

**Zach
Drummond
Racing**

Zach Drummond Racing
190 Royalton Rd
Mooresville, NC 28115

2022 MARKETING PARTNERSHIP PROGRAM

Z78racing@gmail.com
660-815-4936





FUTURE MARKETING PARTNERS

Thank you for taking the time to review our proposal and for considering Zach Drummond Racing as a marketing partner. We know you have many options in many markets when it comes to advertising your business. We are also aware that it is important for you to get the most out of your advertising dollars and to get a good return on your marketing investments. We feel our race team has marketing options that will suit both your budget and marketing demographics.

With our race team you will be exposed to thousands of fans, casual observers and potential customers throughout the United States. Your company will gain great exposure as we transport our race cars in an enclosed car hauler that will act as your company's "rolling billboard!" Our enclosed trailer offers over 1,000 square feet of mobile billboard space!

As a marketing partner you have the option to put your logo on our ARCA Menards Series, CARS Late Model Stock & CARS Super Late Model and our Micro Sprint race cars. The race cars, the car hauler, fliers, t-shirts, hats, team website, all social media pages (Zach Drummond Racing & NoWear Motorsports), Zach Drummond hero cards and team uniforms. Your business may also use the race cars and driver for your advertisements, promotions special events and appearances.

We have included in this package information about our driver and race team accomplishments, the regions in which we compete, marketing options and photos of our race cars. We strongly feel that this relationship with Zach Drummond Racing will be mutually beneficial for both your company and our race team.

If you have any questions or insights regarding sponsorship or the proposal feel free to contact our race team via telephone at 660-815-4936 or via e-mail at z78racing@gmail.com

Regards, Scott Drummond – team owner

MEET ZACH DRUMMOND



21-year-old Zach Drummond began racing Dirt Track Karts at age 12 and has been impressing enthusiasts ever since! At the controls of a prototype chassis the young speedster finished in the top of every class in which he raced from 2007 through 2013!

In 2014 Zach won 3rd place in both the Clone Light and Clone Medium Karting classes racing against much older, more experienced competitors during his first few years of on the track competition. His accomplishment is even more impressive when you consider that he only raced in two-thirds of the scheduled races for the season because he had relocated to the area after the season began.

Zach's abrupt halt in racing was by no choice of his own as his father's career in engineering caused Zach to move, start new schools and interrupt his racing career. His focus shifted to high school baseball where he worked hard to be the MVP Short Stop and had the highest batting average, Slugging and on base percentage.

Zach's hard work and dedication to baseball throughout his high school career proved valuable when he was offered four different college baseball scholarship opportunities. He respectfully, but confidently, declined the baseball scholarships, confirming his passion, dedication, and commitment to the sport of auto racing.

Zach's other sporting passions that he pursues whenever possible are baseball, hunting, fishing, boating, and the great outdoors.

Zach Drummond's ultimate desire is to advance into the NASCAR (National Association for Stock Car Auto Racing) Cup Series with the help and direction of his coaches and mentors. He has followed the advice to make his start in Micro Sprints due to the nature of the skills required for driving and handling the cars. This has given him the experience necessary to continue sharpening his skills for the next level of asphalt cars for 2022.





Becoming a Marketing Partner with Zach Drummond Joins Your Company with a Proven and Dedicated Winner

Zach Drummond Racing is looking forward to an awesome 2022 season and we invite you to join us for the ride to the top! We are preparing to make our Rookie debut in the ARCA Menards Series and that is our Primary focus. These cars are the entry level cars for the NASCAR Truck, Xfinity and Cup Series. ARCA Menards Series is aired nationally on major networks and on specific racing media coverages. Partnering with Zach Drummond Racing on the ARCA car will carry your marketing programs onto the other cars Zach Drummond drives as well!

Zach Drummond will continue honing his craft with seat time in the CARS Series for Late Model and/or CARS Super Late Model stock cars which are the premier divisions of asphalt short track racing in the United States and Canada. These races are aired on the race specific networks and are watched online and in person by thousands of fans across the US.

Zach's Focus will remain on Dirt Track racing Micro Sprints around the US on the 1/3 mile ovals and bull rings due to the intense nature of the sport. With Zach being Zach, he cannot pass up on the challenge and will continue to gain experience in the Micro Sprint!

Despite all of his early success, Zach Drummond is most proud of the fact that he is among the most popular and likable drivers at every speedway at which he competes. Zach is equally as comfortable having fun with fans and making personal appearances as he is behind the wheel of a high horsepower race car! The fact that Zach Drummond enjoys signing autographs and spending time with enthusiasts both young and old is a major advantage for all levels of our Marketing Partners.

