

The Edge

SponsorEdge.com Newsletter

September 2010



RICKY BYERS
Budweiser Racing
Fighting Cancer One Race At A Time

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BUTLERBUILT
Professional Seat Systems

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On The Cover

RICKY BYERS
Racing
Fighting Cancer One Race At A Time



Sponsor Spotlight



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Media Partner Spotlight On:



Special Report



Eric Saunders Injury Update

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From the desk of: Cindy Lenz, President



With the recent news about spectators losing their lives and others seriously injured (for more information visit www.fast-aid.org/california-200.html), I am reflecting on how tight knit the Motorsports Industry really is. It seems as if the industry is large simply because there is racing all across our country, but the reality is, you realize how small we are when a tragedy strikes. As spectators, racers, vendors and sponsors walk through the gates at a race, we know the risk of getting hurt is present. We understand the risks but we go anyway. Most of the time people come and go to the races without harm, have a great time and talk the whole way home about the experience. There are those rare occasions in which someone is injured.

This also has me thinking about how much the industry gives back. Take a moment and look at the websites and Facebook accounts of people in the industry. Most have a charity or organization they donate to, raise funds for or even started an organization on their own. I cannot think of another industry that pulls together to help each other out when the need arises, the way the Motorsports community does.

How many of you have helped a competitor with a spare part so they can get on the track to compete? How many of you have raised funds for a charity or even donated winnings to an organization you belong to? How many of you have held your breath until you know a racer is okay after a crash and checked on them later? We have seen first-hand a racer pull his competitor from a burning truck and risk his own safety. I have been around racing a long time and there isn't one racer I can think of who hasn't done one or all of the above at least a time or two.

Take a few moments to look at industry websites, social media profiles, press releases, etc. Everywhere you look you see ribbons of different colors, you see logos of charities, you see donate here buttons on home pages. You can also find interviews of racers who give back to their communities. These charities span a variety of subjects from cancer, to humane treatment of animals, to saving trails and everything in between. I know the news likes to report all the bad things going on in the world, but if you take a moment to look, you will see an enormous amount of selflessness happening all around us.

Cindy Lenz

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Driver of the Month

RICKY BYERS

Racing

Cancer...One of the most terrifying words you could ever hear.

Imagine the fear; the terrifying thoughts running through your head. Imagine thinking "I'm going to die, what about my family?" Imagine having to miss treatments because your car broke down and you have no way of getting there. Imagine refusing chemo because you can't afford it. Imagine the desperation that breaks your will to keep fighting...

To Learn More About
Ricky Byers, view his profile at:



At your most desperate of moments, imagine a beacon of light. Imagine a kind and generous person willing to help you no matter what it takes. Imagine being one man receiving 30 calls a day with the voice on the other end shaky, scared and nervous about asking a perfect stranger for help. Who is this man? Who is this stranger receiving all these calls? This selfless and caring man has beaten this horrible disease not once but twice! This man who gives so much to so many is Ricky Byers.

Ricky feels he's been given a second chance at life to be that beacon and help as many of these scared and desperate families as he can. In order for him to continue helping, he is now the one needing to ask perfect strangers for help, he is seeking sponsor companies willing to help him continue his mission. Ricky's story has been well documented on news stations, radio stations, social media sites, newspapers and other media outlets.

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Fighting Cancer One Race At A Time



He has an accomplished racing history and every dollar he wins will be designated to helping others. Ricky would love nothing more than to see a movement begin by bringing awareness one race at a time; Imagine strangers helping strangers in need.

Ricky has had some extraordinary people step up in efforts of supporting his mission, such as Solo-artist Autumn Carter who is donating all the proceeds from her unreleased song, Carolina State Anthem Remix, "Carolina-Through Your Hands Up." She has recorded this song and others under a new label, Carolina International Record. To order this great song, donate to Ricky's mission and to learn more, please visit his website at www.ricktbyersracing.com



Ricky Byers ARCA Car

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BUTLERBUILT

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ButlerBuilt has been the premier manufacturer of custom aluminum racing seats for nearly 30 years. We offer a full line of seats, custom or stock sizes, for most any racing application. Our product line covers .25 midget, bandoleros, legends cars, street stock, monster trucks, late models, sprint cars, stock cars, road racing, spec racer Fords, drag racing and the list goes on.

