

*Sales Information*  
*Dec 2005*

**TRACK**Week.com



## **Welcome to TRACKWeek.com, Inc.**

This paper outlines our sales strategies and commission structures of Trackweek.com. This is a startup and a work in progress with many new features, products and services coming soon. We are not backed by investors and plan to develop our own sales network. To achieve this, we will get in front of and get involved the true Nascar Fans, almost everyone knows someone who claims to be a Nascar fan. We have been to the tracks and interview many Fans and one thing that stood out and sparked excitement was stock ownership. For a limited time we are including 1 share of class B stock free with each membership sold. Just to be able to get a small token of ownership into a Nascar focused venture had a lot of sex appeal just in bragging rights, as a gift or to get involved with something fun and different.

**Our long-range goals:** To create a business that adds value through opportunities, discounts, emerging technologies (cutting edge services), news reporting and fun for our Owners. Nascar, with a Fan base of over 75 million has the numbers that can create many new opportunities. Who knows, if we achieve the numbers, we may sponsor our own car?

### **Our Mission Statement**

To build the best Internet Motor Sports portals in the racing community. Develop one of the largest Fan based networks. Provide forums that everyone can easily share and communicate current, past, future events and experiences. Create new windows into the sport that is loved by millions adding value, excitement and Fun while staying informed. Create new experiences and opportunities that can be enjoyed at the track or from home. Build relationship in the racing industry and communities to enhance the experience. Share in the dream, Fans becoming owners and contributors in the making of the dream! Sponsor our own car some day? Keep it simple, informative and fun!

### **Our Dream**

TRACKWeek.com is the result of the convergence of many events that have finally come together in the pursuit of the American dream. After years of planning, researching and working in the creation of a first class Motor Sports business, we have a rich history in the Internet industry and have a solid understanding of newer technologies, news reporting and how it will all come together in the future. After growing up in and around the Motor Sports industry, from going to Indy and Eldora (Ohio) speedways as a kid and the Nascar events as an adult, the dream was started.

Finding the opportunity, with the corporate fortune 500 World and owning my own media company behind me, I realized that I was missing out on a good part of life called having fun. I started looking at opportunities that would match obtained skills mixed with knowledge gained and fun. The Nascar market was chosen because it is an industry that can be fun and **it has the numbers**. There are over 75 million plus fans out there and they are true to the sport. One race event can equal the attendance of the Super Bowl, World Series and NBA Playoffs combined. Now for the kicker, there are over 35 races in a year and the fans have the highest spending percentages in the sports industry (70% plus). A perfect match, A true loyal fan base that shows their alliance and plays hard in the sport they love.

I want to thank you for taking the time to review this materials, if you have any questions please send me an email to [jrudd@trackweek.com](mailto:jrudd@trackweek.com)

Best Regards,

Jeff Rudd  
President  
*TRACKWeek.com, Inc.*

# TRACKWeek.com Co-Partner Plan

## ***Becoming a Co-Partner***

TRACKWeek.com offers our members an exclusive income making opportunity by becoming part of our sales team as a Co-Partner. Our commission structure can pay you very well, up to 60% with bonus for those who work at developing a strong referral network. Our Co-Partners are the foundation of helping us in the building of our sales network and in the promotion of Trackweek.com. We will take care of those who have helped build this venture through income opportunities, promotions and incentive programs. Our Co-Partner plan is easy to get started and pays commissions on sales generated by you and your recruited Co-Partners (referrals).

We do not require our Co-Partner to purchase or inventory anything. Commissions will only be paid through the sale of products and services including our membership subscriptions. We do not pay for the recruitment of sales representatives. All marketing materials will be offered in a digital format that can be downloaded, distributed electronically and printed for presentation. Co-Partner will be classified as contractors working on a commission basis and will receive an IRS 1099 form in January of the New Year for the previous year earnings.

Our commission structures are based on an affiliate or multi tiered programs. You can have a combination of both programs in your sales channel based on individual preference "what fits". Both programs will require effort in the building of a successful sales organization that can offer sustainable income. We will be offering many new products and services as they develop in the future. We are also planning promotional programs and bonuses for top performers.

## ***Products and Services***

Our first service offering is selling our Charter Membership Subscription in the TRACKWeek.com portal. Chartered membership will provide for Life, exclusive privileges and access to a personal configurable portal space with premium focused content, the Fan digital network, future product discounts and services. Also included **free** with each membership sold is *one single share of class B TRACKWeek.com stock* (non voting/non transferable/limited offer). The stock certificate is designed for display in a frame and will give the recipients the distinction of being an Owner and participant in the building of this new and exciting motor sports web company. Our initial Charter Membership Subscription is being offered at \$25.00 dollars, a 50% discount off our planned \$50.00 price. Also anyone buying during this promotion will receive **Charter Owners** distinction for life and will have many benefits and perks to come.

## ***Commissions:***

We are offering two sales programs designed to maximize the sales potential for you, our fellow owners and Co-Partner sale associates.

The first sales channel is a multi 7-tiered program that requires effort in the building of a successful sales network. Commissions will be divided among all direct sales associates in your plans upline. Maturity or saturation of a down line will happen with success and time. Our plan is to provide new offerings to keep your sales channel alive. We also recommended that when a down line matures that new associates should look at the affiliate direct sales program. Bonuses and incentives will be paid out when certain milestones are reached.

The second sales channel is our affiliate program that pays commissions on direct sales. You can recruit an affiliate sales partner and split the commissions. Typical affiliates can be a person, organization or business that has an established network of people or traffic. Examples: a car club, web site, fundraiser, independent gas stations, bars, flea markets, Nascar shops or anything that promotes products and services for sale or follows motor sports.

