

*Meet America's Motorsport
and Media Darling...*

KAYLEE BRYSON



**THE PERFECT PERSONALITY TO
REACH YOUR CONSUMERS!**



MOTORSPORTS MARKETING OPPORTUNITY, KAYLEE BRYSON



Kaylee Bryson is the most successful and popular woman active in American professional circle track auto racing. She is a fabulous brand ambassador and media darling with a voracious fan base generating millions of social media engagements per year from over 150K followers and is likely the perfect marketing partner and brand ambassador for **your company!**





YOUR COMPANY NEEDS TO ADVERTISE!

As a marketing professional you have goals to achieve.

When you share those specific goals with us as your partner we will leverage Kaylee's popularity, personality and performance to help your company achieve those goals.

POTENTIAL MARKETING GOALS:

- Develop new customers or consumers
- Increase / retain market share
- Generate media coverage
- Develop awareness
- Generate impressions
- Convey messaging
- Demonstrate relevance
- Generate demand
- Lead generation
- Develop B2B relationships
- Develop distribution channels
- Drive website traffic
- Demonstrate how **your company** is Different / Better/ FUN
- Demonstrate product innovation, features & benefits
- Showcase your product

MOTORSPORTS FANS ARE DIFFERENT!

THEY ARE THE MOST VALUABLE AND LOYAL DEMOGRAPHIC IN ALL OF SPORTS

***They understand that their support of sponsors
can impact driver performance...***

...AND THEY ARE YOUR CONSUMERS!

[Please click here for a one-minute clip of Kaylee with her fans!](#)



OUR RACE FANS ARE YOUR POTENTIAL CONSUMERS. ACTIVATING YOUR COMPANY WITH THOSE CONSUMERS IS KEY TO UNLOCKING YOUR CONTINUED SUCCESS!

PROGRAM ACTIVATION & BENEFIT EXAMPLES:

- Coupon distribution (trackside & Internet)
- Trackside product display / demonstration
- Trackside sample distribution
- Trackside signage
- Data collection (phone #s, email addresses)
- Media engagements / commercial shoots
- Social media engagements
- Product endorsement / Brand ambassador
- Cross promotions
- Driver & race car appearances
- Trackside VIP hospitality



PROVEN PERFORMER

Kaylee competes with the United States Auto Club (USAC). Founded in 1956, USAC is America's premier driver development platform and final step before NASCAR and IndyCar. Her performance in 2022 and 2023 (and fan appeal) have been astonishing:

- 2023 USAC Silver Crown National Series Rookie of the Year
- 2023 USAC Silver Crown Most Popular Driver
- Finished fifth in 2023 USAC National driver point standings (out of 74 competitors)
- 2022 USAC Most Improved Driver
- Set an unprecedented twelve USAC national competition records. *(Please see footnote below for the complete list of records set).
- Bryson is a fabulous brand ambassador and media darling with a voracious fan base generating millions of social media engagements per year from over 150K followers.
- 22-year-old Bryson began her racing career at the age of nine.



ACTIVATION: Merchandise Logo Placement

- Kaylee's loyal fans buy a lot of her merchandise trackside and online.
- She autographs tons of "hero" cards.
- Your company logo on that merchandise becomes her endorsement.
- That endorsement – and your company logo go home with that fan and become a *proud* part of their daily lives – and loyal spending habits.





ACTIVATION: Hospitality

Every one of our marketing packages includes Team SPR VIP Hospitality Area privileges on pit lane at every event:

- A comfortable seat in the shade
- A light meal, snacks and beverages
- Complimentary tee shirt and hat
- Autographed hero cards and a driver meet & greet photo session
- Impress and entertain **your company's** most valuable sales staff, customers, prospects or employees – all just steps away from the race car and crew on pit lane.

2024 SEASON

- Bryson recently signed a multi-year driver services and agency agreement with Indianapolis-based Sam Pierce Racing (SPR).
- Kaylee has moved up to the USAC Silver Crown National Series for the 2023 and 2024 seasons – USAC’s premier national touring division. Click [here](#) for the 2024 schedule
- Kaylee will also compete for a 2024 Trans Am Series championship. Click [here](#) for the schedule.
- All USAC and Trans Am events are broadcast globally and enjoy significant media coverage.



