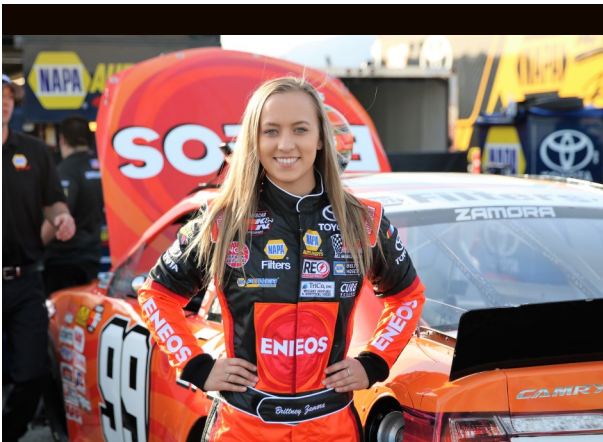




Brittney Zamora, a proven championship winning driver and one of the most popular drivers in the Northwest!





## ABOUT BRITTNEY

Brittney is completing her first season in the NASCAR K&N Pro West Series. She is a second-generation driver that started racing at the age of five. Brittney's resume includes racing go-karts, mini stocks, late model and currently is in her fourth season in Super Late Models (SLM) in the Northwest SLM Series.

At 20 years old Brittney Zamora has achieved multiple Track Championships and was named the 2018 NASCAR Whelen All-American Series Washington State Rookie of the Year.

Brittney is currently driving the #99 for Bill McAnally Racing sponsored by NAPA Auto Parts, ENEOS Oils, K&N Filters and Toyota Racing Development in the K&N West Series and selected East races.

**Brittney Zamora** is one of the biggest rising stars in NASCAR. Her accomplishments both on and off the track set her apart from the competition. Racing Super Late Model (SLM) races in the Northwest region of the United States has gained her notoriety from coast to coast. Brittney is one of the most popular drivers in the Northwest, with a proven Championship winning car and team.

In 2020, we are looking to expand both the ARCA (formally K&N Series) and the SLM race programs. Our goal is to partner with you to gain exposure in the number one sport for brand loyalty. NASCAR fans support brands participating in racing more than any other sport.

Partnerships include prime logo placement and branding on the car, hauler and team worn apparel (including fire suit and helmet). Custom Hero Cards, apparel, website logo placement, social media post/updates, photos and video are also all available.

We also maximize driver, car and team exposure via social media giveaways and contests as well as radio and TV interviews and community outreach programs. We focus on partnering with like-minded companies focused on maximizing exposure online through pre-race and race-day experiences.



CONTACT: Jeff Ames Cell: 615-975-1361 Email: [jeff@davisgroupe.com](mailto:jeff@davisgroupe.com)



## 2019 SEASON HIGHLIGHTS

### THROUGH 13 K&N PRO WEST SERIES RACES

- 9 top 10 finishes
- 6 top 5 finishes
- 2 top 3 finishes
- 2 poles
- 71 laps lead

### THROUGH NINE SUPER LATE MODEL (SLM) RACES

- Completed 1075 out of 1075 laps
- 6 Pole's
- 9 top 10 finishes
- 6 top 5 finishes
- 5 top 3 finishes
- 2 Wins
- 1 Track Record

*Thank you to all of our 2019 sponsors:  
Toyota, TRD, BMR Racing, ENEOS Motor  
Oil, NAPA Racing, K&N Filters, The Davis  
Groupe, Brasher Electric, CW11 Seattle,  
Supergirl, Plumb Perfect, The Renewal Lab*



**MORE INFO ON BRITTNEY:**  
Website: [brittneyzamora.com](http://brittneyzamora.com)  
Twitter: @Brittneyz52  
Facebook @Britt52  
Instagram @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*



## CAREER HIGHLIGHTS

- Toyota Research and Development driver (TRD)
- 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 Brittney'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.

NASCAR Has 80 MILLION FANS <sup>1</sup> IN 3 U.S. ADULTS  
FAN BASE MIRRORS U.S. POPULATION



## What Is The Power of NASCAR Today?

- 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.
- 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.
- 72% of NASCAR fans say that they purchase specific products because they are loyal to a specific driver on the circuit.
- NASCAR fans are 80% more likely to own an ATV.
- 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.**

### PERSONAL/CAREER REFERENCES

Bill McAnally Owner Bill McAnally Racing (BMR)

Jeff Jefferson Owner Jefferson Pitts Racing

Chris Wright NASCAR K&N Series Director

Garrett Evans NW Tour Hall of famer, NWSLMS Champion, WVSO Track Owner

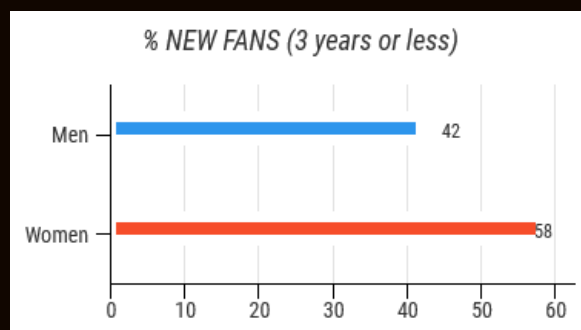
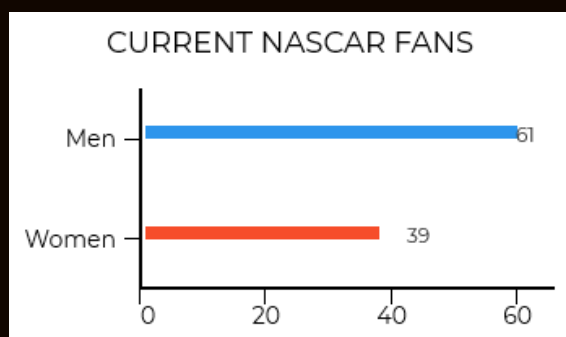
Chuck Carruthers—Owner Chuck Carruthers Racing

