

TENANT APPLICATION FOR BEDC PROGRAM

Town of Brownsburg, Indiana
Economic Development Commission

Docket # 2012-01

1. APPLICANT INFORMATION:

Name of Business: EATMY INK
Mailing Address: 1914 LILLY LANE
JEFFERSONVILLE, IN 47130
Primary Contact: TIM HAILEY
Telephone Number: (646) 344-0548

2. BUSINESS INFORMATION:

Primary Business Type: MOTORSPORTS MEDIA Years in Business: 13
Target Customers: MOTORSPORTS BUSINESSES + FANS
New to Brownsburg: [] Yes [] No
Current number of Employees: 1 Average Employee Pay per Hour: _____
Sq Footage of Lease Space: 2500
Monthly Lease Payment: 1250 Terms of Rental/Lease: 18 MONTHS

3. Host Information:

Name of Business: SIMPSON PROPERTIES
Mailing Address: 1650 NORTHFIELD DRIVE # 400
Rental Space Address: 1650 # 1000
Primary Contact: KIM SEALS
Telephone Number: (317) 286-3616

4. Signatures / Dates

Applicant's Signature: [Signature] Date of Application: 10/24/11
Host's Signature: [Signature] Date: 10-24-11

For Office Use Only:

Date Application was received: _____

EDC Decision: _____

RECEIVED
DEC 15 2012
BY [Signature]

Brownsburg Economic Development Commission Incentive Program (BEDC IP)

Terms and Definitions

Term	Definition
Applicant Business	An Applicant is a business looking to lease space in the Town of Brownsburg from a pre-qualified landlord. Newly formed businesses may also be considered for application.
EDC	Economic Development Commission of the Town of Brownsburg
Landlord	Any person or company owning a Brownsburg facility that has been approved to participate in the lease or rent program.

Objective of the Incentive Program

The primary objective of the Incentive Program is to provide assistance to startup companies and to bring new businesses to Brownsburg.

BEDC-IP Landlord Requirements

This section determines the qualifications of a Landlord. Incentives will only be considered for facilities located in the Town of Brownsburg.

- A one-time application from Landlords must be approved by the EDC and recorded with the Town Manager's Office. A new facility that receives its certificate of occupancy during the year may apply at any time during that year.
- The Landlord must be a Member of the Brownsburg Chamber of Commerce.
- Facilities must be ADA compliant.

Applicant Business Requirements

This section determines the qualifications of an Applicant Business. The Economic Development Commission for the Town of Brownsburg has the sole discretion to approve or disapprove any Applicant Business.

- The Applicant Business must be a business that is not currently located in Brownsburg.
- The Applicant Business must be located in the Town of Brownsburg within ninety days of acceptance into the program.

- A subsidiary or other “related business” to an already existing business in Brownsburg may not be approved by the EDC if the related business does not add substantially additional benefit to the town.
- The Applicant Business is limited to one round of incentives in the local business incentive program.
- The Applicant Business must file an application, Business Plan, and copy of the proposed lease with the Town Manager of Brownsburg before the EDC will approve. Leases with an early-out clause will not be considered. Incentives will be conditioned on the signing of the lease which must be provided to the Town Manager’s Office before any incentives are provided.
- The Applicant Business (or its representative) will be required to sign a reimbursement guarantee if the business breaks the lease to leave Brownsburg and relocate elsewhere.
- The Applicant Business must be a Member or become a Member of the Brownsburg Chamber of Commerce before any incentives will be provided.

Approved Tenant Requirements

This section determines the requirements an Applicant Business must meet to stay in the local incentive program.

- In order to receive the benefits of the program the Applicant Business must file an annual report summarizing business activity, number of employees, and the average annual wage of employees.
- Continued membership in the Chamber of Commerce is required.
- Applicant Business must be actively engaged in business, using the rented space for the originally stated purpose, or some expansion of that business purpose.

Possible Rental Assistance

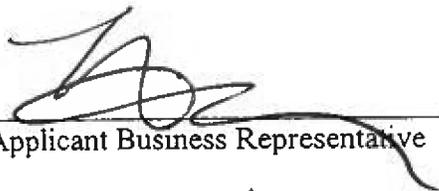
This section suggests the financial incentives available to the Applicant Business from the EDC, but in no way guarantees or limits the amounts.

