

# Long Motorsports

*NASCAR Camping World Truck Series Race Team*

**540-524-2722**  
[www.LongMotorsports1.com](http://www.LongMotorsports1.com)



*Racing is Our Passion!*

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## ***BOYD LONG, OWNER***



Boyd Long is not your typical NASCAR Team Owner. He is a highly respected NASCAR enthusiast and weekly guest on the “Greg Roberts News Talk Radio, WFIR”. You can listen to him live each weekday on Tuesday, 5:30 PM EST.

As a Commercial Contractor in Virginia, Boyd has aspired to get back on the tracks. In 1962, his grandfather purchased Hagerstown Speedway. If he wasn't working the tracks as a young man, he was sitting behind the wheel. Racing NHRA Prostock and IHRA Promodified for Cunnigham Motor Sports and HR Rainer Motor Sports until the early 90's. His next left turn took him to circle track racing, competing in the American Race Track Series and Hooters Pro Cup Series.

Boyd founded Capital Motor Sports and in late 1993, toured with Rick Ware Racing for 2 years. He has managed track operations, owned and operated racing teams, and raced in several sporting events for the past 30 years.

His years of experience in the construction industry provided him with the opportunity to get back on the tracks. In 2017, Boyd founded Long Motorsports. “Thirty years knowing racing, growing up on the tracks has allowed me to own a race team and be a part of NASCAR. Two things which I truly enjoy.”

## ***TED MINOR, DRIVER***



Since 2001, Ted has raced on dirt and asphalt with stints in the USST, ARCA, and NASCAR Camping World Truck Series. As if that's not impressive enough, Ted has also succeeded in the business world. Ted became an engineer in the technology field and soon created and developed a technology product related firm from the ground up, consisting of product creation, manufacturing, and setting up distribution channels. Along with his technology firm, Ted has focused on expanding his rental property portfolio which he started from scratch 14 years ago. When he wasn't busy racing or running his own technology business, Ted would also participate in aerobic competitions.

Ted brings a unique perspective to the sport of auto racing. While being a fierce competitor on the track, Ted also understands the commitments and ambassador type role he must play away from the track. Being a small business owner himself, Ted is very conscience of what sponsors need from him and his racing team.

"I have been in their shoes myself as a businessman. I understand better than most other drivers, we have to use their investment to generate a return so that we grow together. They are investing in a multiple business owner with years of experience, not just a driver. And, a professional away from the track as well."

Ted truly wants to enter into a partnership with all sponsors. If you are looking for competitive racer, known for his hard work and persistence, both on and off the track – look no further than Long Motorsports Driver, Ted Minor.

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## ***BENEFITS OF ADVERTISING THROUGH NASCAR***

NASCAR has become the fastest growing, most popular, and most viewed sport in America. Race fans are considered some of the most loyal fans of any sport. Performance research found fans claim they intentionally buy sponsor's products and services over other brands to show their support for a favorite team, driver and sport. In some cases, individual fans will pay a higher price knowing the product and service provider supports their favorite team. On average, race fans travel an estimated 100 miles in support of NASCAR and their favorite driver. With racing season lasting from February to November, it is the longest season in any professional sport.

- NASCAR has 75 million fans
- Racing is the #1 spectator sport
- Fans are sponsor brand loyal
- NASCAR is #2 sport on television
- Valuable brand exposure
- Unique ways to promote and advertise
- Endorsement for your brand on Social Media, Press Releases, Talk Show Radio
- NASCAR drivers have helped deliver billions in sales to their sponsors



NASCAR  
FANS

## NASCAR FANS RESPOND TO SPONSORSHIP



GENERAL  
POPULATION

|            |   |            |
|------------|---|------------|
| <b>91%</b> | are likely to consider a company's brand, product or service based on sponsorship | <b>61%</b> |
| <b>84%</b> | feel loyal toward companies that sponsor an event or sport                        | <b>74%</b> |
| <b>30%</b> | talked about a brand to friends and family after seeing a sponsorship             | <b>16%</b> |
| <b>27%</b> | bought the brand after seeing the sponsorship                                     | <b>20%</b> |



## NASCAR CAMPING WORLD TRUCK SERIES FAN BASE DEMOGRAPHICS



### GENDER DISTRIBUTION

- The NASCAR Camping World Truck Series fan base is 74% male, 26% female.

| Gender | NASCAR Camping World Truck Series Fans |
|--------|--|
| Male   | 74%                                    |
| Female | 26%                                    |

