



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





ABOUT BRITTNEY

Brittney just completed her rookie season finishing 5th in the NASCAR K&N West Series. She has been racing since the age of 4 and is one of the top women (and few) in NASCAR. She also holds several top records from her racing in the Super Late Model series.

The 2020 season will have Brittney racing select NASCAR series races with an accompanying Super Late Model program at some of the most fan favorite tracks in NA-SACR. Short track racing is the most popular part of NASCAR and the 2020 schedule will make the most out of the short track popularity with the *NASCAR fanbase*.



MORE INFO ON BRITTNEY:
 Website: brittneyzamora.com
 Twitter: @Brittneyz52
 Facebook @Brittz52
 Instagram @instagram.com/brittney.zamora

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.



AVERAGE
HOUSEHOLD
INCOME
\$70,000

2 OUT OF 3
HOMEOWNERS



👍 92% are digitally enabled

CURRENT FANS



NEW FANS (3 YEARS OR LESS)



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

NATIONAL COVERAGE : NASCAR team sponsorship is unlike any other professional team sponsorship in that the assets and rights to the team can be used across the entire country and not just in the specific city the team plays in.



The series travels to over 20 markets each year and provide sponsors with a truly national sponsorship.



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

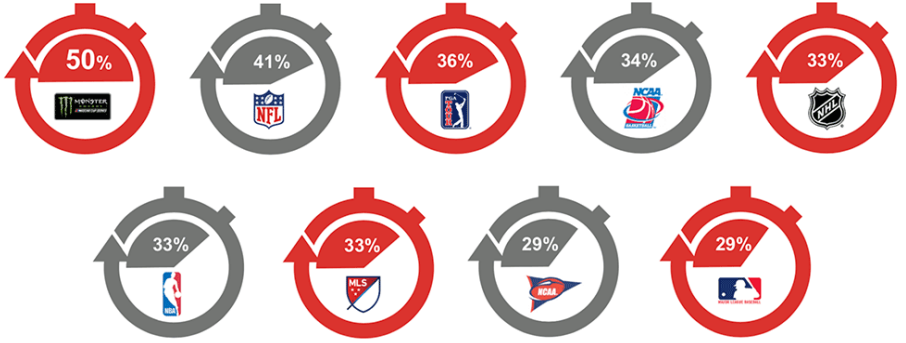
That's higher than fans of:



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

EVENT VIEWERSHIP Average Percentage of Event Viewed

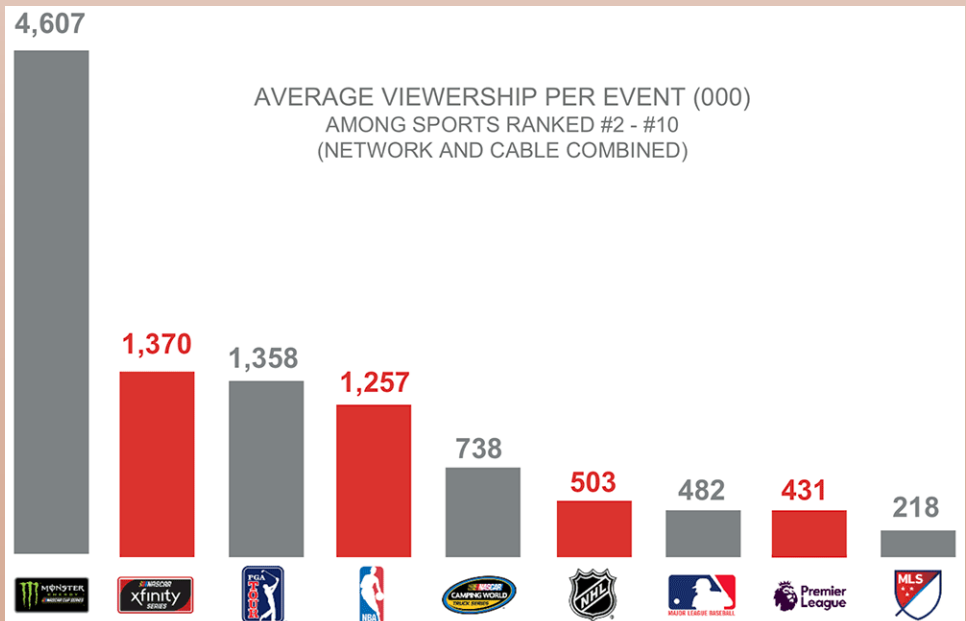


Consumption of the sport is also evolving. While fans may not be attending the live events or tuning in on television at the rate that they were just a few short years ago, more fans are consuming NASCAR content digitally.

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 2017, 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)





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!

CONTACT: Jeff Ames

The Davis Groupe

Cell: 615-975-1361

Email: jeff@davisgroupe.com



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PIT ROAD



PALS



Brittney's Pit Road Pals

To increase awareness for shelter pets Brittney Zamora will highlight shelters and pet adoption agencies throughout the 2020 season with her Pit Road Pals awareness program. The objective is to increase awareness for local pet shelters and adoption agencies. While on the road Pit Road Pals will coordinate visits with local media and 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 be involved and on the frontlines of finding homes for shelter pets.