Term of Rental / Lease	Available number of Months Assistance	Maximum Lease Guarantee to Local Business	Month(s) Assistance is Paid to Applicant and Local Business
18 months	2 months	2 month	Ninth month / 16 th month
24 months	3 months	3 months	Sixth / Twelfth / Eighteenth
36 months	4 months	4 months	Sixth / Twelfth / Eighteenth / Twenty-fourth

Objectives of the Financial Assistance Program

1. Business Development. Create an environment in actual business settings were startup and other businesses new to Brownsburg are established in Brownsburg, in existing, tax paying facilities.
 2. Create a program were landlords, with existing business and marketing networks mentor and participate in the development of their business tenants.
 3. The Financial Assistance Program will be administered by the EDC.
 4. The Financial Assistance Program will use certified tech park recoupment funds and other economic development funding dollars to bring new business to the town and to promote the well being of existing businesses.
-

Both Applicant and Local Business representatives must sign this statement that They have received, read and understand all Terms and Definitions involved in the application for financial assistance from the Town of Brownsburg. This includes but is not limited to the reimbursement statements on page 2 under Applicant Business Requirements and the statement requiring collection assistance from the local business stated under Early Termination on page 3.


Applicant Business Representative

10/24/11
Date


Local Business Representative

10-24-11
Date

COMMERCIAL LEASE

This LEASE is made between **SIMPSON PROPERTIES** of 1650 Northfield Drive, Ste 400, Brownsburg, IN 46112, herein called Lessor, and Eat My Ink, herein called Lessee. Lessee hereby offers to lease 2500 square feet located at:

**1650 Northfield Drive, Suite 1000
Brownsburg, IN 46112**

Upon the following **TERMS** and **CONDITIONS**:

1. **Term and Rent.** Lessor demises the above premises for a term of 18 months, commencing August 1, 2011 and terminating on February 28, 2013 or sooner as provided herein. The rental to be paid by the Lessee for the premises shall be the sum of One Thousand Two Hundred Fifty dollars (\$1250.00) per month. Said rental shall be paid in advance on or before the first day of each calendar month.

If rent is not received by the 10th day of the month a late charge of \$50 will be due immediately. If the rent is not paid by the 15th day of the month you will be issued a pay or quit notice and be required to bring your rent current or vacate the premises before the end of the month. However, you will be responsible for the balance of your rent until your unit is rented or your lease term is fulfilled. If any rent check is returned unpaid by the bank, a NSF fee of \$25 will be charged. All rental payments shall be made to Lessor, at the address specified above. Lessee agrees at the expiration of this lease to peacefully surrender and deliver the leased premises to the Lessor.

2. **Condition of Premises.** Lessee shall provide Lessor written notice of any defects in the leased premises within five (5) days of taking occupancy. In the event Lessee fails to notify the Lessor, Lessee shall be deemed to have accepted the leased premises in the present condition, waiving all claims for defects or otherwise.

3. **Surrender/Holdover.** If Lessee continues to hold possession with the consent of the Lessor after expiration of the term this Lease, then such holding over shall not be deemed a renewal of the Lease for the whole term, but Lessee shall be deemed to be "Lessee" for a month-to-month basis only, at the same monthly rent as herein provided and upon the same terms and conditions to herein specified; EXCEPT that the Lessor may at its option increase the rent for such holdover period upon TEN days written notice to Lessee prior to such rent increase.

4. **Use.** Lessee shall use and occupy the premises for Motorsports Media/Art Studio. The premises shall be used for no other purpose. Except as permitted as part of Lessee's use set forth herein, it is understood by Lessee that there is to be no body or fabrication work within the unit during the term of this lease.

5. **Care and Maintenance of Premises.** Lessee acknowledges that the premises are in good order and repair, unless otherwise indicated herein. Lessee shall, at his own expense and at all times, maintain the premises in good and safe condition, including plate glass, electrical wiring, plumbing and heating installations and any other system or equipment upon the premises and shall surrender the same, at termination hereof, in as good condition as received, normal wear and tear expected. Lessee shall be responsible for all repairs required, except the roof, exterior walls and structural foundations, which will be maintained by the Lessor.