We also manufacture and distribute many other safety related products...the defNder head and neck restraint, roll bar padding, NACA ducts and brake ducts, aluminum steering wheels, door pads, bead and urtehane seat inserts, drag racing lateral head pads, sprint car drag link tethers, torque ball shields, torque tube pads, Hooker Custom Harness seat belts and more.



The Motorsports Industry is notably and historically a very giving society.

By: Cindy Lenz

From a personal standpoint, charitable giving of any kind is and always will be a good thing. We have the power to help others. Sometimes we are the ones who are in need and it is at that moment when one understands the full power of selflessness. I have been reading a lot of emails and social website posts about the men, women and companies who step up when disaster strikes. Disaster is nothing new to the world, how people respond to those tragedies is what I am always impressed with. The Motorsports Industry is notably and historically a very giving society.

As I stated above, from a personal stand point, charitable giving will always be a good thing. From a marketing stand point, it is equally good. Companies who sponsor motorsports like to see people giving back. If you are not part of a charity, that's okay. It takes time and dedication to be true to the charity and sometimes it can be tough to donate the time you feel they deserve.

What if you take it in another direction? Can you get together the racers and staff from your series and set up a food drive? Think about it this way, if there are 25 racers in your series and 5 staff or board members, that's 30 people. If everyone brought one canned good to each race, at the end of the racing season how much food would you have stock piled? Let's calculate one step further; if you race 15 times a year x 30 series members = 450 items to give to a local food pantry. Would something like this be easy to manage? Are you willing to get the ball rolling? Can you get the series and members on board?

Is there another type of donation program you can think of? Is there something you are currently involved with that you could get other series members on board? What about a toy drive? A clothing drive? Would your sponsors be willing to donate something toward the cause?

Sponsors give money and product; what can you give back?



Eric Saunders Injury Update

After suffering serious injuries from a crash during practice earlier this month, Eric Saunders is still recovering in an Indianapolis Hospital.

Since the initial accident, Eric has undergone several surgeries to repair a collapse right lung, bleeding spleen and has had steel rods placed along his spine. His spinal cord was stretched in the crash and he still has no feeling below his chest.

Eric is in good spirits and although he is still in ICU, the family is hopeful he will be moved to the rehab hospital soon.

"The motorsports industry is huge, but when something like this happens, we find out just how small and tight the motorsports family is," said Irish Saunders. "I would like to thank everyone for all the support they have shown us over the past few weeks. Keep us in your prayers."

To keep up to date on Eric's condition, please visit his official website at www.ericisaunders.net.



[Autographed Tony Stewart T-Shirt](#)

Hoosier Racing Tire is selling an "I Can I Will" t shirt that has been signed by Tony Stewart. All proceeds will be going to Eric and his family. The t shirt will be on display at Hoosier Racing Tire in Lakeville, IN. You can purchase your tickets through [Hoosier Racing Tire](#) as well. The tickets will be \$1 a piece or you can purchase 6 tickets for \$5. The drawing for the shirt will take place at Red Bud on September 19th. Winner does not have to be present.

Continued on next page...



Show your support
and order your Eric
Saunders T-Shirt
Today.

All proceeds from the
T-Shirt sales will go
to help Eric Saunders
and his family with
medical and other
expenses.

Anyone interested in donating money please make checks payable to :
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For purchasing t-shirts please use our online [order form](#).

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(574)784-3152

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Prodigy Marketing
(574)274-4333

Thank you for your help and support!



Media Partnership Spotlight On:



To Learn More About
RaceTalkRadio,
view their profile at:



Dennis Michelsen

About RaceTalkRadio.com

RaceTalkRadio.com ownership combines NASCAR writers Dennis Michelsen and Mike Harper with the creative talents of digital media artist Lori Munro from War-Wagon.com. This unique blend has produced some of the most cutting edge programming in the racing industry!

Don't miss "Doin' Donuts" every Monday and Thursday night...it's not your Grand Daddy's racing show but you will be entertained. Every Wednesday night it's time for "Quick Change," the fastest growing game show in NASCAR.

Fans will also enjoy the chance to sound off with some of the biggest names in broadcasting including the Speed Freaks and Speed TV's Bob Dillner. Fridays and Saturdays are reserved for some of the best minor league coverage from driver development series to major events like the Snowball Derby coming this December.

Whether you have the "Racing Gene" or are just a NASCAR fan...click over to RaceTalkRadio.com and strap in for a unique racing experience.

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