





ABOUT BRITTNEY

At 21 years old Brittney Zamora has achieved race wins, won Track Championships, has broken many track records, has received multiple Rookie of the Year awards and received the prestigious NASCAR Wendall Scott Trailblazer Award. The award is presented annually to an outstanding minority or female driver that competes in the NASCAR Whelen All-American Series. The Wendell Scott Trailblazer Award is selected by a committee, based on nominations received from drivers, crew members and track operators.

Brittney is a second-generation driver that started racing at the age of five. Brittney's resume includes racing go-carts, mini stocks, late model, and she is now in her fifth season in Super Late Models (SLM) in the Northwest Super Late Models Series as well as her second season in the NASCAR ARCA West Series. Brittney's 2020 schedule includes NASCAR ARCA Series races and a select number of NASACR Xfinity Series races.

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

What Is The Power of NASCAR Today?

Perhaps the most important take away is this: NASCAR fans are brand loyal! When a new sponsor/brand enters the sport, NASCAR fans rally around that company to express their appreciation for supporting something they love. NASCAR ranks #1 among major sports in sponsor loyalty – higher than the NFL, NHL, MLB, and the NBA.

- 72% of NASCAR fans say that they purchase specific products because they are loyal to a specific driver on the circuit.
- NASCAR fans are 3x more likely to try and purchase NASCAR sponsor's products and services than the general sports fan demographic.
- NASCAR is the #2 sport on television in the United States.
- 100 that's the number of countries that broadcast NASCAR races on local television sets. Broadcasts are available in over 20 different languages.
- Over \$2 billion in licensed product sales annually, making NASCAR a consistent performer among all major sports.
- 8 out of 10 people who purchase NASCAR products from local retailers ask those retailers if they'll stock more merchandise to be purchased.
- NASCAR fans are 80% more likely to own an ATV.
- Two-thirds of NASCAR fans say that they don't mind paying extra for NASCAR products. 89% say that when they see a NASCAR logo on a product, that they know it will be a high quality item.
- 12.5 million people say that they watch the Daytona 500 every year, an event that is often called the sport's Super Bowl or World Series. This number puts NASCAR third behind those two championship events in football and baseball respectively in ratings.
- 36% of NASCAR fans can name every sponsor that is on the Top 30 cars that are racing in any given year.

NASCAR ranks #1 among major league sports in proportion of females viewing on TV (36%) and visiting the league site (44%). Female interest in the sport is also on the rise. Among new NASCAR fans (3 years or less), 58% are females. (Source: Nielson Co and comScore).



CAREER HIGHLIGHTS

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 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 11th AA400

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 5th 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

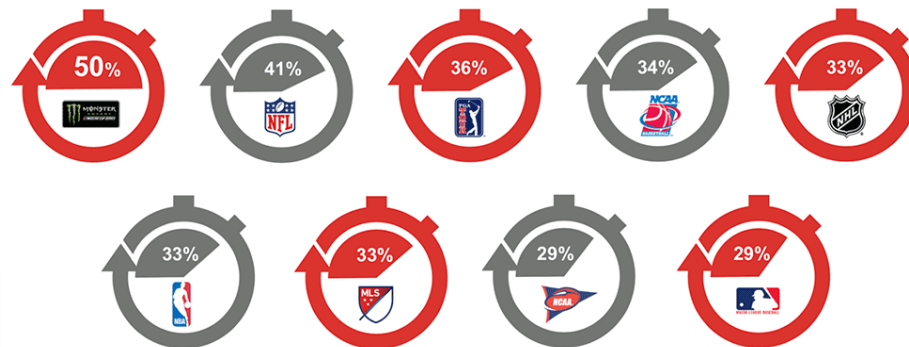
2016 – North West Super Late Model Series Most Popular Driver

2016 – North West Super Late Model Series Rookie of the Year

2016 – Speed 51 NWSLMS "Most Popular Driver Award" Poll Winner

2016 – Northwest Super Late Model Series – Jefferson-Pitts Racing Rookie of the Year

EVENT VIEWERSHIP Average Percentage of Event Viewed



Consumption of the sport is also evolving. While fans may not be attending the live events or tuning in on television at the rate that they were just a few short years ago, more fans are consuming NASCAR content digitally.

Second screen experience: **45% of NASCAR fans use a second device** to follow NASCAR on race day while also watching TV

- Among those: **30% follow via digital products or live streaming**, 20% do both and 30% follow via social media
- At the end of 2019, the NASCAR digital platform had received 227 million visits. That covers 963 million page views with **1.7 million average race day visits**

On social media, there were **4 billion impressions** by the end of the season (421 million video views, 463 million total engagements and 22 million average race day impressions)



2 OUT OF 3 HOMEOWNERS



92% are digitally enabled

CURRENT FANS



NEW FANS (3 YEARS OR LESS)





We would prefer to customize a partnership proposal specifically for you. You know your business needs and customers better than we do!



"There's something so special about a woman who dominates in a man's world. It takes a certain grace, strength, intelligence, fearlessness, and the nerve to never take no for an answer." Rihanna



Coming from humble beginnings, Brittney understands the importance of a true partnership and she will work her butt off to meet our partner's needs.