The Lessee also acknowledges that the outside maintenance, lawn care, snow removal and ect. will be billed to them at a quarterly prorated amount, based on the percentage of building occupied, for these services. A copy of invoices/billing statements will be available from the Lessor upon request.

6. **Alterations.** Lessee shall not, without first obtaining the written consent of Lessor, which consent shall not be unreasonably withheld, conditioned or delayed, make any alterations, additions or improvements, in, to or about the

premises. Notwithstanding the foregoing, Lessee shall be permitted to make non-structural, interior alterations (i.e., painting, floor coverings, partitions, etc.) with the prior written consent of Lessor.

7. **Ordinances and Statutes.** Lessee shall comply with all statutes, ordinances and requirements of all municipal, state and federal authorities now in force or which may hereafter be in force, pertaining to the premises, occasioned by or affecting the use thereof by Lessee.

8. **Assignment and Subletting.** Lessee shall not assign this lease or sublet any portion of the premises without prior written consent of the Lessor, which shall not be unreasonably withheld, conditioned or delayed. Any such assignment or subletting without consent shall be void and, at the option of the Lessor, may terminate this lease.

9. **Utilities.** In addition to the rental amount, all applications and connections for necessary utility services on the demised premises will be billed to Lessor, unless stated otherwise below

Electricity:	Lessee's responsibility
Gas:	Lessee's responsibility

The Lessee shall be billed quarterly a prorated amount, based on the percentage of building occupied, for utilities provided by Lessor. These include but are not limited to: water, house lights, sprinkler systems, and trash removal.

These amounts are due no later than the end of the month at the end of each quarter or they will be subject to a 5% late fee. The Lessor reserves the right to adjust the amount charged for any utilities depending on actual usage, subject to the limitation set forth in Section 5 hereinabove. A copy of invoices/billing statements will be available from the Lessor upon request.

10. **Entry and Inspection.** Lessee shall permit Lessor or Lessor's agents to enter the premises at reasonable times and upon reasonable notice, for the purpose of inspecting the same, and will permit Lessor at any time within sixty (60) days prior to the expiration of this lease to place upon the premises any usual "For Rent" or "For Lease" signs, and permit persons desiring to lease the same to inspect the premises thereafter.

11. **Possession.** If Lessor is unable to deliver possession of the premises at the commencement hereof, Lessor shall not be liable for any damage caused thereby, nor shall this lease be void or voidable, but Lessee shall not be liable for any rent until possession is delivered. Lessee may terminate this lease if possession is not delivered with fifteen (15) days of the commencement of the term hereof.

12. **Indemnification of Lessor.** Lessor shall not be liable for any damage or injury to Lessee, or any other person, or to any property, occurring on the demised premises or any part thereof, and Lessee agrees to hold Lessor harmless from any claims for damages, except if arising out of Lessor's gross negligence or willful misconduct.

13. **Insurance.** Lessee, at his expense, shall maintain plate glass and public liability insurance including bodily injury and property damages, no matter how caused.

Lessee shall provide Lessor with a Certificate of Insurance showing Lessor as additional insured. The Certificate shall provide for a ten-day written notice to Lessor in the event of cancellation or material change of coverage. To the maximum extent permitted by insurance policies which may be owned by Lessor of Lessee, Lessee and Lessor, for the benefit of each other, waive any and all rights of subrogation which might otherwise exist.

14. **Eminent Domain.** If the premises or any part thereof or any estate therein, or any other part of the building materially affecting Lessee's use of the premises, including access thereto, shall be taken by eminent domain, this lease shall terminate on the date when title vests pursuant to such taking. The rent, and any additional rent, shall be apportioned as of the termination date, and any rent paid for any period beyond that date shall be repaid to Lessee.

Lessee shall be entitled to any part of the award for such taking or any payment in lieu thereof, but Lessee may file a claim for any taking of fixtures and improvements owned by Lessee, and for moving expenses.