Jeremy Anders Speed51 Commentator/contributor

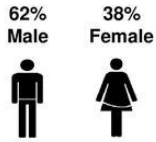
Larry Hewitt Family friend and crew member

Autumn Eklond Owner The Renewal Lab

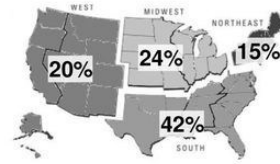
Contact information available upon request



## NASCAR Fan Base Demographics



### Geographic Distribution



### Top 5 NASCAR Markets (by number of people interested in the sport)

1. Los Angeles
2. New York
3. Chicago
4. Dallas
5. Atlanta

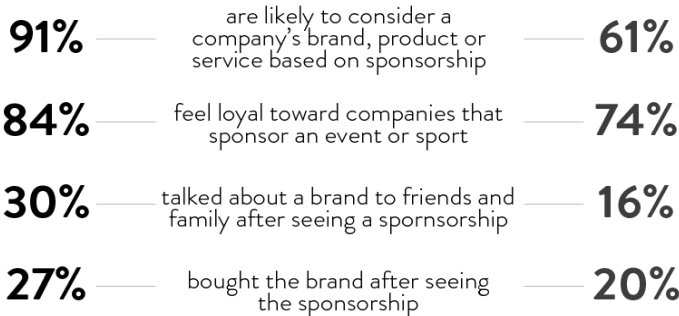


NASCAR  
FANS

## NASCAR FANS RESPOND TO SPONSORSHIP



GENERAL  
POPULATION



## 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

## Outdoor Enthusiasts



### NASCAR fans are outdoor enthusiasts



**57%** Enjoy outdoor activities  
Nearly +45% more likely than non-fans

**2.5x**  
as likely as non-fans to read fishing, hunting & outdoor recreation magazines

**+58%**  
more likely than non-fans to own outdoor-related equipment



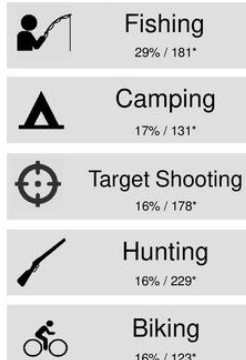
**+70%**  
more likely than non-fans to own a boat

**TWICE**  
as likely as non-fans to own an ATV

**TWICE**  
as likely as non-fans to own a motorcycle

### Favorite Activities to Participate In

Percent that participate / Index vs. non-fans



Source: Simmons National Consumer Survey (Fall Full Year 2015) n=25,439. Based on NASCAR fans compared to non-fans. Fandom is determined by using the following question: "How interested are you in [NASCAR]?" ["very", "somewhat", "a little bit", or "not at all"]. NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR. Outdoor activities participated in the last 12 months, including: archery, backpacking/hiking, boating, biking, camping, canoeing/kayaking, fishing, horseback riding.





## ARCA EAST

The East will race at Five Flags Speedway in Pensacola, Florida, as well as Toledo Speedway, Watkins Glen International, and again be part New Hampshire Motor Speedway's annual Full



## ARCA WEST

West dates also include traditional events at Irwindale Speedway, Sonoma Raceway and All-American Speedway in Roseville, Calif., and will crown its champion at ISM Raceway in November.

# ARCA MENARDS® SERIES

# 2020 Schedule

- 2/8 Daytona Int'l Speedway/Daytona Beach, FL
- 3/6 ISM Raceway/Avondale, AZ
- 4/19 Salem Speedway/Salem, IN
- 4/24 Talladega Superspeedway/Talladega, AL
- 5/21 Charlotte Motor Speedway/Concord, NC
- 5/29 Mid-Ohio Sports Car Course/Lexington, OH
- 6/5 Michigan Int'l Speedway/Brooklyn, MI
- 6/18 Chicagoland Speedway/Joliet, IL
- 6/25 Pocono Raceway/Long Pond, PA
- 7/3 Lucas Oil Raceway/Brownsburg, IN
- 7/11 Elko Speedway/Elko, MN
- 7/17 Iowa Speedway/Newton, IA
- 8/1 WWT Raceway at Gateway/Madison, IL
- 8/7 Madison Int'l Speedway/Oregon, WI
- 8/14 Watkins Glen International/Watkins Glen, NY
- 8/23 Illinois State Fairgrounds/Springfield, IL
- 9/5 DuQuoin State Fairgrounds/DuQuoin, IL
- 9/17 Bristol Motor Speedway/Bristol, TN
- 9/26 Memphis Int'l Raceway/Millington, TN
- 10/16 Kansas Speedway/Kansas City, KS

Current 10/9/2019 Subject to change

## arcaracing.com

CONTACT: Jeff Ames

The Davis Groupe

Cell: 615-975-1361

Email: jeff@davisgroupe.com