





WITH JUST A LITTLE PRECISION...

The motorsports realm has always been based around family values and Morris County, NJ native Christopher Arthur is a prime example thanks to the encouragement from his father. Quickly becoming a student of the sport, Chris immersed himself in racing literature from iconic figures such as Ayrton Senna and Bob Bondurant, as well as successfully completing Bondurant's own High-Performance Driving School Formula Course.

Chris's competition experience level ranges from Porsche Club & Sports Car Club of America (SCCA) Autocross competitions to Amateur Road Racing in various divisions. When he is not lined up on the grid to compete, Chris is very active as a Track Day Instructor on the East Coast and continues to be heavily involved in the film & television industry as a professional stunt driver alongside side close friend, Stanton Barrett.

While continuing to pursue both his careers as "Hollywood Stunt Man" & professional race car driver, the father of two has shown tremendous fortitude since being diagnosed with Ulcerative Colitis (UC) at the age of 19. Chris's enthusiasm and authenticity allow him to take those setbacks and encourage other individuals to remain strong while still chasing their dreams.

Over the next few seasons, Chris is planning to compete in the ARCA Menards Series to learn the art of Stock Car Racing on ovals, as well as continue to develop his road racing craft.



ARCA
MENARDS
SERIES

WHY NASCAR?

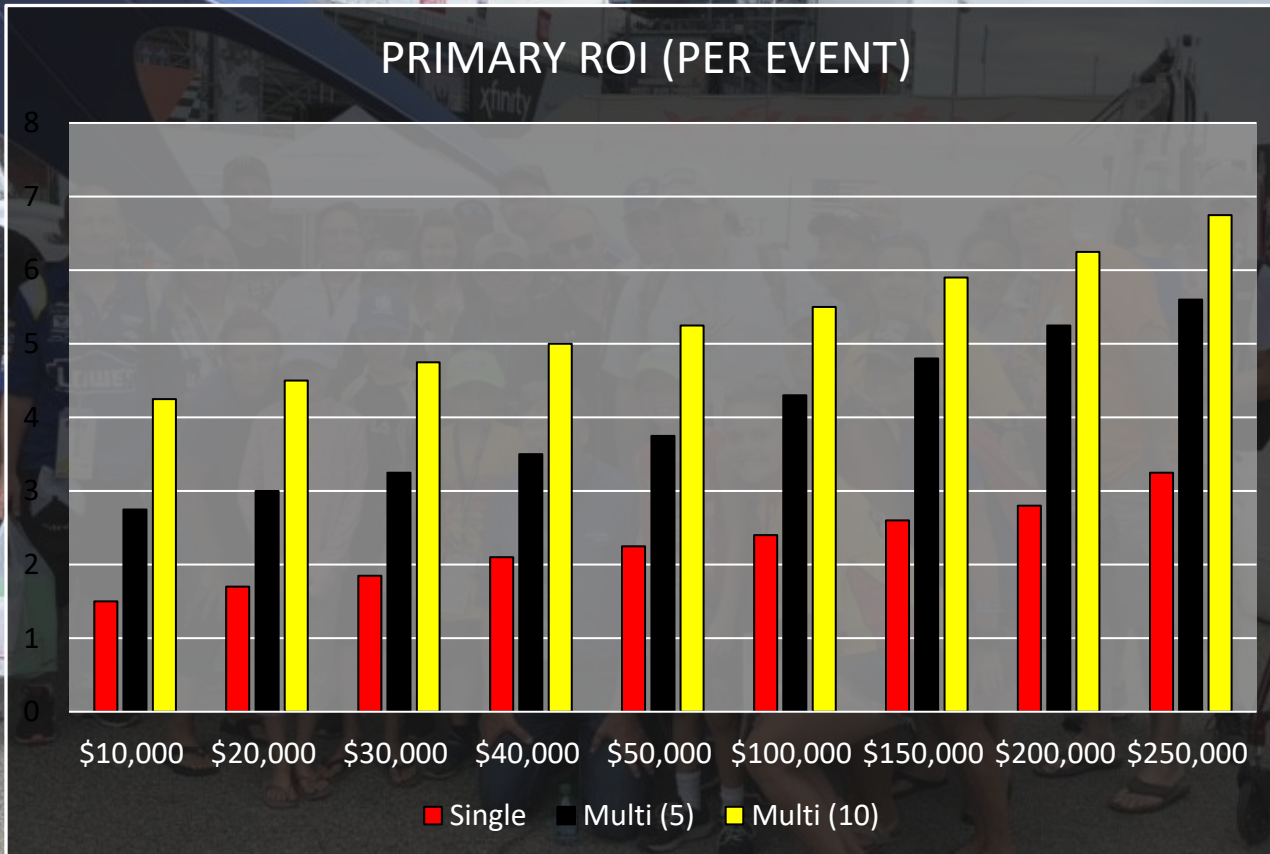
1. **Diversity:** Let's get the stereotypes out of the way. Yes, there are a bunch of big-boy bubba's in sleeveless t-shirts who attend the races (and they're awesome folks). If this is the only image you have, you're missing an enormous opportunity for your brand (and you need to get out more). [Check 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

