



# Brittney Zamora Racing Partnership Proposal



## Brittney Zamora Racing Proposal

First, we would like to thank you for giving Brittney Zamora Racing the opportunity to present you with this partnership proposal outlining our plan for the 2021 racing season.

Square 1 Flex (SQ1) has signed to be a primary partner for Brittney Zamora Racing (BZR) for 2021 and beyond. SQ1 has agreed to allow other BZR partners the opportunity to take over primary partnership branding at select races if requested. As part of this agreement BZR partners will be provided advertising placement in the SQ1 app and data information from the app will be made available upon request. SQ1 is partners with FIS and Visa.

Brittney Zamora has agreed to partner with the USO for 2021 and beyond. The USO will provide opportunities for meet and great functions at select military bases prior to select races and BZR will host military personnel at select tracks COVID restrictions permitting.

Our current partners make the marketability of Brittney outside the racecar as beneficial as any on-track action. Merchandising opportunities (tee shirts, hats, etc..) could be an avenue to jointly provide donations to local charities. We provide a grassroots marketing team willing to exceed the highest of expectations. Our proposal could include, but not be limited to the following.

- Brittney Zamora worn driver's suit, gloves, shoes available to be auctioned off for charity
- Personal appearances at events, trade shows etc... (race schedule permitting)
- VIP/Customer experiences at track (COVID restrictions permitting)
- VIP/Customer Pit Road Pals shelter visit experience (COVID restrictions permitting)
- VIP/Customer special events Example: Karting for (a cause) at a local Go-Kart facility

*Our goal is to provide experiences that will create more of an off-track buzz for our partners than on-track.*

A BZR partnership also allows a crossover to the boating community for our partners to participate in boating/PWC Poker Runs and beach festivals associated with organizations like Race World Offshore and American Powerboat Boat Association (APBA) if desired.

Brittney will start her NASCAR Xfinity Series career on April 9, 2021 at Martinsville Speedway. Brittney will become the first "regular" series female driver in the NASCAR Xfinity Series since Danica Patrick in 2015. Our current schedule provides a 16 race schedule with the option to add 13 more races.

The scheme for this proposal is the car raced in the NASCAR ARCA Series at Daytona International Speedway on February 13. The Xfinity Scheme for 2021 will be similar in color with additional branding locations available that are not available on the ARCA series car.

Thank you for your time. Feel free to contact us if you have any questions.

Best Regards,

Jeff Ames

Email: [jeff@davisgroupe.com](mailto:jeff@davisgroupe.com)



## About Brittney Zamora

At 21 Brittney Zamora has been racing in NASCAR for 17 years. Her drive to be the best driver on the track does not stipulate gender. Her goal is to be a NASCAR Cup Series Champion and believes a key part of succeeding is partnering with like-minded and goal-driven partners.

Brittney is a second-generation driver that started racing at the age of four. Brittney's resume includes racing go-karts, mini stocks, late model, and she is now in her sixth season in Super Late Models (SLM) in the Northwest Super Late Models Series, third season in the NASCAR ARCA West Series and what will be her first season in the NASCAR Xfinity series.

Brittney has achieved race wins, won track championships, broken many track records, received multiple Rookie of the Year awards and received the prestigious NASCAR Wendell Scott Trailblazer Award. The award is presented annually to an outstanding minority or female driver that competes in NASCAR. The Wendell Scott Trailblazer Award is selected by a committee, based on nominations received from drivers, crew members and track operators.

Brittney believes the key ingredients to a good partnership are hard work, determination, and the desire to grow the brands. She is looking to build career-long relationships with her partners. At Brittney Zamora Racing we expect our partners to have high expectations as to the dedication made on the track and more importantly off the track. Brittney, Brittney Zamora Racing (BZR), and Pit Road Pals (PRP) provide marketing opportunities across a wide variety of demographics.

Brittney Zamora's Pit Road Pals was started to help increase awareness for shelter pets. Brittney believes her racing platform and coast-to-coast travels provide unique opportunities for her to use the loyal NASCAR fan base and popularity in the pursuit to help find shelter pets forever homes. Brittney has made it her mission to "Pedal Down for Pets" at each track she visits.



