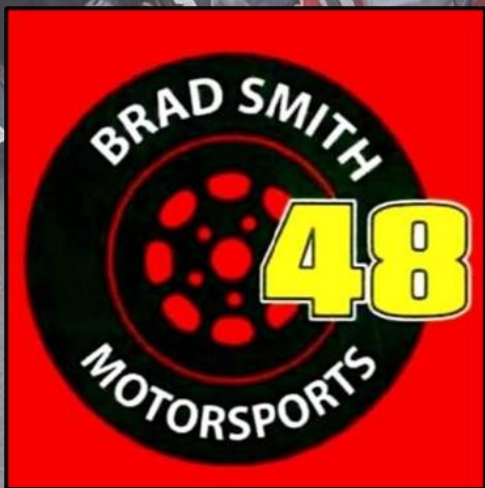




MEET BRAD SMITH MOTORSPORTS...



Website: www.bradsmithmotorsports.com

Email: brad@bradsmithmotorsports.com

Facebook: Driver Brad Smith 48

Twitter: @Driverbradsmith

Instagram: @Driverbradsmith

**MEET YOUR
DRIVER....**

BRAD SMITH

48



Shelby Township, Michigan's own Brad Smith is a veteran on the ARCA Menards Series tour and has been a regular competitor since debuting in 1988. Brad is known for two things: his dedication to family & friends, as well as his ability to overachieve through adversity. Following in the footsteps of his heroes, fellow independent pioneers Buddy Arrington & James "Harvey" Hylton, Brad has graciously taken on the owner/driver role and is determined to prove that it takes talent to hold yourself up in that seat.



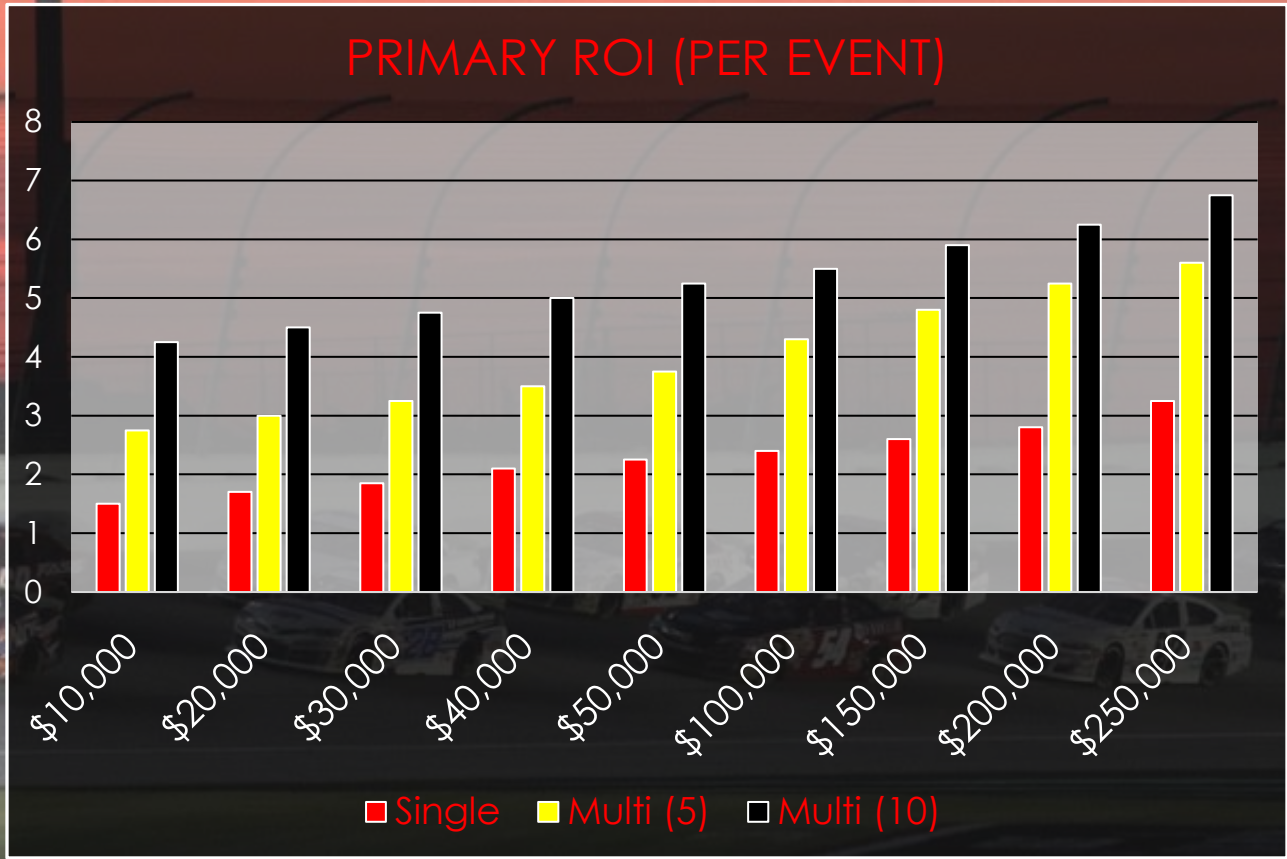
WHY ARCA...

