



Motor Sports Partnership Proposal

Overview:

The United States Auto Club has been the single largest sanctioning body in the USA since the early 1900's. From 1956 to 1979, USAC sanctioned the United States National Championship, and from 1956 to 1997 the organization sanctioned the Indianapolis 500. Today, USAC serves as the sanctioning body for a number of racing series, including the Silver Crown Series, Sprint Car Series, and National Midget Car Series. We are proud to represent the state of Arizona in the USAC Southwest Sprint Car Series, a division that competes in more than 30 events per year in 5 different states throughout the southwest region.

Team News and Notes:

The JP-1 racing team is based in Peoria, AZ and has enjoyed a great start to our season. With a 5th place finish in our first race back. We will be competing in 2 series with 2 cars this year. This will allow you double up your sponsorship. We have been fortunate to partner with some of the best in the industry, Maxim Race Cars, Advance Racing Shocks, Marty Willcox Engines, AFCO Racing Shocks, Kendall Motor Oil, Race Shack Safety Gear and Simpson Race Products are just some of the companies we have been fortunate to work with to ensure we put the very best racecar possible on track each and every race.

Meet the Driver:

Jonas Reynolds grew up in Southern California Moorpark, California. Jonas began his racing career over 15 years ago in Ventura, CA where he finished runner up for Rookie of the Year his first season. His father Mike Reynolds, a retired racer with the NHRA in Top Fuel Dragsters; built him his first car and the rest is history. Mike still crew chief's our cars today. Jonas has raced professionally with USAC, California Racing Association, VRA, USAC Southwest series and has had some seat time in an Indy Car at the Las Vegas Motor Speedway. Some of his career highlights include: 6 hard charger awards, 12 Heat Race Victories, 3 B-Main event victories. But what he is most proud of is his 3 Western World Championship appearances at Manzanita Speedway where he finished in the top 20 against over 200 of the best drivers in the United States. "I loved Manzy, a lot of guys did not like going that fast but I loved it." "I only wish I had the car then that I have now."

Marketing Partnership:

There are 769 Dirt Race Tracks in the United States. There are more than 80,000 drivers that race on dirt before nearly 1.3 million fans every weekend from February through November. That represents 52 million dirt track tickets sold a year. More than NASCAR, NBA, NFL, and NHL combined. Clearly there is opportunity for exposure in this market. The race fans are very loyal and like to work with local companies. They also will seek out businesses and business partners that support what they love, and they will do it year over year because they want to. Racing is their passion too, and the grassroots/family





atmosphere they appreciate is what drives them to support those organizations that make it possible for us to put on the show for them.

Social Media is a large part of what I consider to be true business to business partnership. I have used it successfully with my businesses, and it is a powerful avenue to provide folks the opportunity to choose your business which they will do. All of our sponsorship package include driver and car appearances for your stores among other things you will see outlined after the race schedule page; but in addition to that we intend to be very active for you with social media through our companies and through the natural exposure that racing brings. We are not just stickers and hats, we are true supporters and partners of your organization and will be diligent in supporting your business efforts throughout our relationship in any way you feel we can help.

A Sprint Car is a 700-900 Hp car that weighs less than 2000lbs. It runs on methanol, it's mechanically fuel injected with stacks, and it literally breaths fire. It's loud, it's aggressive, it's wildly fast on any closed course, and it will take your breath away when you least expect it. We like to say "you might have to buy the whole seat, but you will only use the edge."

Unfortunately things like this are expensive to operate, and we at JP-1 Racing thank you in advance for your consideration. Below you will find the different options for sponsorship. All Sponsorships can be adjusted to meet your specific needs.



Platinum Sponsorship:





- Unlimited driver/car appearances at all of your stores
- Complete vehicle wrap for race car and trailer (to be approved by you)
- Team uniforms to include shirts and hats (to be approved by you)
- 4 all access passes to each race on the schedule
- Company team building BBQ at the Western World Championships (all days) provided by JP-1 Racing
- Complete media package to include: race video, pictures, posters, hero cards, and flyers signed by Jonas Reynolds. These materials will be provided upon request/approval by you, and will be available to you as needed. Hero cards will be given to the first 500 fans at each race and will include store locations and promotions of your choice.
- Complete Social Media package to include: links to your organization from ours, Face book, Yelp, Instagram, Twitter, Snap Chat.
- Signage at the track to include grandstands, pits, and entry and exit locations
- Sponsor read backs through the track announcer PA system each time the car is on track, these will be authored by your organization to include any promotional events you might be offering or discounts for fans visiting your stores with a ticket stub.