## BZR 2021 Proposed Schedule

Friday, April 9	Martinsville, VA	Xfinity
Saturday, April 24	Talladega, AL	Xfinity
Saturday, May 8	Nashville, TN	ARCA East
<b>Saturday, May 8</b>	<b>Nashville, TN</b>	<b>SLM</b>
Saturday, June 19	Nashville, TN	Xfinity
Saturday, July 10	Atlanta, GA	Xfinity
<b>Saturday, August 21</b>	<b>Pensacola, FL</b>	<b>PLM</b>
Friday, August 27	Daytona Beach, FL	Xfinity
Saturday, September 4	Darlington, SC	Xfinity
Friday, September 17	Bristol, TN	Xfinity
Saturday, September 25	Las Vegas, NV	Xfinity
Saturday, October 2	Talladega, AL	Xfinity
<b>Saturday, October 9</b>	<b>Nashville, TN</b>	<b>PLM</b>
<b>Saturday, October 30</b>	<b>Nashville, TN</b>	<b>SLM</b>
Saturday, November 6	Phoenix, AZ	Xfinity
Saturday, December 6	Pensacola, FL (Snow Flake 100)	<b>PLM</b>
<b>Super Late Model (SLM) Pro Late Model (PLM)</b>		

## Current Personal Appearance Schedule *(more events to be added)*

April 14—18, Lake Havasu City, AZ

Super Cat Fest West

October 27, Nashville, TN

All American 400 Pre-Race Party

November 8—14, Key West, FL

APBA/RWO World Championships







### Career Achievements

- 2020 – All American 400** Finished 11th out of 35 of the best drivers in the United States. Fifth female to race the prestigious race, highest finishing female ever in the history of the race.
- 2020 – ARCA West Irwindale** finished 12 after having cut tire
- 2020 – SLM (7 races)** - 1 win, 2 poles, 4 top 5 finishes, 6 top 10 finishes
- 2019 – SLM (9 races)** - 2 wins, 6 poles, 1 track record, 5 top 3 finishes 6 top 5 finishes, 9 top 10 finishes, Completed 1075 of 1075 laps
- 2019 - K&N Series West (12 races)** Full-time driver for Bill McAnally Racing finished 5<sup>th</sup> in overall standings, 71 Laps led, 2 poles, 2 top 3 finishes, 5 top 5 finishes , 8 top 10 finishes
- 2019** – Toyota Research and Development driver (TRD)
- 2018** – Wendell Scott Trailblazer Award by NASCAR.
- 2018** – Won second NW Tour Series Championship
- 2018** – One of seven drivers selected for the 2018 Kulwicki Driver Development Program
- 2017** – First female to win a NW Tour Series Championship
- 2017** – First female to lead the points in a NW tour
- 2017** – First female to win NWSLMS race
- 2017** – Awarded Test Session in K&N Pro Series West car with Jefferson Pitts Racing – Posted fastest time that car had ever tested at
- 2016** – North West Super Late Model Series Most Popular Driver
- 2016** – North West Super Late Model Series Rookie of the Year
- 2016** – Speed 51 NWSLMS “Most Popular Driver Award” Poll Winner

## **Partnership levels**

### **Primary Partner: 16 Races**

- Your company provides BZR with Hats, Decals, and Banners.
- BZR will proudly display them from the beginning to the completion of the event.
- Photos and video provided for marketing purposes
- Season media acknowledgement of the Partnership
- Private meet and greet with the driver and crew available
- Driver and car available for pre- or post-race meet and great events away from the track
- Title branding of the race car color, hood, quarter panels, drivers' suit, hero cards.
- Merchandizing options

### **Presenting Partner:**

- Choice of prime locations for branding based around Primary partner
- Lower quarter panels, in front of rear tire, rear deck lid and bumper
- Photos and video provided for marketing purposes
- Season media acknowledgement of the Partnership
- Private meet and greet with the driver and crew available
- Driver and car available for pre- or post-race meet and great events away from the track
- Merchandizing options

### **Two Associate Partners:**

- Photos and video provided for marketing purposes
- Season media acknowledgement of the Partnership
- Private meet and greet with the driver and crew available
- Logo locations – open areas after Prime and Presenting Partners, rear deck lid, bumper, C pillar
- Merchandizing options