1. **Diversity:** Let's get the stereotypes out of the way. Yes, there are a bunch of big-boy bubba's in sleeveless t-shirts who attend the races (and they're awesome folks). If this is the only image you have, you're missing an enormous opportunity for your brand (and you need to get out more). [Check out this story](#) about two female pit crew members coming out of NASCAR's Drive for Diversity Program. African-American and Hispanic drivers and fans make up more of the NASCAR landscape than ever before...and it's growing significantly through NASCAR's diversity efforts.
2. **Growth:** With one in three in the U.S. identifying as fans, growth is coming through a large contingent of multicultural, Millennial and female fans.
3. **Culturally Relevant:** Being relevant, at the lifestyle level, can be tricky for brands. NASCAR gets brands there efficiently and authentically.
4. **Family Values:** NASCAR exudes the Heartland value of family first. I saw three generations of family members at the race. From drivers to team owners to fans, families bind this sport together.
5. **Brand Loyalty:** The #1 fan loyal professional league, NASCAR fans are more likely to support sponsors: 65% agree that, "When I see a company using the tagline of 'Official Sponsor of NASCAR' in its advertising, I'm more likely to consider purchasing that product/service." As a rule, Heartlanders pass their brand affiliations down through generations.
6. **Sustained Engagement:** Unlike other mega events that require a massive TV spend to get noticed, NASCAR offers year-round customer engagement opportunities. When racing season is over, fans are talking about next season, planning their travel and staying connected to their favorite drivers via social.

(Credit – Paul Jankowski, Forbes Magazine)