Marketing Partner Benefits

Many business owners are not aware of the opportunity of advertising with the ever-growing sport of auto racing. With a growing popularity in all forms of motorsports, marketing partners have an opportunity to reach a larger target audience of potential customers than ever before by using the multiple levels of racing done.

Many forms of grassroots racing have launched the careers of some of today's brightest racing stars in series such as NASCAR Monster Energy Cup and Indy Car Racing. In fact, Tony Stewart and Jeff Gordon began their careers in open cockpit dirt track Sprint Car racing just like Zach will!

The Zach Drummond Racing team offers you the opportunity to market your business on one of the area's most popular and successful race teams for a fraction of the price of a regional or national NASCAR team. With up to thousands of spectators per race and thousands of miles traveled a year to races and appearances our race car and hauler will reach tens of thousands or even millions of your potential customers!



At The Track

Having your logo on the race cars has the potential to be seen by tens of thousands and in some cases millions of spectators per season who are all potential customers. By becoming the team's title sponsor the race cars can fly your company's colors and display large company logos on the cars attracting more prospective customers.

After each race spectators are welcomed into the pit area to get an up close look at the cars and meet the drivers and team members. Our race team will promote your product and/or service by handing out samples or literature before, during and after the race events in pit area meet and greets. The team is also able to set up a display booth at the track and in our pit area to help promote and sell your product. Our race team also promotes all sponsors through pre and post race interviews, hero cards, media releases and social media marketing.

**Zach Drummond can be your company's
spokesman!
ZACH DRUMMOND RACING**



Entertainment

By joining our race team your company will be able to use the cars and driver for promotional events when available as well as be able to come enjoy an exciting day at the races.

You can treat top employees and customers to a day at the track with your race team! Attending the races gives you a unique opportunity to see behind the scenes and to see what it takes to race each event.



Being able to meet the team and Zach Drummond will make people feel like they are a part of the event and give them someone to cheer for! Your customers and employees will be part of the team and not just another spectator of the event. Coming into the pit area is a unique experience and will be long remembered by customers and employees. You may even join Zach Drummond in "Victory Lane!"



Marketing Options

Marketing options vary and can be custom tailored to better fit your budget. Whatever the final plan all marketing partners get clear and visible placement on the race cars and social media. This package can include, but is not limited to, the following:

- Company Name and Logo on:
 - Race cars
 - Enclosed car hauler
 - Social media pages
 - Driver Fliers or “Hero” Cards
 - Driver’s Uniforms
 - T-Shirts or Pit Crew Shirts
- Company name mentioned in pre and post race, television and radio interviews
- Race car and driver will be available for:
 - Commercials*
 - Corporate Events*
 - Special Appearances*
 - Autograph Parties*
 - Promotions, Etc.*

* With advanced notice and availability
- Marketing at all Races/Events. Handing out business cards, brochures, product samples, promotional items, fliers, etc.
- Your company has the right to use the car and driver’s likeness in any advertisements and promotions
- Your Company’s Specials & Promotions can be posted on Website Homepage
- Update media releases, social media postings and e-mails about our team’s progress and results will be issued regularly.
- Marketing partnerships extend beyond monetary options as our race team accepts sponsorships for tires, fuel for the race car, fuel for our tow vehicle, racing oil, entry fees, etc. We appreciate all companies and individuals willing to make us a winning team.

Call 660-815-4936 today to discuss what works for you!!

Companies Involved in Motorsports Sponsorships

During the past decade racing has increased in popularity worldwide making it one of the most popular sports in the world. This increase in popularity has brought about a major change in the makeup of the typical racing fan.

Today, the gender demographic of a race fan is equalizing between males and females, with a majority of this demographic being in the all-important 21-49 age bracket. This shift in the gender demographic has caused yet another change. More and more companies with appeal to both males and females, as well as families, have chosen racing as a “smart” promotional tool.

Listed below are just a few of these companies:

Monster Energy	A.W. Meyer Co.	Milwaukee Tools
Quaker Steak and Lube	Riverhead Building Supply	Hoosier Tire
Red Bull	Dewalt Tools	Rivco Construction
Mr. Rooter Plumbing	Home Depot	Lowe's
Rhino Linings	NAPA Auto Parts	Sunoco
Hamer Heating Contractors	Goodyear	Mayhew Tools
New York Truck Parts	Linwood Estates	Burger King
Coca-Cola	Domino's Pizza	Gatorade
Hard Rock Café	Comcast for Business	Hot Wheels
Hyatt Resorts	McDonald's	No Fear Gear
Red Robin Restaurants	Whelen Lighting	K&N Filters
Wisk Laundry Detergent	Nitto	Snickers Candy
Allstar Performance	Taco Bell	Tide Detergent
Line-X Bed Liners	Maxpro Window Films	Target
Norwegian Cruise Lines	Pizza Logs	First Data
Cooper Tires	Jolly Rancher Candies	Starrett Tools
Bounty	Valvoline	General Tire
Charmin	Toyota	Sunoco
Menards	K&N	Chevrolet
Lowe's	Jostens	Ford



