



The Future of American Motorsports...



...and your increased Sales & Marketing performance!



We understand that 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 leverage our Drivers' popularity, personality and performance to help your company achieve those goals.

Our dedicated marketing staff generates Proof of Performance reports after each race event to ensure that your program is on track to reach those goals.

POTENTIAL MARKETING GOALS

- Increase sales
- Generate sales leads
- Increase / retain market share
- Increase brand awareness
- Acquire new / retain existing customers
- Collect customer data
- Drive website traffic
- Generate media exposure
- Develop & foster B2B relationships
- Create media impressions
- Cross promote your product
- Showcase new products
- Convey messaging
- Project integrity
- Demonstrate how your product is better, different, FUN!

ABOUT SAM PIERCE RACING

MORE THAN JUST A WINNING RACE TEAM...

Sam Pierce Racing has fielded event and championship winning race cars in multiple national racing divisions for over four decades.

During the 2022 racing season, Team Principal Aaron Pierce ("AP") made the decision to transition from his role as the team's primary racecar driver and launch the company's new driver development division.

The mission would be to scout young, wholesome, humble athletes that consistently outperform their peers, hone their natural race craft into winning performances on national platforms, and counsel them on the promotion of our marketing partners and the business of American motorsports

The company signed 21-year-old Kaylee Bryson as the team's new primary driver in August of 2022.



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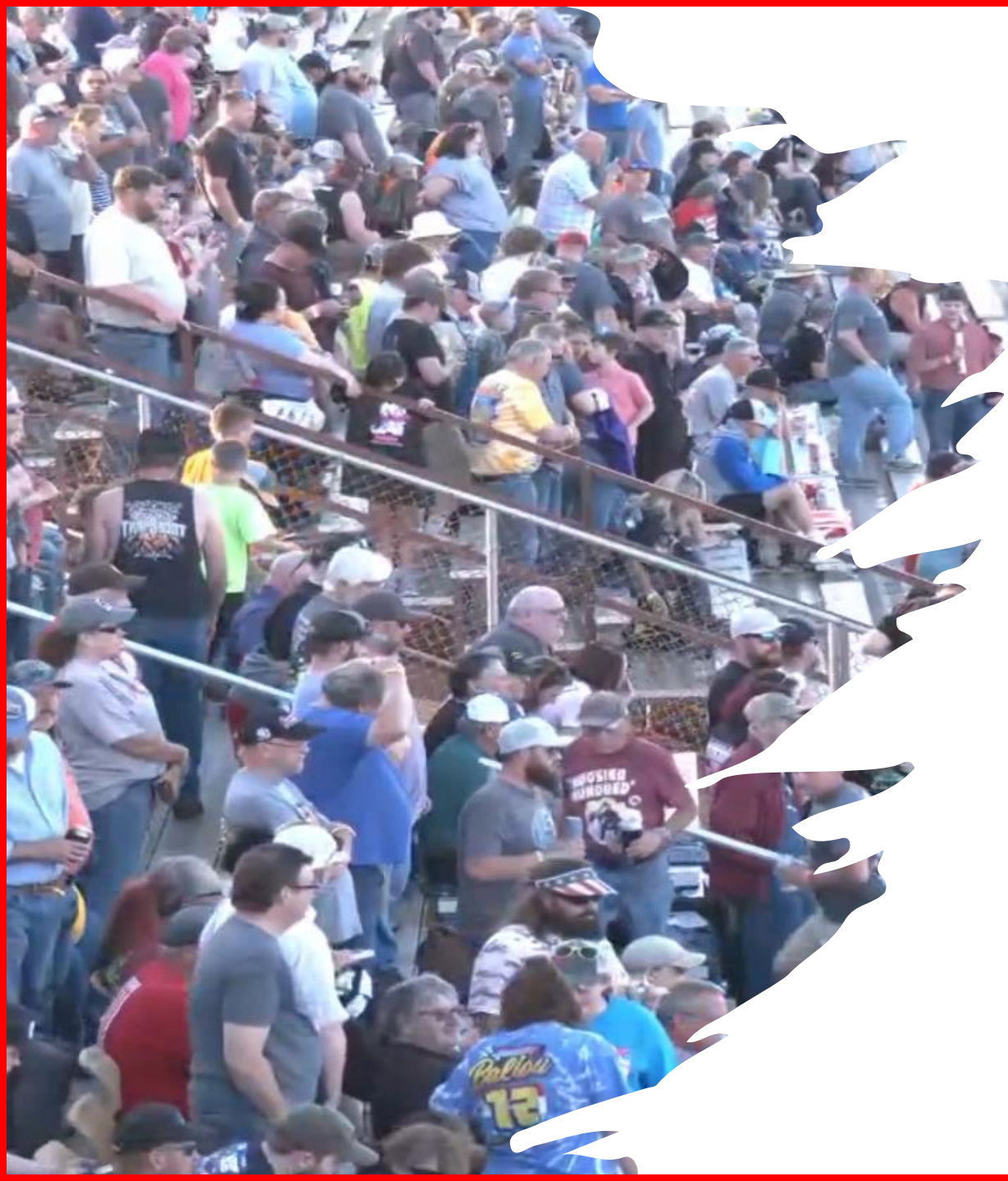
AP's eye for talent and driver development prowess quickly paid off.