15. Destruction of Premises. In the event of a partial destruction of the premises during the term hereof, from any cause, Lessor shall forthwith repair the same, provided that such repairs can be made within sixty (60) days under existing governmental laws and regulations, but such partial destruction shall not terminate this lease, except that Lessee shall be entitled to a proportionate reduction of rent while such repairs are being made, based upon the extent to which the making of such repair shall interfere with the business of Lessee on the premises. If such repairs cannot be made within said sixty (60) days, Lessor, at his option, may make the same within a reasonable time not to exceed one hundred eighty (180) days, this lease continuing in effect with the rent proportionately abated as aforesaid, and in the event that Lessor shall not elect to make such repairs within one hundred eighty (180) days, this lease may be terminated at the option of either party. In the event that the building in which the demised premises may be situated is destroyed to an extent of not less than one-third of the replacement costs thereof, Lessor or Lessee may elect to terminate this lease whether the demised premises be injured or not. A total destruction of the building in which the premises may be situated shall terminate this lease upon written notice from either Lessor or Lessee to the other party hereto.

16. Lessor's Remedies on Default. The following shall constitute an event of default by Lessee: (i) Lessee shall fail to pay any monthly installment of rent or quarterly installment of Operating Expenses within ten (10) days after the same shall be due and payable; provided, however that Lessor shall provide Lessee with a written notice of such late payment and Lessee shall then have an additional five (5) days to cure such default, or (ii) Lessee shall fail to perform or observe any term, condition, covenant or obligation required to be performed or observed hereunder for a period of thirty (30) days after notice thereof from Lessor to Lessee. In the event of default, Lessee agrees to peacefully and without question surrender and deliver the leased premises to the Lessor. Lessee agrees that upon such default the last months rent (or deposit) received by Lessor at the beginning of the lease will not be refunded to Lessee. Lessee agrees to return all keys provided and empty the unit of their property at once. It is understood by Lessee that Lessor will have the locks changed and take possession of the property on the 30th day following the 1st of the month that rent is not received. If eviction proceedings are necessary, Lessee also agrees that an additional Two Thousand Dollars (\$2,000.00) will be due to Lessor for court fillings, legal fees and administrative expenses.
_____ (initial)

17. Security Deposit. Lessee shall deposit with Lessor on the signing of this lease the sum of _____ as security for the performance of Lessee's obligation under this lease, including without limitations the surrender of possession of the premises to Lessor as herein provided. If Lessor applies any part of the deposit to cure any default of the Lessee, Lessee shall on demand deposit with Lessor the amount so applied so that Lessor shall have the full deposit on hand at all times during the term of this lease.

The security deposit if not applied toward the payment of damages, repairs, utilities or costs, including attorney fees suffered by the Lessor by reason of Lessee's breach of this Lease, shall be returned to Lessee within thirty (30) days from the termination of this Lease. Lessor shall not be required to keep the Security Deposit as a separate fund, but may commingle the Security Deposit with its own funds. Holding or applying the Security Deposit shall not limit Lessors right to exercise all remedies under this Lease and/or provided by law, nor shall Lessor's recovery or damages be limited to the amount of the Security Deposit, less appropriate charges apply.

18. Tax Increase. In the event there is any increase during any year of the term of this lease in the City, County, or State real estate taxes over and above the amount of such taxes assessed for the tax year during which the term of this lease commences, whether because of increased rate or valuation, Lessee shall pay to Lessor upon presentation of paid bills an amount equal to 100% of the increase in taxes upon the land and building in which the lease premises are situated. In the event that such taxes are assessed for a tax year extending beyond the term of the lease, the obligation of Lessee shall be proportionate to the portion of the lease term included in such year. Any necessary increase will be prorated between all units of the premises.

Eatmyink BEDC addendum

I hope this addresses the questions raised by the Commission at the last meeting.

You'll notice a 5 year arc from a decent, maintaining, one man business followed by some tough years after an across-the-board marketing pull-out by big spenders Kawasaki and Suzuki. 2011 has seen big growth, fueled by spending the winter covering the Qatar Racing Club season in Doha, Qatar.

The Qatar season was a busy one, followed immediately by a busy season in the US that stayed red hot through the end of the racing season in mid-November. This has been a good thing, but put me way behind in my administrative duties. For instance, it was December before I could truly start moving in, update my business plan, and submit the BEDC application.