PLANS AND ATTRIBUTES

Team SPR is fully committed to supporting Kaylee's career aspiration of competing in Indy 500 (the World's largest single-day event) and IndyCar by 2025.

- Bryson is a fearless warrior with extreme talent.
- She is humble, articulate, passionate and dedicated to our sport and her career.
- Bryson is a fabulous brand ambassador and media darling with a voracious fan base generating millions of social media engagements per year from over 150K followers.
- She is heavily favored in national media coverage and therefore consistently delivers substantial media value.



WINNING IS A POWERFUL BRAND

Partnering with Bryson at this pivotal moment of her career will produce enormous long-term returns in marketing value, media recognition and brand loyalty for **your company** as she climbs to the top of the American motorsports ladder.



A VALUE PROPOSITION

- Sam Pierce Racing is internally funded - we do not rely on sponsorships to race and are not forced to focus on a bottom line.
- This unique arrangement allows us to deliver the most cost-effective marketing packages in the motorsports industry with exceptional value and return on every dollar invested by our partners.



**SEE FOR
YOURSELF!**



Please visit SamPierceRacing.com to learn more about Kaylee Bryson and Team SPR. An additional few minutes spent with a search engine and social media platforms will reveal all that is necessary regarding this budding young superstar of American motorsports.

Thank you for reading about this opportunity.

Joe Mershon, Director of Business Operations

Sam Pierce Racing - Indianapolis, USA

jmershon@SamPierceRacing.com

317-509-0990 - mobile

ABOUT SAM PIERCE RACING MORE THAN JUST A WINNING RACE TEAM...

Sam Pierce Racing has fielded event and championship winning race cars over four decades in multiple national racing divisions. SPR currently campaigns a fleet of more than twenty race cars, operates two professional race teams, a Driver Development division and a Team Services division.





SPR STOCK CAR TEAM

The SPR Stock Car Team fields multiple SamPierceChevy.com Corvettes and Camaros in the highly competitive Trans Am Series – the premier platform for aspiring NASCAR drivers to develop valuable road racing skills at America’s most iconic road courses.



SPR OPEN WHEEL TEAM

The SPR Open Wheel Team campaigns a fleet of USAC Silver Crown Cars, National Sprint and Midget Cars as a driver development platform for IndyCar and the Indy 500 at some of America's most historic and popular racetracks.

***NATIONAL RECORDS SET BY KAYLEE BRYSON IN 2022 & 2023**

- First woman in history to win Rookie of the Year honors in USAC National competition, 2023.
- 2023 Most Popular Driver award recipient (first woman ever).
- Finished fifth in 2023 USAC National points - highest finish in history by a woman.
- 2022 USAC Most Improved Driver Award (first woman ever).
- Tied for most all-time career podium finishes by a woman in USAC National Competition.
- Most all-time career feature race starts by a woman in USAC National history.
- First woman to lead a lap (72 of them) in the 52-year history of the USAC Silver Crown Series
- First woman to qualify on the front row for a USAC Silver Crown race on dirt.
- Most cars passed during 2022 in USAC National Midget Car competition.
- Second woman in USAC history to finish second in a National feature race.
- One of four women with multiple career podium finishes in USAC National competition.
- One of only three drivers (**out of 924**) to qualify for the feature race at both the Chili Bowl Nationals and the prestigious USAC BC39 event at *Indianapolis Motor Speedway* in both 2022 and 2023.
- 21 top ten, 6 top five and two podium finishes in 44 races in 2022 & 2023 USAC National competition.



Kaylee Bryson goes “wheels up” during USAC MidgetCar competition at the Indianapolis Motor Speedway, 2023!

Kaylee
BRYYSON

2023 USAC SILVER CROWN



ROOKIE of the Year



AP
Driver Development

**SAM PIERCE
CHEVROLET**
SAMPIERCECHEVROLET.com