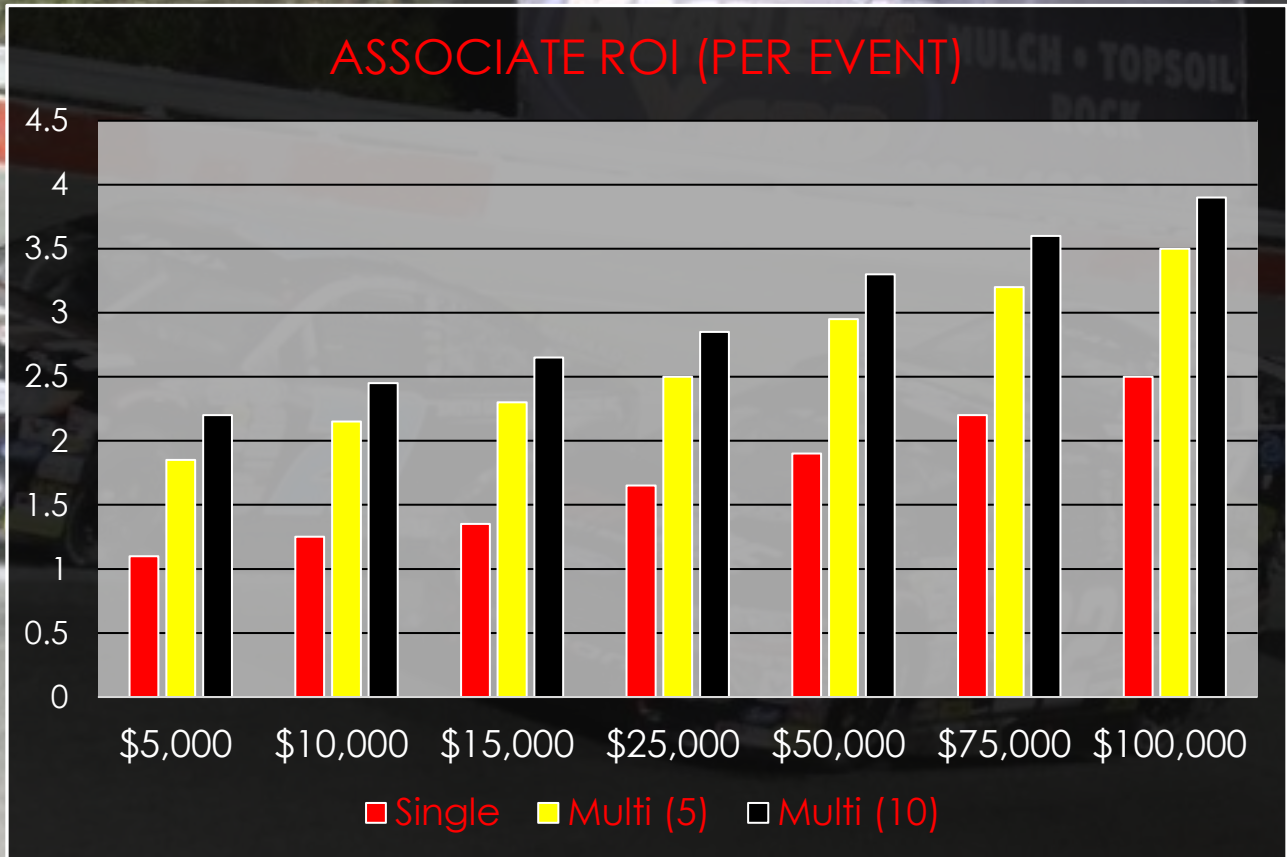
PROJECTED RETURN ON INVESTMENT



Partnerships are **CUSTOM FITTED** specifically to meet the Marketing Initiatives & Budgetary Needs of Prospective Partners



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TELEVISION
COVERAGE



NETWORKS

All NASCAR/ARCA Menards Series events scheduled to be televised for the 2023 season will be broadcast on the FOX Sports Network and the MAVTV Television Network, as well as new streaming services provided through FLORacing.



RADIO
COVERAGE



All NASCAR/ARCA Menards Series events scheduled to be covered for the 2023 season will be broadcast on MRN & PRN Radio Stations.



2023 SCHEDULE

ARCA Menards Series

Feb 19 th - Daytona	July 29 th - Lucas Oil
March 11 th - Phoenix	August 6 th - Michigan
April 23 rd - Talladega	August 19 th - Watkins Glen
May 14 th - Kansas	August 21 st - Springfield (IL)
May 28 th - Charlotte	August 28 th - Milwaukee
June 11 th - Iowa	September 4 th - DuQuoin (IL)
June 18 th - Berlin	September 10 th - Kansas
June 25 th - Elko	September 15 th - Bristol
July 8 th - Mid-Ohio	October 1 st - Salem
July 22 nd - Pocono	October 8 th - Toledo

****SCHEDULES SUBJECT TO CHANGE****



PARTNERSHIP LAYOUT





PARTNERSHIP ACTIVATION



ACTIVATION COMPONENT CHART		
ELEMENTS	PRIMARY	ASSOCIATE
Signage on Race Car (Includes Autographed Picture of Car)	X	X
Social Media Posts (TBD)	X	X
Mention in Pre/Post Race Media Releases	X	X
Partner Product/Service Distribution	X	X
Meet & Greet w/ Fast Track Driver(s) (TBD)	X	X*
Brand Display on Fan Apparel	X	X*
Brand Display on Driver Suit & Crew Shirts	X	X*

Activation Components are Subject to Availability and always NEGOTIABLE



CONTACT INFORMATION

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