As you can see, I'm making the transition from a home office based business to my current media production facility that will—sooner rather than later—include employees. I was also considering Detroit at the time. Both have advantages in terms of proximity to racing industry customers, but I was drawn to the Brownsburg space for 2 reasons: the BEDC incentives and closer proximity to my family, as mentioned in the previous meeting. I have many New York contacts in both media production and custom motorcycle building that are considering similar moves to escape the high cost of doing business in New York.

I hope the BEDC will give my business the support it needs at this crucial time, so that it can in turn provide a new type of business in the community.

Thanks for the opportunity, Tim Hailey

Financial Information

5 years of sales and expenses

2011 sales: \$121,135.07
2011 expenses: \$51,115.63

2010 sales: \$10,338.62
2010 expenses: \$3813.45

2009 sales: \$23,804.32
2009 expenses: \$9387.07

2008 sales: \$35,143.18
2008 expenses: \$14,566.06

2007 sales: \$46,804.66
2007 expenses: \$19,818.36

2006: received an SBA loan totaling \$35,000

Balance Sheet

Assets

cash: \$73,000
accounts receivable: \$18,660
pre-paid 2012 expenses: \$13,750
equipment: \$13,000
raw materials: \$3,000

Liabilities:

short term debt: \$18,000
long term debt: \$29,000
accounts payable: 0

Eatmyink Motorsports Media
business plan
December 2011

1650 Northfield Drive #1000
Brownsburg, Indiana 46112
(646) 344-0548
timhailey@earthlink.net
www.eatmyink.com

Executive Summary

Eatmyink is a motorsports media company, servicing the fan with news and entertainment on the media rich website Eatmyink.com and the EatmyinkTV webcast. Eatmyink services the racer and their sponsors with media services such as photography, video, copywriting, and complete PR packages.

Business Description and Vision

Mission Statement

Eatmyink Motorsports Media (news and features website, media production, public relations) covers compelling forms of motorsports often neglected by mainstream media. Whereas much of popular motorsport has become a managed show rather than an engineering based competition, Eatmyink seeks out arenas where performance is still increasing and recognition still sought. These include many forms of motorcycle racing, drag racing, international sports car racing, and industry news of interest to fans and participants of those sports.

Company Vision

Eatmyink works from the top down, engaging the leaders of the sport and snaring in their fans along the way. We envelope the sport with all forms of communication—text, still photos, video, apparel, social media, online games and whatever comes next.

Business Goals and Objectives

Eatmyink has three separate customers:

The Fan, who may or may not be a racer also.

The Professional Racer, who's looking to communicate their own success, and their sponsors' role in that success, to the fan.

The Advertiser, who is the racer's sponsor and the provider of goods and services to racers and fans.

Eatmyink's goal is to provide the clearest, most entertaining, and most effective channels of communication between these three customers and monetize these channels whenever possible.

Brief History of the Business

It must be said that Eatmyink started purely by chance. In 1998, contemporary artist Tim Hailey and collaborator Matt Vis were working on a New York gallery exhibition that used the aesthetic and action of motorcycle racing. The show centered around a push scooter race, a Tour de France style route for a month throughout the city. The ridiculous children's toys were used in the sport, and Hailey and Vis camped it up with helmets, jumpsuits and protective gear—taking the game as seriously as death defying motorcycle racers.

Seeking to legitimize their toy race with serious press, Hailey sent a release to several motorcycle racing magazines. One of them, *Motorcycle Performance*, called back as soon as their fax printed the release. Eventually, MP publisher Niña Henderson offered Hailey “steady, low paying freelance work writing about motorcycle drag racing.”

Feeling under qualified but eager to see this job on his résumé, Hailey accepted and hit the ground running at the International Drag Bike Association finals in Memphis of that year, followed quickly by the AMA/Prostar World Finals. It was a kinship that worked easily and immediately for both interviewer and interviewee. The motorcycle drag racers responded immediately to having a writer paying close attention to their exploits and relaying them to the reader in a respectful, entertaining fashion.

