

Brent **YARNAL** #29 *Iceman Racing*

Sponsorship Proposal



Biography



Brent Yarnal "The Iceman"

Brent is an up and coming sprint car driver in the Southwest who began his career more than 30 years ago and has quickly moved through the ranks in open wheel racing. He is the owner/driver of ICEMAN Racing's non-wing 360 sprint car.

Brent started his racing career at the age of 5 in Quarter Midgets and achieved 5 state championships, over 200 main event wins and competed in three Grand National events.

After Quarter Midgets, Brent moved to Modified Midgets obtaining two main events wins and numerous top five finishes. Following this he raced 600 Mini Sprints, finishing top 12 in points in 2005 and achieving numerous top five and 10 finishes.

In 2016 Brent made his sprint car debut with the USAC Southwest Sprint Cars. In his debut year, he had two top 15 finishes. 2017 was his first full year running sprint cars and he finished the season in 15th place out of 77 drivers, with eight top 15 finishes and one top 10 finish rounding out the season.

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Website: <https://www.facebook.com/icemanracing29/>

About the Series



The United States Auto Club is one of the sanctioning bodies of auto racing in the United States. From 1956 to 1979, USAC sanctioned the United States National Championship, and from 1956 to 1997 the organization sanctioned the Indianapolis 500. Today, USAC serves as the sanctioning body for a number of racing series, including the Silver Crown Series, National Sprint Car Series, National Midget Series, Ignite Midget Series, .25 Midget Series, and Traxxas TORC Series.



USAC Southwest Sprint Cars is a group of Traditional Sprint Cars based in Arizona and competing across the Southwest.



USAC West Coast Sprint Cars is a group of non-winged 360 cubic-inch sprints based in California and competing across the Southwest and West Coast.



Beginning in 1971, all dirt races were split from the National Championship. From 1971 to 1980, the series was named National Dirt Car Championship, then renamed Silver Crown Series in 1981.

Sponsorship Levels

Diamond | \$20,000

Includes:

- Logo on both sides of sprint car (full length)
- Logo on both sides and back of race trailer (full length)
- Logo patches on chest and sleeves of fire suit
- Logo on crew shirts
- Link to company page on race team website
- Logo presence on GoPro footage
- Logo on helmet sun visor strip
- Logo on fan shirts
- Logo presence on hero cards

Platinum | \$10,000

Includes:

- Logo on both sides of hood and on side panels of sprint car
- Logo on both sides of race trailer
- Logo patches on chest and sleeves of fire suit
- Logo on crew shirts
- Link to company page on race team website
- Logo presence on GoPro footage
- Logo on helmet sun visor strip
- Logo on fan shirts
- Logo presence on hero cards

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Sponsorship Levels (contin' d)

Gold | \$5,000

Includes:

- Logo on left side of hood, right sail panel and arm guard of sprint car
- Logo patches on sleeves of fire suit
- Logo presence on trailer
- Logo on crew shirts
- Link to company page on race team website
- Logo presence on GoPro footage
- Logo on helmet sun visor strip
- Logo on fan shirts
- Logo presence on hero cards

Silver | \$2,500

Includes:

- Logo on left and right sail panels on sprint car
- Logo patches on sleeves of fire suit
- Logo presence on trailer
- Logo on crew shirts
- Link to company page on race team website
- Logo on fan shirts
- Logo presence on hero cards

Bronze | \$1,000

Includes:

- Logo presence on sprint car
- Logo on crew shirts
- Link to company page on race team website

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Contact

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Photo credit: Ben Thrasher