



## **PROtential Engineering**

**Ready to analyze your competition, engineer your advantage, and execute the strategy that puts you in victory lane.**

*Corporate sponsorship analysis, optimization, ideation & management*

*Strategic business consulting*

*RFP management and contract negotiation*

*Motorsports marketing strategy & activation*

*Development & execution of sales & promotional strategies*

*Customized internal marketing & motivational materials*

*Development and implementation of promotional and guerrilla strategies*

*Strategic media consulting*

*Development of Contemporary B2B Programs*



Danica Patrick Peak IndyCar Sponsorship

ENTER FOR YOUR CHANCE TO WIN!

**INDYCAR**  
Series  
**DRIVING EXPERIENCE**

with  
**DANICA PATRICK**

*Drive An Indy Style Car At The Indianapolis Motor Speedway!*

*...and enjoy a V.I.P. experience during  
Pole Qualifying Weekend, May 2008!*

No purchase necessary. Void where prohibited.  
Go to [www.peakracing.com](http://www.peakracing.com) for a complete  
list of official event dates, rules and regulations.



**"WHEN YOU PEAK, YOU WIN."**



Danica Patrick Peak IndyCar Sponsorship



Paul Tracy WIX IndyCar Sponsorship





Ryan Newman WIX NASCAR Sponsorship



Scott Dixon Peak IndyCar Sponsorship



Cruz Pedregon



Raybestos/WIX Joe Gibbs Racing Nationwide





## PROtential Road Crew

A team of road-warrior brand ambassadors that engage your consumers and VIP customers alike.

*Experiential marketing*

*Professional event management*

*Corporate hospitality*

*Showcar and racing simulator programs*

*Custom brand experiences*

*Lifestyle events*





Timberland PRO SkillsUSA National Leadership Conference at Kansas City



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Daytona Hospitality





Timberland PRO?