In May of 2024 Bryson became the first woman in the 115-year history of Championship Car racing (USAC Silver Crown) to win a national event.

She then won five more events and the 2024 Trans Am SGT National Championship and set over a dozen national records.

Kaylee Bryson is currently the most successful woman active in American motorsports and has developed a massive base of voracious and loyal race fans along the way.





Contrary to common industry beliefs and practices, a successful Motorsports Marketing Program is more than just your logo on a racecar – much more.

RACE FANS ARE THE MOST LOYAL AND VALUABLE DEMOGRAPHIC IN ALL OF SPORTS.

RACE FANS LOVE TO CHEER ON & SUPPORT YOUNG DEVELOPING RACECAR DRIVERS.

*We understand that our race fans are your potential customers and that **activating your company** with those customers is a key to unlocking that success*

PROGRAM ACTIVATION & BENEFIT EXAMPLES:

- Commercial shoots and media appearances
- Lead generation / Data collection (phone #s, emails)
- Generate buyers / Develop distribution channels
- Brand endorsement and ambassadorship
- Team website & press release placement
- Driver & race car appearances
- Trackside coupon / Product sample distribution
- Showcase your product / Demonstrate your product's innovations, features & benefits
- Share our Drivers' performance & media limelight
- Trackside signage
- Trackside hospitality
- Logo placement on racecar, pit equipment, transporter tractor and trailer and team uniforms