### AGE DISTRIBUTION

- Two out of five NASCAR Camping World Truck Series fans are 18-44 (91 index vs. U.S. population)

| Age   | U.S. Population | NASCAR Camping World Truck Series Fans | Index NCWTS Fans vs. U.S. Population |
|-------|-----------------|--|--------------------------------------|
| 18-24 | 12%             | 9%                                     | 75                                   |
| 25-34 | 17%             | 15%                                    | 88                                   |
| 35-44 | 17%             | 18%                                    | 106                                  |
| 45-54 | 19%             | 26%                                    | 137                                  |
| 55-64 | 16%             | 16%                                    | 100                                  |
| 65+   | 18%             | 15%                                    | 83                                   |
| 18-44 | 46%             | 42%                                    | 91                                   |

RESEARCH NOTE: The sum of each column may be +/- 1% away from 100% due to rounding.

### INCOME DISTRIBUTION

- NASCAR Camping World Truck Series fans are middle class and just as affluent as the U.S. population: 61% earn \$50,000+ per year (105 index vs. U.S. population)

| Income            | U.S. Population | NASCAR Camping World Truck Series Fans | Index NCWTS Fans vs. U.S. Population |
|-------------------|-----------------|--|--------------------------------------|
| Under \$30,000    | 24%             | 20%                                    | 83                                   |
| \$30,000-\$49,999 | 18%             | 19%                                    | 106                                  |
| \$50,000-\$74,999 | 19%             | 23%                                    | 121                                  |
| \$75,000-\$99,999 | 13%             | 13%                                    | 100                                  |
| \$100,000+        | 26%             | 25%                                    | 96                                   |
| \$50,000+         | 58%             | 61%                                    | 105                                  |

### PRESENCE OF CHILDREN

- One out of three NASCAR Camping World Truck Series fans have children under the age of 18 (86 index vs. U.S. population)

| Children                         | U.S. Population | NASCAR Camping World Truck Series Fans | Index NCWTS Fans vs. U.S. Population |
|----------------------------------|-----------------|--|--------------------------------------|
| % of families with kids under 18 | 37%             | 32%                                    | 86                                   |

### GEOGRAPHIC DISTRIBUTION

- NASCAR Camping World Truck Series fans live in regions that mirror the U.S. population.

| Geographic Region | U.S. Population | NASCAR Camping World Truck Series Fans | Index NCWTS Fans vs. U.S. Population |
|-------------------|-----------------|--|--------------------------------------|
| Northeast         | 18%             | 17%                                    | 94                                   |
| Midwest           | 22%             | 23%                                    | 105                                  |
| South             | 37%             | 40%                                    | 108                                  |
| West              | 23%             | 21%                                    | 91                                   |

RESEARCH NOTE: The sum of each column may be +/- 1% away from 100% due to rounding.

Source: Experian Consumer Research (Simmons National Consumer Survey, Fall Full Year 2012)

Fandom is determined through the use of the following question: "How interested are you in the NASCAR Camping World Truck Series?" ("very interested", "somewhat interested", "a little bit interested", or "not at all interested"). NASCAR Camping World Truck Series fans are those respondents who indicate they are "a little bit", "somewhat" or "very" interested in the NASCAR Camping World Truck Series.

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**BEDCOVER PRIMARY SPONSOR**

**HOOD PRIMARY SPONSOR**



**B POST**

**PRIMARY (SIDE BED) SPONSOR**

**REAR QTR**

**FRONT QTR**



**PRIMARY (SIDE BED) SPONSOR**

**FRONT QTR**

**REAR QTR**



**HOOD PRIMARY SPONSOR**



**TAILGATE SPONSOR**

## ***ADDITIONAL OPPORTUNITIES***

Additional opportunities are tailored to your company needs. Some additional opportunities include:

- Hospitality Packages
- Public Relations
- Tickets for Clients/Companies
- Branding
- YouTube Videos on Products
- Personal Driver Appearance





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## ***SPONSORSHIP***

All sponsorship packages can be tailored to fit your company's needs. Our race team will showcase you and professionally give you the exposure you're looking for in this exciting sport. We go the extra mile to promote your brand and company.

Long Motorsports Owner, Boyd Long, is a guest on WFIR News Talk Radio every Tuesday night. He discusses the latest NASCAR race and promotes our sponsors to listeners nationwide.



From all of us at Long Motorsports, we thank you for your interest. We look forward to partnership with your team.

**Contact Long Motorsports at (540) 524-2722**  
[Info@LongMotorsports1.com](mailto:Info@LongMotorsports1.com)

**Let Our Team Brand Your Company!**