Partnership Levels

Primary — Car color, hood, quarter panels *all graphics subject to NASCAR approval*

Associate— Rear bumper cover, lower quarter panels, Tail, Front of rear tire, B Pillars, C Pillars, Rear Deck Lid

Season and Single Race packages available for both NASCAR and SLM

What BZR can provide in a 2021 partnership package.

- Brittney Zamora Brand Ambassador
- Company logo on racecar, race suit, helmet, hero cards and hauler/trailer
- Race event media spotlight, media appearances, print/video/radio
- Photos and video provided for marketing purposes
- Digital and Social Media campaigns to coincide with corporate marketing objectives and metrics generating brand awareness through word of mouth marketing deliverables
- Increase sales through external promotions (giveaways or trade incentives to attract new customers
- Promotional marketing to raise awareness of brand and products and a means to track sales associated with the race program
- Rights to apparel (hats, shirts, stickers) licensing and selling
- Sampling/product available at racetrack
- Sampling at local distribution/retail locations that would include driver, hauler and car appearances. This would also include local media involvement and notification
- Partner, VIP Treatment and race day experiences
- Corporate mentions in all pre-race, post-race PR, Digital & Social Media, TV broadcasts, in-market appearances, fan autograph sessions, etc.
- Show Car & driver at company locations for events, promotions, & trade shows
- Digital and Social Media campaigns to coincide with corporate marketing objectives and metrics generating brand awareness

CONTACT: Jeff Ames Cell: 615-975-1361 Email: jeff@brittneyzamora.com

The BZR 2021 Schedule is available in our 2021 Partnership Proposals. Please contact us for more information.



Driver Name

Brittney Zamora



B-Post



Project: BZR_XfinityScheme

Date: Team:



PIT ROAD PALS



MORE INFO ON BRITTNEY:

Website: brittneyzamora.com

Twitter: @Brittneyz52

Facebook Brittney Zamora Racing

Instagram [brittney.zamora](https://www.instagram.com/brittney.zamora)

Brittney Zamora's Pit Road Pals was started to help increase awareness for shelter pets. Brittney believes that 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 be "Pedal Down For Pets" at each track she visits.

Pit Road Pals will coordinate shelter visits throughout the 2021 race season with our partners and the local and national media to feature available pets ready and needing adoption. This program will offer a unique branding opportunity for our partners to provide product samples, product promotions, coupons and brochures and allow them to be involved and on the frontlines of finding homes for shelter pets.

It is always hard to just pick one, but Brittney chooses one of the available pets to be Brittney's Pick of the Litter. The selection process for Brittney is not easy as she will spend time with each available pet at the shelter to find just the right one. The pick of the litter becomes the featured pet and receives handpicked treats and toys from the local PetSmart. Brittney hand writes a letter to be given to the future pet parents congratulating and thanking them for choosing adoption and her pick of the litter.

Pit Road Pals originated from Brittney's constant review of local shelters while on the road racing NASCAR in 2019. This often resulted in wanting to take one or more home. With four adopted pets at home bringing home a fifth would be difficult. The pick of the litter allows Brittney to pick one pet as if she were adopting. For Brittney, getting to spend time holding, petting, and playing with these pets that need a forever home is a bonus. Our goal to raise additional awareness for shelters is a cause for Brittney to champion for 2021 and beyond.

Saving one dog will not change the world, but surely for that one dog, the world will change forever."

— Karen Davison



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Brittney's Pit Road Pals www.pitroadpals.com



Dave

Status - Adopted



Ham

Status - Adopted



Heidi

Status - Adopted



Nala

Status - Adopted

PIT ROAD PALS

Due to the world health crisis Pit Road Pals was unable to travel as expected in 2020. We did make visits when permitted. Plans are in place for 2021 when we look forward to making shelter visits again.

Below is information on the shelters we were able to visit in 2020.

Halifax Humane Society

2364 LPGA Blvd.

Daytona Beach, FL 32124

Phone (386) 274-4703

Brittney's Pick of the Litter—Dave

Race — Daytona 500

Date Visited— Feb, 8-2020

Southeast Volusia Humane Society

1200 S Glencoe Road

New Smyrna Beach, FL 32168

Phone (386) 428-9860

Brittney's Pick of the Litter — Ham

Race — ARCA East Series

Date Visited— Feb, 10-2020

Hearts Alive Village

1750 S Rainbow Blvd #4

Las Vegas, NV 89146

Phone (702) 870-0065

Brittney's Pick of the Litter — Heidi

Date Visited— Feb, 28-2020

Meridian Canine Rescue

501 E Scenery Ln Ste 100

Meridian, ID 83642

Phone (208) &94-0944

Brittney's Pick of the Litter — Nala

Race — Super Late Model

Date Visited—May 23, 2020

Rutherford County Pet Adoption and Welfare Service (PAWS)

285 John R Rice Blvd

Murfreesboro, TN 37129

Phone (615) 898-7740

Brittney's Pick of the Litter — Nala

Race — All American 400

Date Visited—Oct 30, 2020