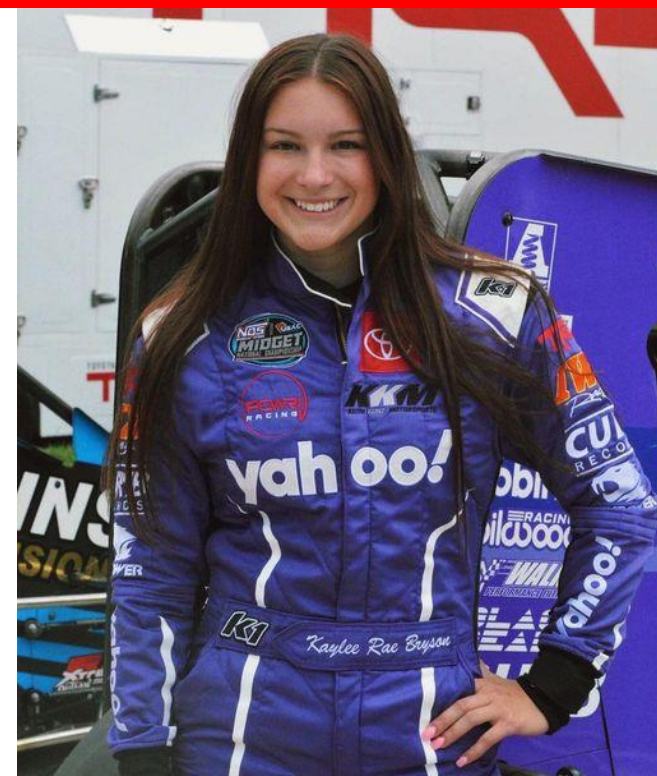
KAYLEE BRYSON

TEAM SPR DRIVER

Kaylee Bryson is the most successful woman in American motorsports in 2024 and perhaps the perfect marketing partner and brand ambassador for your company!

- 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.
- She is heavily favored in national media coverage and therefore consistently delivers substantial media value.

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



KAYLEE BRYSON

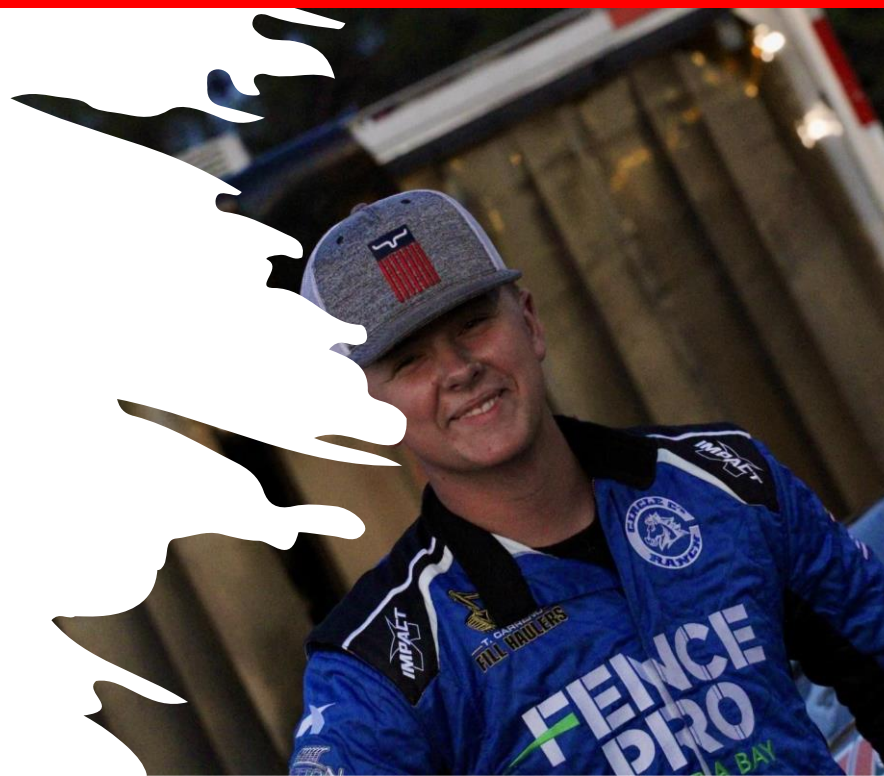
- Age: 22
- Hometown: Muskogee, OK
- Currently resides: Indianapolis, IN
- 2024 Trans Am National SGT Series Champion and Rookie of the Year
- First woman in 115-year history of Championship Car racing to win a National event – May 2024 USAC event, Bellville (KS) High Banks
- Six wins, 13 podium and 17 top-ten finishes in 28 events in 2024
- 2023 USAC Rookie of the Year
- 2023 & 2024 USAC Most Popular Driver
- Fan favorite and media darling – on & off the track
- Please see complete career achievements in Appendix below



COLTON BETTIS

TEAM SPR DRIVER

- Age: 15
- Hometown: Lutz, FL
- 2024 Dave Steele Combined Sprint Car Champion
- 2024 Auburndale (FL) Pro Late Model Champion
- 2024 Southern Sprint Car Series Champion
- Ranked fifth overall in the list of Top 20 North American Sprint Car Drivers in 2024
- *World's Youngest Sprint Car Champion, Age 12 – 2021*
- Please see complete career achievements in Appendix below



