



# ABOUT US

Brian Hough Racing is one of the elite top alcohol funny car teams in the NHRA and we have the results to prove it with a #1 overall finish in the 2010 Lucas Oil Division 6 NHRA racing season.

Is your company interested in advertising on our race car and or semi-truck and trailer for the 2011 season? This advertising provides name recognition at the track with excellent ESPN2 coverage as well as the semi-trailer traveling across the country. Your company can also use our team as a tool to invite employees and customers to a day at the races. (Customer and employee appreciation).



**Kris Boesen, Sponsorship Coordinator** - 702.587.3313 - Krisboesen@gmail.com

**Brian Hough** - [P] 541-689-5851 [C] 541-954-3804 • brian@brianhoughracing.com • PO Box 2326 Eugene Oregon 97402

**BRIAN HOUGH**  
R A C I N G

# BIO

Brian Hough has been racing since 1996. He began as an Alcohol Funny Car driver. He won the Northwest Division 6 title in his rookie year and established himself as one of the premier drivers on the west coast. He also won several National Events that year.

In 2001 he teamed up with Mike Johnson Racing as a driver of an Alcohol Dragster and won two National Events and finished no lower than the semi finals in four other National Events.

Brian has won National Events in both Funny Car and Dragster Classes, which only 9 other drivers have accomplished in the last 50 years.

After a break to enjoy the birth of his son, Dylan and spending time with family, Brian returned to the sport during the 2004 season and has been going strong ever since by finishing in the top 10 in national points and winning the division six title the last six years in a row.



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# CAREER HIGHLIGHTS

## NATIONAL

2008	Pomona 1 runner-up Seattle winner	2001	Pomona 3 winner Dallas runner-up Las Vegas winner
2007	Houston winner	1998	Pomona 1 runner-up
2006	Seattle winner	1997	Seattle winner
2005	Pomona 1 runner-up	1996	Sonoma runner-up
2004	Pomona 2 runner-up		

## DIVISIONAL

2010	Mission winner Woodburn winner Seattle winner Medford winner Spokane runner-up	2006	Seattle winner Woodburn runner-up Sonoma winner Acton winner Medford winner
2009	Mission winner Medford winner	2005	Seattle runner-up Mission 2 runner-up Billings winner
2008	Fallon runner-up Woodburn winner Medford runner-up	1997	Seattle runner-up Eagle Motorplex winner Renegade winner
2007	Mission runner-up Medford winner Woodburn runner-up Acton runner-up	1996	Seattle runner-up Woodburn runner-up Medford runner-up



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# 2011 SCHEDULE

February 26..... Pomona National

April 2..... Vegas National

April 30 ..... Houston National

May 28..... Mission Div 6

June 11..... Fallon Div 7

June 18 ..... Spokane Div 6

July 9 ..... Chicago National

July 16 ..... Woodburn Div 6

July 23..... Sonoma Div 7

August 6 ..... Seattle National

August 20..... Seattle Div 6

September 10 .. Medford Div 6

September 17... Concord NC Four  
Wide or Woodburn Fall Classic

September 24 .. Dallas National

October 29 ..... Vegas National

November 5 .... Vegas Div 7

November 12 ... Pomona National

As you can see below our trailer and car would provide your company premier advertising. Locations on the entire side of the car, hood, and quarter panels available. With our 56' x 14' moving billboard traveling the county to and from each race, the impressions on the highway are priceless.