Please review the commission tables on the following page

**Commission schedule for multi tiered Charter Membership program**

Commission schedule (Your downline has 7 tiers of income potential)

| Level   | Percentage | \$25 Sale Introductory | \$50 Sale |
|---------|------------|------------------------|-----------|
| 1 - You | 8%         | \$2.00                 | \$5.00    |
| 2       | 8%         | \$2.00                 | \$3.00    |
| 3       | 8%         | \$2.00                 | \$3.00    |
| 4       | 8%         | \$2.00                 | \$3.00    |
| 5       | 8%         | \$2.00                 | \$3.00    |
| 6       | 8%         | \$2.00                 | \$3.00    |
| 7       | 8%         | \$2.00                 | \$3.00    |
| Total   | 56%        | \$14.00                | \$23.00   |

| Add             |             |          |                           |
|-----------------|-------------|----------|---------------------------|
| Bonus Structure | Co-Partners | Per-sale | Percent added to sales    |
| You recruit     | 10          | \$.50    | 2% of your downline sales |
| Your downline   | 100         | \$.50    | 2% of your downline sales |

Example of downline commissions, you find 10 who can recruit 3

| Level   | People | \$25 Sale   | Bonus | Totals      |
|---------|--------|-------------|-------|-------------|
| 1 - You | 10     | \$20.00     |       | \$20.00     |
| 2       | 30     | \$60.00     | 2%    | \$75.00     |
| 3       | 90     | \$180.00    | 2%    | \$225.00    |
| 4       | 270    | \$540.00    | 4%    | \$810.00    |
| 5       | 810    | \$1,620.00  | 4%    | \$2,430.00  |
| 6       | 2,430  | \$4,860.00  | 4%    | \$7,290.00  |
| 7       | 7,290  | \$14,580.00 | 4%    | \$21,870.00 |
| Total   | 10,930 | \$21,860.00 |       | \$32,720.00 |

Your gross dollars earned in commissions from above example is \$32,720.00

This example will take work to achieve the numbers reflected but is a very small portion of the targeted market, the 75 Million plus Nascar Fans.

**Commission schedule for affiliate program**

Our affiliate program is designed for businesses that want to sell our products and services. Individuals may want to sign up as an affiliate if they plan on buying numerous memberships and can receive a discount in the form of a commission check.

1. Affiliate Account Reps commissions (not associated with a downline)

|                           | \$25 Sale | \$50 Sale |
|---------------------------|-----------|-----------|
| You – Direct sales        | \$10.00   | \$20.00   |
| You – from affiliate sale | \$5.00    | \$10.00   |
| Your Affiliate referral   | \$5.00    | \$10.00   |

2. Affiliate Account Reps commissions (associated with a down line)

|                           | \$25 Sale | \$50 Sale |
|---------------------------|-----------|-----------|
| You – from affiliate sale | \$3.00    | \$5.00    |
| Affiliates                | \$5.00    | \$10.00   |
| Your up line associates   | \$1.00    | \$2.00    |

## Commission Payments

Commissions will be paid on the 15<sup>th</sup> of the following month of the ending pay period. Amounts under \$20.00 will be held and added to the following months commission. We are currently building an automated online tracking system that you can follow your downline sales.

We will try and keep everything easy to understand and use. We are an unfunded startup and not bound by investors telling us what to do. This gives us the ability to build this company to what you the owners and the Fans want and need. Our motto is to always stay on the cutting edge and add products and services that add value to our Fan owners and our Co-Partner sale associates.

Here is a sample of our Stock Certificate that our new Members/Owners will receive. This makes the perfect gift for your biggest Nascar Fans. Also coming soon is our owner's card that will have many privileges associate with it, including discounts and access to our hospitality areas when we get setup and moving at the tracks.



We are currently setting up our first sales incentive program. The first being a complete 2006 Daytona 500 full race experience for a set number of Co-Partners that reach a downline of 1,000 before December 31, 2005. More details to come!

Please review and fill out the following application to get started with this ground floor opportunity: (All information provided is private and will not be shared with any third parties).



## Trackweek.com, Inc.

### CO-PARTNER, AFFILIATE PROGRAM AGREEMENT

This form is the first step in becoming a Co-Partner or Affiliate of the Trackweek.com, Inc. sales team. Please review and fill out all information in the form below. If you are under the age of 18, you must have your parent or legal guardian sign this form to be eligible for participation in this program. Thank you and welcome to the **Trackweek.com** Sales Team.

#### Co-Partner Sponsor information

PC Number: \_\_\_\_\_ Email address: \_\_\_\_\_  
First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

#### New Co-Partner / Affiliate information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Middle Initial: \_\_\_\_\_ Age: \_\_\_\_\_ Email address: \_\_\_\_\_  
Business Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Address 2: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
S.S.N.: \_\_\_\_\_ Tax I.D.: \_\_\_\_\_

Enrollment type: Co-Partner  Affiliate

Stock Certificate: Yes  No

Name on Stock: \_\_\_\_\_

Name on Stock: \_\_\_\_\_

Name on Stock: \_\_\_\_\_

Name on Stock: \_\_\_\_\_

Please make a check payable too TrackWeek.com, Inc. for \$25.00 per membership ordered, We are currently including Free shipping and handling at this time.

**I hereby understand the Terms and Conditions (T&C's) of the Trackweek.com, Inc. CO-PARTNER, AFFILIATE PROGRAM AGREEMENT. Please review the full T&C's on our website at "[http://trackweek.com/affiliate\\_t&c.asp](http://trackweek.com/affiliate_t&c.asp)"**

Print Your Name: \_\_\_\_\_

Your Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Note:** if you are under the age of 18, please have your Parents or legal Guardian sign below:

Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please mail this form with payment to: TRACKWeek.com, Inc. PO Box 18191, Sarasota, Florida 34276