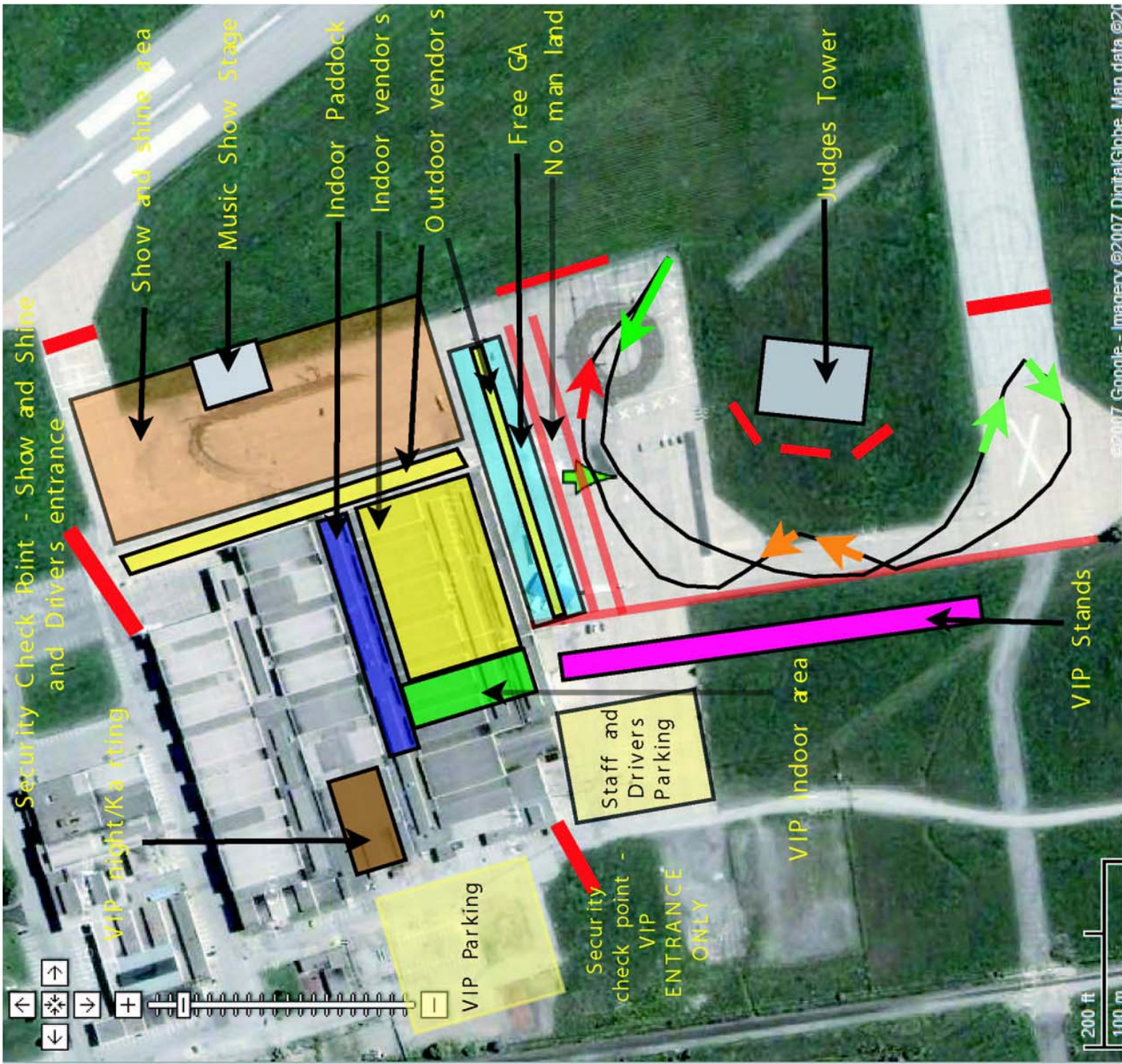
- SportCompact.ca*
- PASMag.com*
- Quebectuning.ca*
- MSN Auto (Eng. & Fr.)*
- And many more...*

www.driftmania.ca

The main information website designed specifically for the Castrol DMCC and to learn more about drifting. Animated web banner advertisements that highlight the show's main sponsors. It is also the home of the best drift videos, Drift Mania T.V. : new video available online after each Drift Mania event.



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2007 CASTROL DMCC TORONTO SITE PLAN

UPDATED ON: May 31, 2007

Revision#: 3

Location: Downsview Park

Event Date: August 18 & 19





THANK YOU

Drift Mania aims to bring drifting to the next level in Canada for 2007 and you could be a part of it. Thank you for taking the time to review this proposal.

We believe that life is soo much better sideways... do you?

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