



Brittney Zamora, a proven championship winning driver and one of the most popular drivers in the Northwest!





ABOUT BRITTNEY

Brittney has been racing since the age of four. She is one of the top women (and one of the few) in NASCAR. She completed her 2019 rookie season finishing 5th in the NASCAR K&N West Series. Brittney has proven herself as a champion breaking records and winning back to back championships in the highly competitive Northwest Super Late Model series.

Prior to the 2020 season being interrupted Brittney's racing schedule included NASCAR Xfinity races, ARCA series races and an accompanying Super Late Model racing program at some of the most fan favorite race-tracks in NASCAR.

Short track racing is the most popular part of NASCAR. The 2020 schedule was carefully structured to make the most out of the short track popularity with the NASCAR fanbase.

MORE INFO ON BRITTNEY:

Website: brittneyzamora.com

Twitter: @Brittneyz52

Facebook Brittney Zamora Racing

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

"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

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.

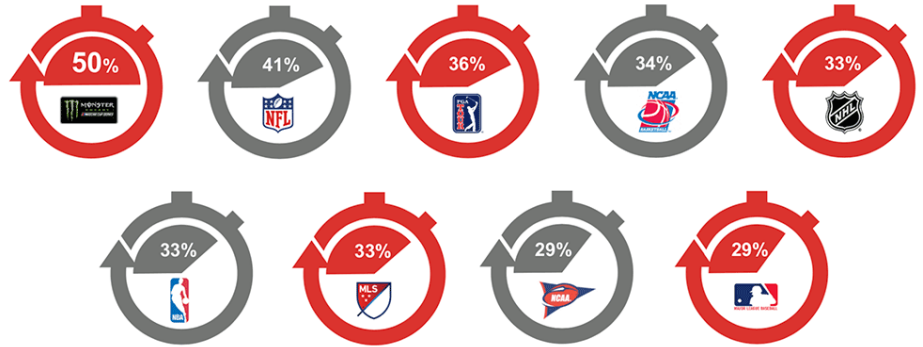
NASCAR ranks #1 among major league sports in proportion of females viewing on TV (36%) and visiting the league site (44%). Female interest in the sport is also on the rise. Among new NASCAR fans (3 years or less), 58% are females. (Source: Nielson Co and comScore). Outside of the NFL, NASCAR delivers more than three times more females per event than all other major U.S. sports.



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EVENT VIEWERSHIP Average Percentage of Event Viewed



CAREER HIGHLIGHTS

- First female driver to win a race in the Northwest Super Late Model Series
- Won rookie title in Northwest Super Late Model Series 2016
- One of seven drivers selected for the 2018 Kulwicki Driver Development Program
- Won back-to-back championships in the Northwest Super Late Model Series in 2017 and 2018
- Washington State NASCAR Rookie of the Year in NASCAR Whelen All-American Series in 2018
- One of Brittany's greatest honors was being awarded the 2018 Wendell Scott Trailblazer Award by NASCAR. Wendell Scott had a huge impact on NASCAR and introduced a new fan base to racing and was largely responsible for the diversification programs that are part of NASCAR today.

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)

NASCAR FAN LOYALTY

NASCAR RANKS #1 AMONG MAJOR SPORTS IN SPONSOR CONSIDERATION

3/4 of NASCAR fans would consider a sponsor's brand

NASCAR RANKS #1 AMONG MAJOR SPORTS IN SPONSOR LOYALTY

7 of 10 NASCAR fans said they are loyal to a sponsor's brand when the brand supports their sport

That's higher than fans of:

NASCAR FANS ARE 3X as likely as non-fans to purchase sponsors' products and services

53% OF FANS always buy products or services from companies that sponsor NASCAR



2 OUT OF 3 HOMEOWNERS



92% are digitally enabled



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 2020 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 through word of mouth marketing



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



We want to hear from you!

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Due to the Covid19 health crises the schedule has been revised to show only races currently scheduled. As more races are added or rescheduled we will add to this schedule. All posted dates and races are tentative.

Tentative 2020 Race Schedule (Top Secret) *info available for partnership proposals only*

- Aug 1st (SLM) Rochester, WA
- Aug 7th (ARCA West) Monroe, WA
- Aug 8th (ARCA West) Roseburg, OR
- August 21st (ARCA) Dover, DE
- August 22nd (Xfinity) Dover, DE
- August 23rd (Xfinity) Dover, DE
- Sept 1th (Xfinity) Richmond VA
- Sept 18th (Xfinity) Bristol TN
- Sept 19th (SLM) Meridian, ID
- Sept 26th (Xfinity) Las Vegas, NV
- Oct 16th (ARCA) Kansas City, KA
- Oct 31st (Xfinity) Martinsville, VA
- Nov 1st (SLM) Nashville, TN
- Nov 6th (ARCA W) Phoenix, AZ
- Nov 7th (Xfinity) Phoenix, AZ
- Nov 21st (SLM) Phoenix, AZ
- Dec 6th (SLM) Pensacola, FL

2020 Partners



PIT ROAD PALS

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. As an advocate for "Adopt Don't Shop" Brittney has made it her mission to be "Racing for Rescues" at each track she visits.

Pit Road Pals will coordinate shelter visits throughout the 2020 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 2020 and beyond.



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Brittney's Pit Road Pals www.pitroadpals.com

PIT ROAD PALS



Dave

Status - Adopted



Ham

Status - Adopted



Heidi

Status - Adopted



Nala

Status - Adopted

Pit Road Pals has done four shelter visits in 2020. Due to the world health crisis we were unable to travel as expected. Now that races are being re-scheduled we will be able to start making shelter visits again. Below is information on the shelter we have visited.

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