ACTIVATION: Merchandise Logo Placement

Our Driver's loyal fans buy a lot of their merchandise – tee shirts, hoodies, ball caps, etc. They autograph tons of “hero” cards. your company logo on that merchandise becomes their 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 VIP Hospitality Area privileges on pit lane at every event. A comfortable seat, a light meal and snacks, beverages, complimentary tee shirt and hat, autographed hero cards, and a driver meet & greet photo session are always included. Impress and entertain your company's most valuable sales staff, customers, prospects or employees – all just steps away from the racecar, drivers and crew on pit lane.

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.





WINNING IS A POWERFUL BRAND

Partnering with our Drivers at these pivotal moments of their careers will produce enormous long-term returns in marketing value, media recognition and brand loyalty for your company as they climb to the top of the American motorsports ladder.





SEE FOR YOURSELF!

Our Drivers are the most successful and accomplished young athletes in American motorsports and may be the perfect marketing partners and brand ambassadors for your company.

Please visit SamPierceRacing.com to learn more about our Drivers and Team SPR. An additional few minutes spent with a search engine and social media platforms will provide further insight regarding these budding young superstars of American motorsports.

Thank you for reading about this opportunity.

Joe Mershon, Director of Business Operations

Sam Pierce Racing - Indianapolis, USA

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USAC'S "FIRST LADY" - NATIONAL RECORDS SET BY KAYLEE BRYSON

- 2024 Trans Am SGT National Series Champion and Rookie of the Year
- First lady in history to win a USAC Silver Crown feature race – Belleville 2024
- First lady in history to win a USAC National series feature race – Belleville 2024
- First lady in history to win a USAC Silver Crown pole position – Belleville 2024
- First lady in history to win Rookie of the Year honors in USAC National competition - 2023
- First lady in history to win USAC Most Improved Driver Award – 2022
- First lady in history to lead a lap (72 of them) in the USAC Silver Crown Series – Springfield 2022
- First lady in history to qualify on the front row for a USAC Silver Crown race on dirt - Springfield 2022
- Highest finish in USAC National points by a lady – fifth in 2023 (Silver Crown)
- Highest finish in USAC National points by a lady – seventh in 2022 (Midget Car)
- Most all-time career podium finishes by a lady in USAC National Competition
- Most all-time career feature race starts by a lady in USAC National history
- Most cars passed during 2022 in USAC National Midget Car 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 event at *Indianapolis Motor Speedway* in 2022 and 2023.
- Six wins, 38 top ten, 18 top five and 15 podium finishes in 72 races, 2022 thru 2024 National competition seasons

**** The United States Auto Club (USAC), founded in 1956, is America's premier driver development platform for NASCAR and IndyCar. Racing superstars Kyle Larson, Jeff Gordon, Tony Stewart, Ryan Newman, AJ Foyt, Mario Andretti and Al Unser all developed their iconic careers with USAC.***



- 2014 Junior Sportsman Champion
- 2015 Junior Red Plate Champion
- 2016 Dirt Devils Novice Track Champion
- 2016 Sportsman Red Plate Champion
- 2016 Vega Junior Sportsman Champion
- 2017 Junior Sportsman Green Plate Champion
- 2017 FCKL Junior Champion
- 2017 Junior 1 FDMS Track Champion
- 2018 Junior Green Plate Champion
- 2018 FDMS Junior 1 Champion
- 2021 Showtime Speedway Sprint Car Champion – becoming the ***World's Youngest Sprint Car Champion***
- 2023 Southern Sprint Car Shootout Series Rookie of the Year
- 2024 Dave Steele Combined Sprint Car Champion
- 2024 Auburndale (FL) Pro Late Model Champion
- 2024 Southern Sprint Car Series Champion



***THE CARS OF
TEAM SPR***



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