Cost: \$2500.00 per race

Gold Sponsorship:

- Unlimited driver/car appearances at all of your stores
- Decals for race car and trailer. One complete side both cars (to be approved by you)
- Media package to include: race video, pictures, hero cards, and flyers signed by Jonas Reynolds. These materials will be provided upon request/approval.
- Social Media package to include: Face book, Yelp, Instagram, Twitter, Snap Chat, exposure.
- Sponsor read backs through the track announcer PA system each time the car is on track, these will be authored by your organization to include any promotional events you might be offering or discounts for fans visiting your stores with a ticket stub.

Cost: \$900.00 per race

Silver Sponsorship:





- 5 driver/car appearances at your stores
- Decals for race car and trailer. Smaller side sticker both cars.
- Team uniforms to include shirts and hats (to be approved by Napa)
- Company team building BBQ at the Western World Championships (1 day) provided by JP-1 Racing.
- Media package to include: pictures, posters, and flyers signed by Jonas Reynolds. These materials will be provided one time only.
- Social Media package to include: Face book, Yelp, Instagram, Twitter, Snap Chat.
- Sponsor read backs through the track announcer PA system each time the car is on track, these will be authored by your organization to include any promotional events you might be offering or discounts for fans visiting your stores with a ticket stub.

Cost: \$500.00 per race

Bronze Sponsorship:

- 3 driver/car appearances at your stores
- Decals for race car and trailer. Both cars 14” x 14” sticker
- Team uniforms with your logo.
- Company team building BBQ at the Western World Championships (1 day) provided by JP-1 Racing.
- Media package to include: pictures, posters, and flyers signed by Jonas Reynolds. These materials will be provided one time only.
- Social Media package to include: Face book, Yelp, Instagram, Twitter, Snap Chat, exposure from each event presented by Napa.
- Sponsor read backs through the track announcer PA system each time the car is on track, these will be authored by your organization to include any promotional events you might be offering or discounts for fans visiting your stores with a ticket stub.

Cost: \$300.00 per race

Associate Sponsorship:





- 2 driver/car appearances at your stores
- Decals for race car and trailer. Both Cars 12"x12"
- Team Uniforms with your logo.
- Company team building BBQ at the Western World Championships (1 day) provided by JP-1 Racing.

Cost: \$200.00 per race

All sponsorship package are adjustable, and all transactions will be in the form of invoice. We are a professional organization and conduct ourselves accordingly. Any further documentation that may be required shall be available upon request.

Sincerely,

JP-1 Racing Team





Key	Date	Location	Track
	Feb 14	Peoria, AZ	Canyon Speedway Park
	Feb 15	Peoria, AZ	Canyon Speedway Park
(C)	Mar 06	Peoria, AZ	Canyon Speedway Park
(C)	Mar 07	Peoria, AZ	Canyon Speedway Park
	Apr 04	San Tan Valley, AZ	Arizona Speedway
	Apr 11	Casa Grande, AZ	Central Arizona Speedway
	May 16	Peoria, AZ	Canyon Speedway Park
	May 30	San Tan Valley, AZ	Arizona Speedway
	Jun 20	Peoria, AZ	Canyon Speedway Park
(C)	Jul 25	Perris, CA	Perris Auto Speedway
(C)	Aug 22	Perris, CA	Perris Auto Speedway
	Sep 19	Peoria, AZ	Canyon Speedway Park
(C)	Oct 03	San Tan Valley, AZ	Arizona Speedway
	Oct 17	Peoria, AZ	Canyon Speedway Park
	Oct 31	Casa Grande, AZ	Central Arizona Speedway
(N) (C)	Nov 05	Perris, CA	Perris Auto Speedway
(N) (C)	Nov 06	Perris, CA	Perris Auto Speedway
(N) (C)	Nov 07	Perris, CA	Perris Auto Speedway





2020 - San Tan Ford ASCS Desert Sprint Car Series

Schedule

Date Event

2/1/2020 **Central Arizona Speedway - Casa Grande, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series Results

2/29/2020 **USA Raceway - Tucson, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

3/7/2020 **Central Arizona Speedway - Casa Grande, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

3/21/2020 **USA Raceway - Tucson, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

3/28/2020 **Arizona Speedway - Queen Creek, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

4/25/2020 **Arizona Speedway - Queen Creek, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

5/16/2020 **Central Arizona Speedway - Casa Grande, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

6/6/2020 **USA Raceway - Tucson, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

6/20/2020 **Central Arizona Speedway - Casa Grande, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

8/22/2020 **USA Raceway - Tucson, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

9/12/2020 **Central Arizona Speedway - Casa Grande, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

10/3/2020 **Arizona Speedway - Queen Creek, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

10/24/2020 **Arizona Speedway - Queen Creek, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

11/27/2020 **Arizona Speedway - Queen Creek, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

11/28/2020 **Arizona Speedway - Queen Creek, AZ**

San Tan Ford Desert Sprint Car: San Tan Ford ASCS Desert Sprint Car Series

Powered by MyRacePass

