

2022

MARKETING PROPOSAL



MICHAEL KLEIN



2022 SPONSORSHIP PROPOSAL

ABOUT MICHAEL KLEIN

Michael Klein grew up near Cincinnati, Ohio. Michael had a different upbringing than most race car drivers. No one in his family was a current or former racer, and no family members were involved with the sport. That did not stop Klein from starting a career in the thing he loved most, Motorsports. Michael has loved being behind the wheel and watching races on television for as long as he can remember. His family never had the finances to be able to get started in racing until he turned 17 years old.

At the age of 17 is when Michael started competing in dirt karts all over the Cincinnati area. When Klein turned 20 years old he started competing in the Badger Midget Series and began racing USAC a year later. Michael has been winning races since 2016, and has been in the top championship point standings many years.

For the 2022 racing season Michael Klein will be competing in several Carolina Pro Late Model Series races and a limited ARCA Menards Series schedule.

Michael looks forward to working with his partners during the 2022 season and promoting your company in a professional manner.

Michael Klein





REACH YOUR REGIONAL MARKET

RACE TRACKS

The 2022 race schedule will consist of competing in several Carolina Pro Late Model Series races and a limited ARCA Menards Series schedule.



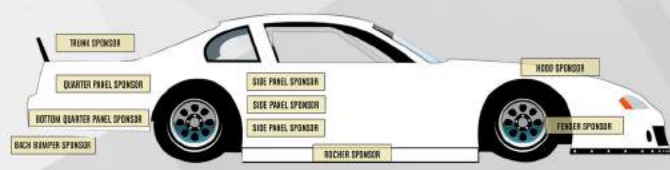
SPONSORSHIP OPPORTUNITIES

Michael Klein offers his sponsors the opportunity to be involved with the team by bringing a guest to the races and promoting your company on Michael Klein's social media channels and website. By becoming a sponsor with Michael Klein he will show you your investment is working through his results on and off the race track. Racing has the most brand-loyal sports fans, which allows your company to create a unique marketing campaign to your target market. Michael will give your brand high visibility among key audiences and will work closely with your company to create a joint marketing effort around your goals.

SPONSORSHIP COSTS

Primary Sponsorships are as follows:
 ARCA Menards Series: \$30,000 per race
 CPLMS: \$6,500 per race

Associate Sponsorships:
 ARCA Menards Series: \$1,000-\$5,000
 CPLMS: \$1,000-\$3,500



Sports Fans Awareness of Corporate Sponsors

SPORT	% OF FANS
NASCAR/RACING	60%
NFL	20%
MLB	8%
MLS	4%
NBA	4%
PGA TOUR	2%
NHL	1%





RACING CAREER HIGHLIGHTS

RACING HIGHLIGHTS

2015: - Started racing karts

2016: - Scored first career win at Lawrenceburg Motorcycle Speedway

- Winner at Caesars Creek Speedway

- Midwest Karter of the Year nominee

2017: - Winner at J&M Motorsports Park

2018: - Made Badger Midget debut at Sycamore Speedway

- Made POWri D2 Midget debut at Sycamore Speedway

- 3rd place in Eldora Speedway kart standings

2019 : - Made USAC NOS Energy National Midget debut at IMS

2020: - Competed in USAC Shamrock Classic at Southern Illinois Center

2021: - Made pavement midget debut at Indianapolis Raceway Park





BE A PART OF THE RACE TEAM

RACING FAST FACTS

Racing is the #1 sport in brand loyalty

Race fans are 3x as likely as non race fans to try and purchase a sponsor's products.

45 % of race fans are between the ages of 18-44

46% of race fans have a household income between \$35,000-\$75,000

BRAND AWARENESS

Your company logo will be featured on Michael's racecar, driver race suits, helmets, T-Shirts, autograph cards and website.

Michael Klein will wear your company branded apparel at the race track, and mention your company name on his press releases, during live interviews, articles and on social media.

WHY SPONSOR?

MARKETING ON RACE CAR

Your company logo on racecar

Autograph sessions at the race track, your company logo will be on Michael's hero cards

Your company logo on driver race suit and all crew hats

Your company logo on race banners displayed at all races in the pit area

PRESS FOR YOUR COMPANY

All news articles will mention your company name throughout the season

Regular social media posts mentioning your company name on Facebook, Twitter and Instagram

News coverage through radio and TV interviews, and blogs mentioning your company name

Photos on media websites taken at the race track

Driver and race car appearance at your business (time permitted)





CONTACT MICHAEL KLEIN

CONTACT INFORMATION

Thank you for taking the time to review Michael Klein's 2022 Sponsorship Proposal.
Michael looks forward to representing your company with professionalism on and off the race track!

Please feel free to contact Michael Klein at any time with your questions and interest in the race team/

CONTACT MICHAEL KLEIN

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FOLLOW MICHAEL

Twitter : [michaelklein10a](https://twitter.com/michaelklein10a)

Tik Tok : [michaelklein10a](https://www.tiktok.com/@michaelklein10a)

Instagram : [michaelklein10a](https://www.instagram.com/michaelklein10a)

YouTube : [michaelkleinracing](https://www.youtube.com/michaelkleinracing)

Website : www.michaelkleinracing.com