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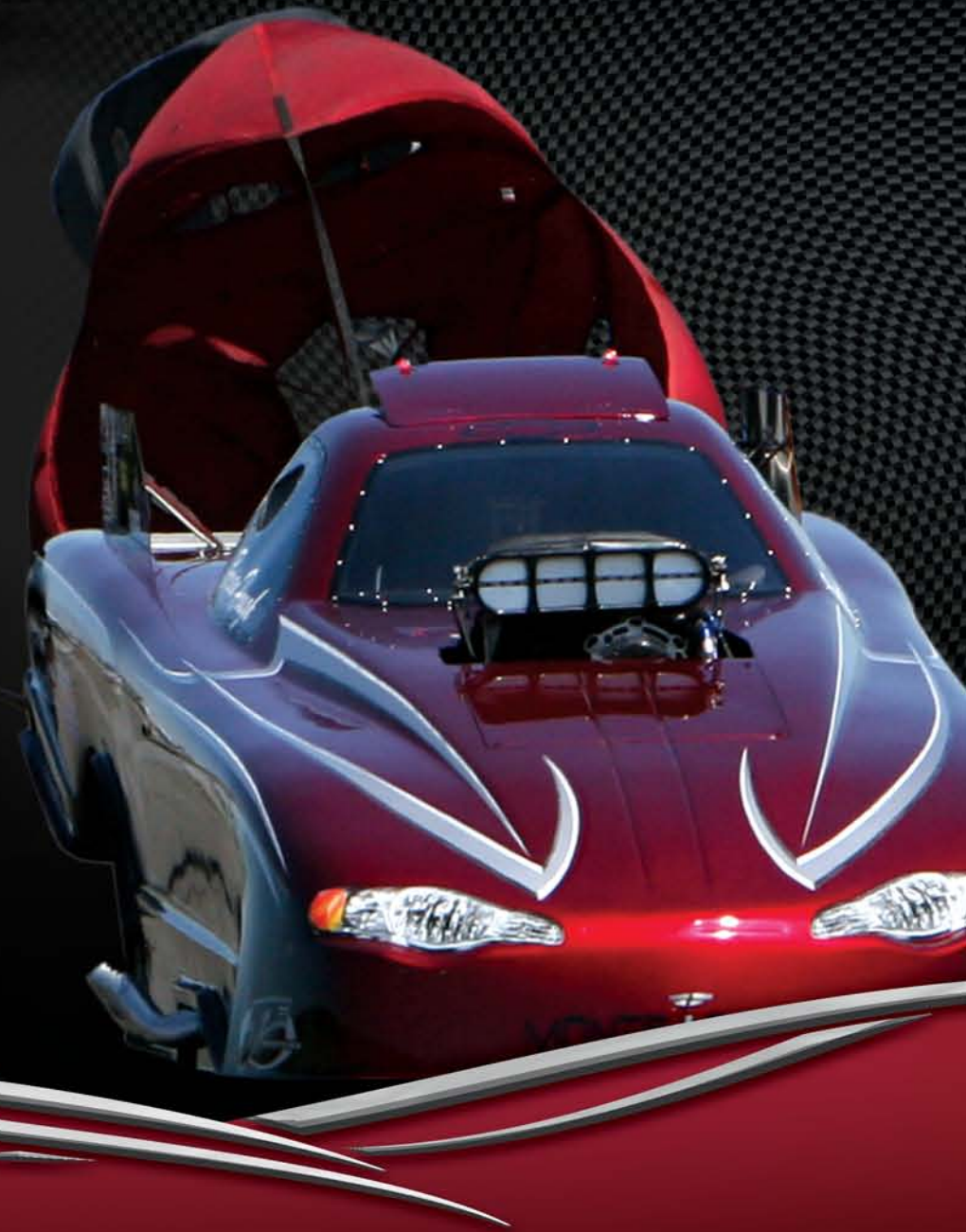
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# TEAM HIGHLIGHTS

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- Brian has been successful in 52 of 54 attempts to qualify for a starting field in national event competition. He qualified in the top-half of the field on 38 of those occasions.
- Brian has faced 59 different drivers in national event competition and has a winning record against 37 of them and an even record against five of them.
- Brian is one of nine different drivers in NHRA history to earn national event victories in both Top Alcohol Dragster and Top Alcohol Funny Car since the two classes were formed from the defunct Pro Comp class in 1981.
- Brian is one of only nine different drivers to net a Division 6 championship in Top Alcohol Funny Car since 1981, joining such class legends as Brad Anderson, Bucky Austin, and Pat Austin as the only multi-time winners during that time span.



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# NHRA DEMOGRAPHICS

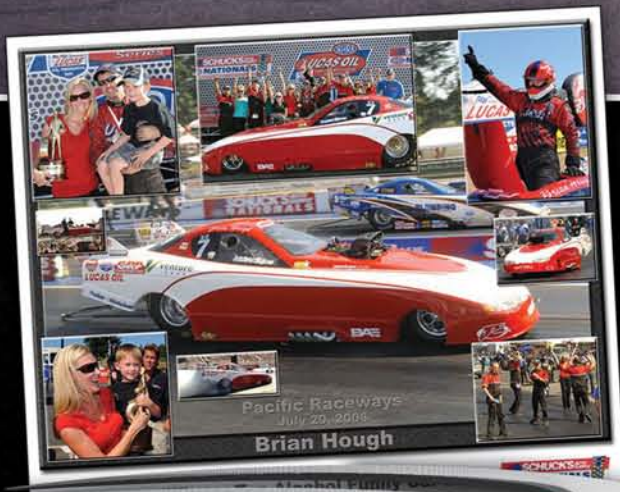
- The NHRA is the world's largest motor sports organization.
- 32 of top 50 D.M.A.'s - Unparalleled geographical reach.
- 98% of NHRA attendees feel positively about companies that support the NHRA.
- The NHRA has 80,000 plus members.
- 91% of NHRA attendees try to support companies that support the NHRA and NHRA race teams.
- Over 2 million people attend NHRA events annually.
- 91% of attendees are likely to take part in a promotion linked to the NHRA.
- The motorsports fan is well aware that corporate sponsorship makes "the show" possible. And unlike other sports, sponsorship and corporate involvement are expected and embraced by the audience.
- Over 90% of NHRA fans are likely to try a new product service or promotion for the first time if it's a sponsor of the NHRA.
- 89% of NHRA attendees are likely to purchase the product of a NHRA sponsor over that of a non-sponsor.
- 24.8 million Americans are fans of NHRA Drag Racing - 14.7 % of U.S. population.
- NHRA is the #2 motor sport in America.
- Nearly 50% of NHRA fans stated they have switched brands because the brand they switched to was a sponsor of the NHRA.
- 1.5 million side-by-side races each year.
- Nearly 60% of NHRA fans live in households of 3 or more.
- Annual Household Income is \$72,900.
- 56.1% of households spent \$100 or more in the past week in groceries.



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