



**2016**

**RACING IS NOT ONLY A DREAM - IT'S A PASSION**

# MEET BOBBY EARNHARDT



**BORN** September 1, 1987 in Salisbury, North Carolina



## RACING IS IN HIS BLOOD

- Grandfather: **DALE EARNHARDT**, also known as “The Intimidator”, is considered one of the best NASCAR drivers of all time
- Uncle: **DALE EARNHARDT JR.**, two-time Daytona 500 winner and has won the Most Popular Driver Award thirteen times (consecutively 2003-2015)



Made his first start in **ARCA TRUCK SERIES** in 2013 with sixth place finish in overall points



Claimed prestigious title **ROOKIE OF THE YEAR** in 2013



Won the **MOST POPULAR DRIVER AWARD** in 2013



Signed talent agreement in 2015 with Momentous Entertainment Group to produce **REALITY TV SERIES** based around daily life, providing fans behind the scenes look on raw emotion and determination



Bobby Earnhardt had always had **DREAMS TO RACE**, giving them up at 15 to help his brother, Jeffrey, race. Finally in 2013, Bobby surprised the crowd with competing an entire season in the ARCA Truck Series. **A NEW GENERATION OF RACING HAS BEGUN.**



**ROCKS EDGE**<sup>®</sup>  
**CAMO**

**GFUEL**  
ENERGY FORMULA



# SPONSORSHIP WORKS

## BRAND EXPOSURE

Nascar is unique because each car is considered a 180 mph billboard. Cars are seen by thousands of fans at the track and millions watching at home. NASCAR is the largest spectator sport in the world.

## FAN LOYALTY

NASCAR fans are more appreciative of sponsors than any other sports market. Fans are brand and product loyal which makes NASCAR attractive as a marketing option.

- Fans are three times as likely to purchase a sponsors' products or services in comparison to non-fans
- 93% of fans said sponsorship is very important to the existence of NASCAR
- 83% of fans say they like or somewhat like a lot of corporate sponsors
- 51% of fans feel that by purchasing sponsors' products they are contributing to the sport

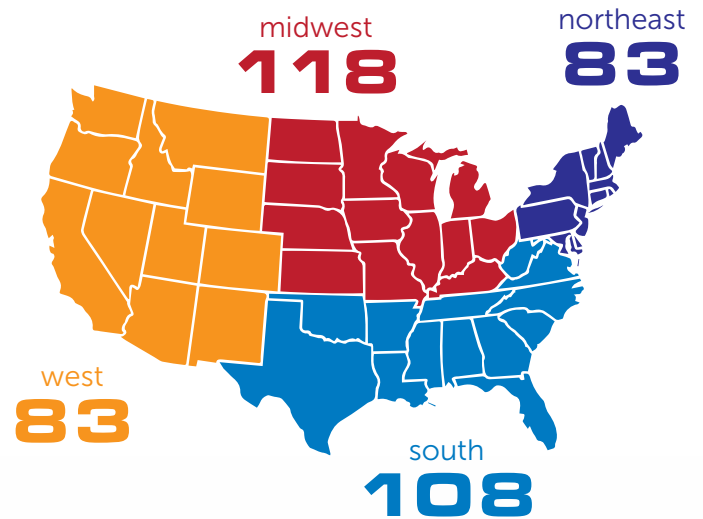
## TV AUDIENCE

NASCAR is the second highest rated televised sport in America, second only to the National Football League. NASCAR Races, practice, and qualifying sessions in 2015 were shown live on FOX Sports and NBC Sports Networks.



## DEMOGRAPHICS

NASCAR has an estimated 392 million fans. NASCAR fans live in areas that mirror the US population. Popularity by region:



## CUSTOMER AND EMPLOYEE ENGAGEMENT

Sponsors can show their customers how valued they are by taking them to a VIP experience at the race track. Employees will have the opportunity to enjoy the NASCAR experience while rooting on their company's car at track. Employees will also build morale and loyalty while doing this.

\* The examples and statistics used are for NASCAR



# SPONSORSHIP BENEFITS



## DECALS ON THE VEHICLE

There are a variety of options for placement. Logo and company name will be showcased for fans at the track and fans watching at home to see. Sponsor will have full ability to design the car with company branded colors and logos.



## HAULER EXPOSURE

The team's hauler will have decals of the company placed on sides of the hauler (with multi race commitment). The hauler travels thousands of miles a season creating a traveling billboard for sponsors.



## TEAM AND DRIVER EXPOSURE

Driver, Bobby Earnhardt, will wear company branded fire suit. The team and crew will wear company branded crew shirts and hats. Subject to sponsorship level.



## VIP EXPERIENCE AT THE TRACK

During race weekends, sponsors will have full access to pit passes. This pass will allow access to the garage area and pit road. This pass also allows for a VIP experience at the track. Subject to sponsorship level.



## DRIVER APPEARANCES

Option to have driver, Bobby Earnhardt, make off the track appearances, which can be done in a number of ways and many options are available.



## SOCIAL MEDIA / PR

Announcement of sponsorship will be made via press release on major racing news sites. There will be additional sponsor exposure through our Facebook and Twitter pages. Photos from the race track will be captured each race weekend and sent to sponsors for their own use.