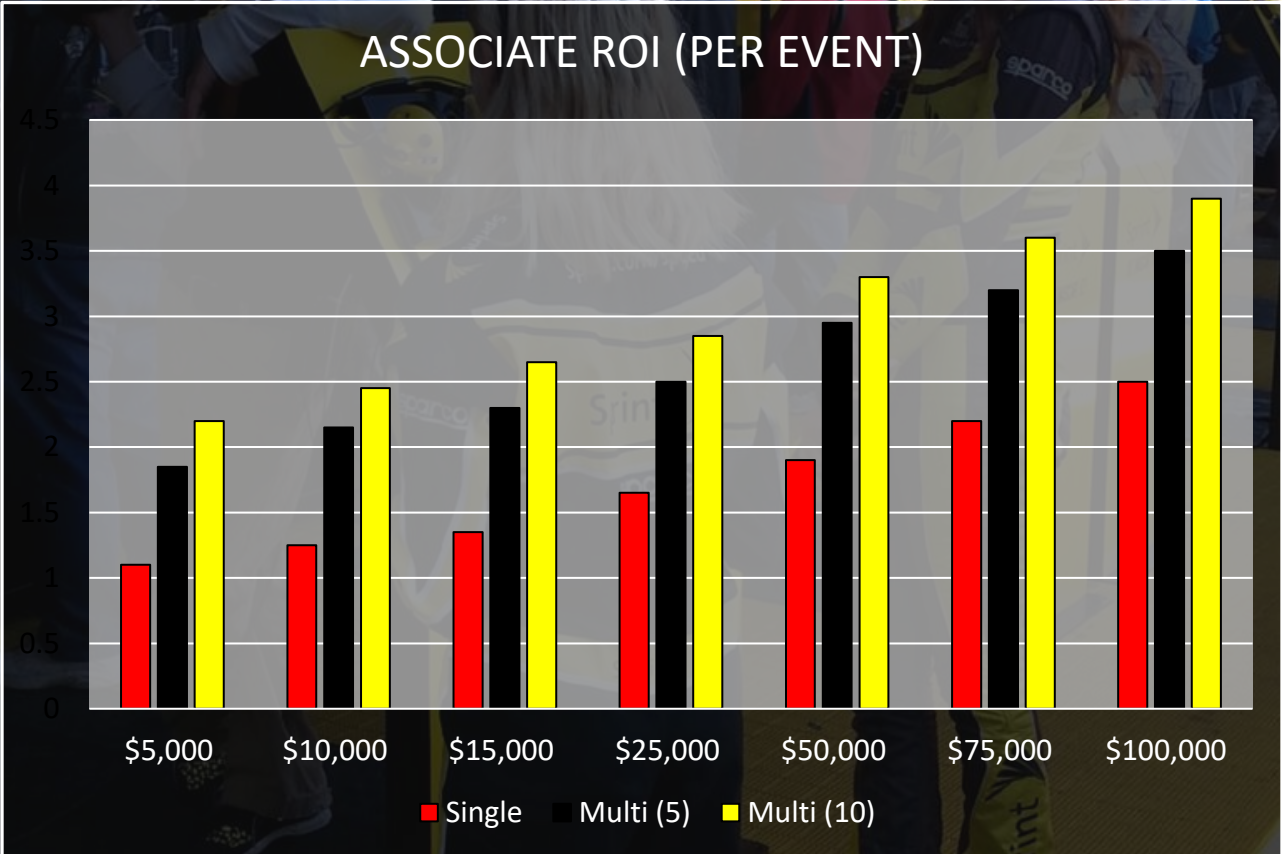
PRIMARY ROI (PER EVENT)



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



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TELEVISION COVERAGE

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.





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 18 th - Daytona	August 4 th - Michigan
March 10 th - Phoenix	August 11 th - Indianapolis (IRP)
April 22 nd - Talladega	August 18 th - Watkins Glen
May 6 th - Kansas	August 20 th - Springfield (IL)
May 26 th - Charlotte	August 27 th - Milwaukee
June 17 th - Berlin	September 3 rd - DuQuoin (IL)
June 24 th - Elko	September 8 th - Kansas
July 7 th - Mid-Ohio	September 14 th - Bristol
July 15 th - Iowa	September 30 th - Salem
July 21 st - Pocono	October 7 th - Toledo

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



PARTNERSHIP LAYOUT





PARTNERSHIP ACTIVATION

ACTIVATION COMPONENT CHART

<u>ELEMENTS</u>	<u>PRIMARY</u>	<u>ASSOCIATE</u>
<i>Signage on Race Car (Includes Autographed Picture of Car)</i>	X	X
<i>Social Media Posts (TBD)</i>	X	X
<i>Mention in Pre/Post Race Media Releases</i>	X	X
<i>Partner Product/Service Distribution</i>	X	X
<i>Pit Pass w/ Full Garage Access (TBD)</i>	X	X*
<i>Meet & Greet w/ Chris (TBD)</i>	X	X*
<i>Hospitality (Food, Drinks, Etc.) at Race Event</i>	X	X*
<i>Brand Display on Fan Apparel</i>	X	X*
<i>Brand Display on Driver Suit & Crew Shirts</i>	X	X*

Activation Components are Subject to Availability and always NEGOTIABLE



CONTACT INFORMATION

Management Representation

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The logo for KLR Management Group LLC features the letters 'KLR' in a large, bold, red, sans-serif font. Below 'KLR', the text 'MANAGEMENT GROUP LLC' is written in a smaller, blue, sans-serif font. The entire logo is set against a white background with a black border.

KLR
MANAGEMENT GROUP LLC