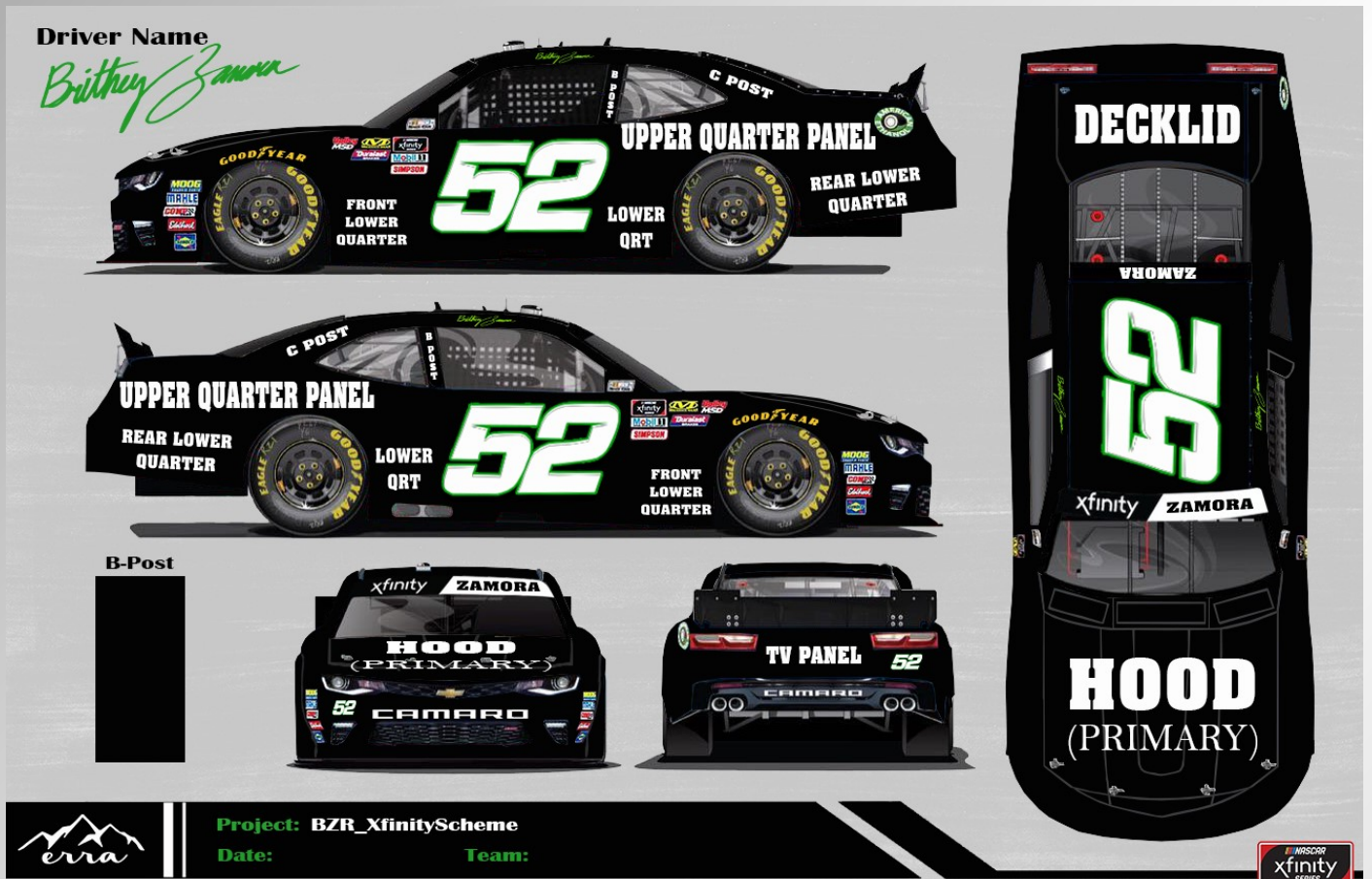
### **Five Partners:**

- Photos and video provided for marketing purposes
- Season media acknowledgement of the Partnership
- Private meet and greet with the driver and crew available
- Logo locations – open areas B pillar, C pillar
- Merchandizing options

*We can provide full season, partial season or per-race partnerships options. We will work to provide a program to fit your marketing needs and budget.*

*Our season and partial season partnership programs are based upon the following terms. 30% due upon contract terms/date. Monthly payments are split evenly March through November. A discount will be provided if full payment can be made upon the execution of contract*





**As a benefit from our partnership with Square 1 Flex all partners will receive advertising in the SQ1 App**

- Please contact us to discuss options we can provide to market your brand.
- Our 2021 schedule will allow us to showcase our grassroots marketing program providing opportunities for off-track events prior to and after races.
- For Brittney's NASCAR Xfinity Series debut on April 9 at Martinsville Speedway NASCAR and Phoenix Raceway have committed to using all their social media platforms to announce Brittney's debut in the Xfinity Series.
- Our schedule provides opportunities for Brittney to return to her roots racing Super Late Model (SLM ) and Pro Late Model (PLM) races at Nashville Fairgrounds Speedway and Five Flags Speedway in Pensacola, FL.
- The May 8 race will be a double header where Brittney will race two races (two different series) in one day. The NASCAR ARCA East race will be the primary race and the support race will be the SLM North/South Showdown.
- The October 9 race is Military Appreciation night at Nashville Fairgrounds Speedway. Brittney and her team will use this race for preparation for the All American 400.
- The All American 400 at Nashville Fairgrounds Speedway has a history dating back to its inaugural running in 1981. Darrell Waltrip, Sterling Marlin and Chase Elliot have all competed and won the All American 400 (SLM) race. Current short track superstars like Bubba Pollard, Stephen Nasse and Derek Thorn make the All American 400 an all-star race that carries the weight of being one of the three best short track races of the year. Brittney's 2020 results makes her a true contender to win this prestigious race.
- We will have an SLM/PLM show car available for personal appearances in Nashville prior to, between and after Nashville events/races.