**93,000+**  
likes on  
**Facebook**



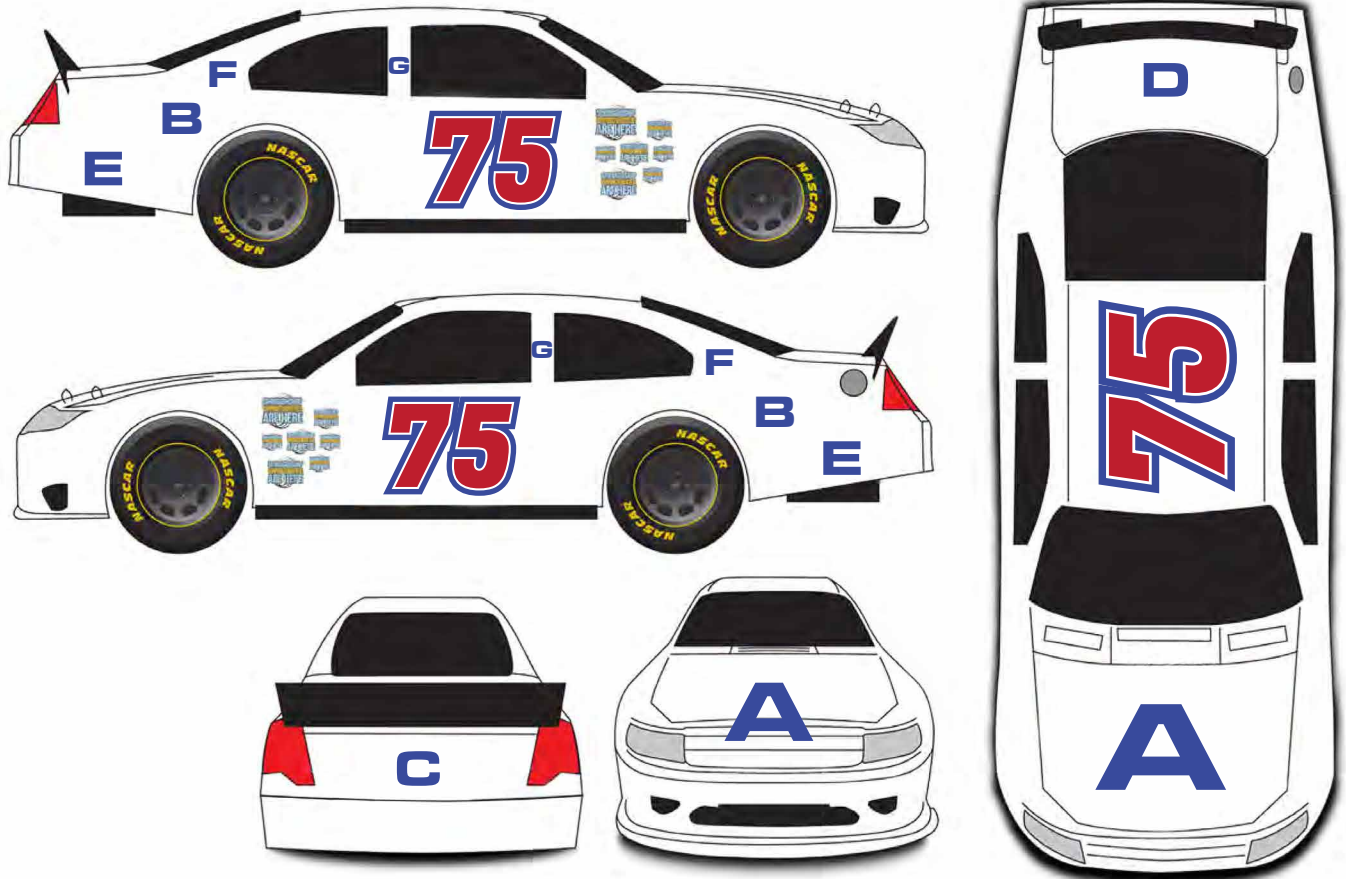
## WEB ADVERTISING

Sponsor logos and link will be placed on the Bobby Earnhardt Racing website.





# SPONSORSHIP COSTS



## ONE RACE SPONSORSHIP

<b>A</b> Hood	\$25,000
<b>B</b> Quarter Panels	\$20,000
<b>C</b> TV Panel	\$10,000
<b>D</b> Deck Lid	\$4,000
<b>E</b> Lower Quarter Panel	\$2,500
<b>F</b> C Post	\$2,000
<b>G</b> B Post	\$1,500
Full Car Primary Sponsor	\$55,000
Includes but not limited to: A, B, C, D	

## OPTION A

Cash Discount

## OPTION B

Associate Sponsor

# SCHEDULE

*2016 races scheduled to run*

7/9	<b>IOWA SPEEDWAY</b>	Newton, IA	Fox Sports 1
7/22	<b>LUCAS OIL RACEWAY</b>	Brownsburg, IN	Fox Sports 1
7/29	<b>POCONO RACEWAY</b>	Long Pond, PA	Fox Sports 1
9/15	<b>CHICAGOLAND SPEEDWAY</b>	Joliet, IL	Fox Sports 1
9/23	<b>KENTUCKY SPEEDWAY</b>	Sparta, KY	Fox Sports 2
10/14	<b>KANSAS SPEEDWAY</b>	Kansas City, KS	Fox Sports 1



## CONTACT

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