Somewhere along the way, Hailey purchased the internet domain name “eatmyink.com,” intending to set up an online store of T-shirts featuring his racing cartoons. The term borrows from the old hot rodding term “Eat my dust” and refers both to the ink used to print Hailey's words and T-shirt designs.

While struggling to figure out a revenue stream in designing racing shirts (many printers at the time were offering free artwork to get the printing

business), Hailey started shooting video at the races. These were edited, packaged and sold to motorcycle drag racing enthusiasts on the website already established as Eatmyink.com. As media switched from VHS tapes to DVDs, so did Eatmyink. But as the music industry suffered from the ease of digital duplication, so did Eatmyink as pirating amongst the group of enthusiasts was both rabid and unpreventable.

Through it all Hailey continued writing, freelancing for magazines all over the world and hiring on as managing editor of the debut *Straightliner* magazine in 2005. The Kawasaki vs Suzuki battle fueled *Straightliner's* growth, with Hailey selling ads in addition to providing or overseeing all of the editorial. When the economy went bust in 2008, Kawasaki and Suzuki immediately ceased their advertising spending. With the support of a loyal aftermarket advertising base, *Straightliner* continued publishing until late summer 2010. By then it was clear that OEM (Kawasaki, Suzuki and others) advertising would continue to lag through 2011.

Kawasaki media buyer Jane Oh told Hailey early in the recession that when Kawasaki resumed spending, "it won't be in print, it will be in media rich websites." It was time to shelve *Straightliner* and make Eatmyink.com all it could be.

Thus in September of 2010, Eatmyink.com changed from a simple site peddling DVDs to what it is today—a media rich website with motorcycle drag racing as its core subject and audience but branching out into other motorsports and lifestyle features that seem appropriate and popular.

In addition, Hailey and Eatmyink Motorsports Media have long provided professional, information oriented marketing materials for both the racer and the manufacturer. When luminaries like Rob Muzzy, George Bryce, Angele Sampey and others need team reports, they've come to Tim Hailey and Eatmyink. When Kawasaki, Suzuki, or other media outlets need professional photos or video, they also come to Hailey.

And so, of course, does the reader/viewer. For if video pirating kept sales off the ledgers of Eatmyink.com, it helped spread its reputation as the sport's finest documenter and media innovator. Those DVD's that were copied are now streamed online for free, thanks to the advertising supported EatmyinkTV webcast. Eatmyink's YouTube views now total over one million.

Racers, readers, and advertisers alike all know that if they want the most respected, most watched, and most relevant media in motorcycle drag

racing and other motorsport, the place to go is Eatmyink. "You have been the voice that is heard," says custom bike builder Robert Fisher of Roaring Toyz.

Key Company Principals

Tim Hailey is the glue that binds racer, reader and manufacturer.

Hailey gets copious advice from his advertisers—long time players in the motorcycle drag racing goods and services industry. These include Dave Schnitz of Schnitz Racing, Brock Davidson of Brock's Performance, Skip Dowling of Orient Express, Steve Earwood of Rockingham Dragway, Dan Rudd of MPS Racing, and Del Flores of Brownsburg's own Del's Performance Cycles. Hailey has also received key advice from media buyers in the advertising industry about the direction of big manufacturers like Kawasaki and Suzuki.

While Hailey has long used freelancers such as Matt Polito, Gary Rowe, Terrence Belton, Genie Muldoon, Debbie Knebel and Paul Cavanaugh, with the Brownsburg facility, Hailey expects to hire staff and make use of local college interns.

Definition of the Market

Industry and Outlook

After 3 bleak years, there are indications of an upturn in the motorcycle market. Kawasaki has introduced a major upgrade to its key drag racing product, the ZX14. Eatmyink is ready to capitalize on this upturn, while expanding its base to include road racing, sports cars and the thriving luxury car market.

Target Market

Eatmyink's market is young, educated, ambitious, often non-white, often government employed, and worldwide. Eatmyink.com has been visited by readers in 89 nations in the last year, lead by the US, Canada, Kuwait, Qatar, UK, and Saudi Arabia in that order.

Those who recognized Eatmyink as Hailey's replacement outlet for Straightliner are onboard as regular readers. In existence as a media outlet for slightly over a year, Eatmyink has grounds to gain on longer running websites that have anywhere from three to twelve years history.

Eatmyink is a sole proprietorship owned entirely by Tim Hailey.

Marketing and Sales Strategy

Eatmyink's business is spread through constant internet linking, social media and personal interaction at trade shows and racing events.

Eatmyink's immediate promotional plans are:

—apparel: T-shirts that are desired by the website's readers and promote the site to other readers. A source of income, the T-shirts will not only promote the site but be primarily paid for by advertiser logos on the shirts.

—online games: Eatmyink plans fantasy racer games focusing on the motorcycle drag racing community, as well as a Farmville-type game that will have players purchasing virtual parts for their virtual motorcycles to compete against other players. Purchased virtual parts will also be sponsored by manufacturers of those parts in the "real" world.

2012 Prices and Customers

Eatmyink's prices/results are:

Photos for personal use start at \$20 each on SmugMug

Video clips for personal use start at \$20 each on SmugMug

T-shirts are \$25 including shipping

DVDs are \$25 including shipping

\$60/month for logo/link placement along sidebar Eatmyink.com. There are currently 24 ads in the sidebar, some paid and some placed as a courtesy for exchange of goods or services.

\$330/month for hourly ad placement on EatmyinkTV. There is one advertiser awaiting completion of his video for this service.

\$330/month for SmugMug photo branding

\$330/video for YouTube video branding

\$660/month for "presented by" sponsorship of Eatmyink.com

Remember, much of the editorial that Eatmyink provides for its readers is not only advertising supported but paid for specifically as PR material by teams and manufacturers.

Critical Needs of the Client

The market needs an outlet that not only responds to what the customers want but also anticipates their needs and grows the customer base through an entertaining multimedia presentation of the sport.

Market Share

Because of Hailey's long history as the voice of motorcycle drag racing, Eatmyink has a huge share of that sport and Eatmyink's primary goal is to grow that sport and its market share within it. Eatmyink's secondary goal is to gain market share in road racing, sports cars and luxury car enthusiasts, manufacturers and teams.

Description of Products and Services

Eatmyink.com offers motorsports news and entertainment to fans, racers and industry insiders.

EatmyinkTV is a 24/7 webcast of motorsports entertainment

Eatmyink Motorsports Media provides complete media services to racers, manufacturers, service providers and race promoters for use on all media outlets, including but not limited too Eatmyink.com and EatmyinkTV. Tim Hailey maintains strong relationships with editors of other media outlets to ensure that material purchased by Eatmyink's clients is used by media outlets worldwide.

No one else in the motorcycle drag racing community successfully offers all of these services. Eatmyink intends to spread this success into other forms of racing.

Eatmyink charges the top of what the market will bear in the motorcycle drag racing community. Eatmyink's strategy is to both grow the importance of that market (and thus what charges it can bear) and expand into more lucrative markets (motorcycle road racing, car drag racing, sports car racing and luxury road cars).

Organization & Management

\$1320/month for title sponsorship of Eatmyink.com

\$1320/month for title sponsorship of EatmyinkTV

\$400 for motorcycle drag racing team report. There are several teams using this service, including four from the most recently complete event.

\$550/plus room per event for MIRock event coverage, 8 events per year

\$1000/plus room for any new series event coverage

\$2000 for NHRA team weekend report

\$2000/race for sponsorship of NHRA PSM season

\$100/hour for photo, video, editing, copywriting

day rates available

Eatmyink expenses

\$1250 month rent

\$400 month gas/electric

\$60/month phone

\$60/month internet

supplies and equipment expenses vary

freelance costs vary

race travel expense generally pad for by race promoter

Greater Brownsburg Chamber of
 Commerce
 61 North Green Street
 Brownsburg, IN 46112
 317-852-7885
 www.brownsburg.com

Sales Receipt

Date	Sale No.
1/19/2012	

Sold To
Eat My Ink Motorsports Media 1650 Northfield Dr., #1000 Brownsburg, IN 46112

Check No.	Payment Method	Project
132	Check	

Description	Qty	Rate	Amount
2012 Membership Dues Level C		150.00	150.00

Thank you for your continued support of the Brownsburg Chamber of Commerce.	Total	\$150.00
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