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EXAMPLES OF NATIONAL AND REGIONAL COMPANIES ADVERTISING WITH REGIONAL AUTO RACING



Dietz & Watson Deli Meats



Bojangles Restaurants



Great Clips



Office Depot



Premio Sausage



Red Robin Restaurants



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SHORT TRACK AUTO RACING FAN DEMOGRAPHICS

GENERAL

- 68% of attendees are male and 32% are female.
- Short track fans compared to NASCAR fans are 31% more likely to be ages 18-24
- 48 million Americans are fans of short track racing
- 56.3% are married – 43.7% are single

HOUSEHOLD

- Short track fans are 43% more likely than the average to own a computer.
- Nearly 67% of short track fans live in households of 3 or more.
- 66% of short track attendees household income is \$30,000 – \$100,000.
- 56% of households spent \$100 or more in the past week in groceries

BRAND LOYALTY

- 89% of attendees are likely to purchase the product of a sponsor over that of a non-sponsor.
- 59% of fans have stated they have switched brands because the brand was a sponsor of short track racing.
- 92% of fans are likely to try a new product, service or promotion for the first time if it is a sponsor of short track auto racing.
- 98% of attendees feel positively about companies that support racing.
- 91% of fans support companies that support racing and racing teams.

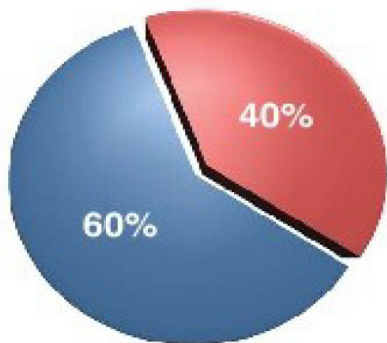


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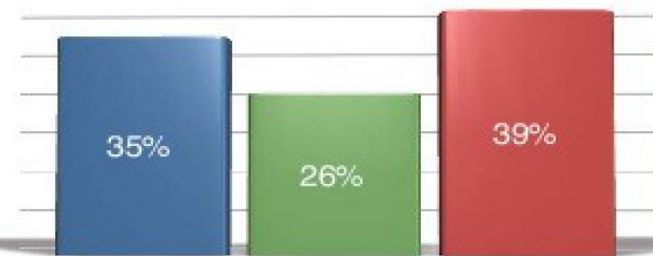
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WHO WILL YOU REACH?

Gender



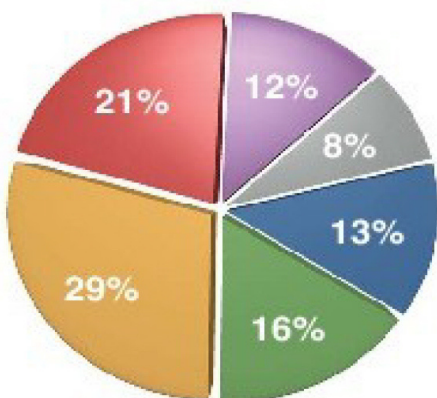
● Men ● Women



Events Attended Per Season

■ 1-6 Events ■ 6+ Events ■ Weekly

Income

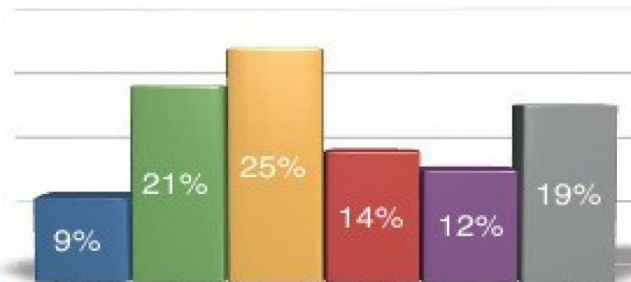


● Under \$20,000 ● \$20,000 - \$30,000
 ● \$30,000 - \$50,000 ● \$50,000 - \$75,000
 ● \$75,000 - \$100,000 ● \$100,000+



Age

■ 18-24 ■ 25-35 ■ 35-44
 ■ 45-54 ■ 55-64 ■ 65+



Miles Traveled (one way)

■ 1-10 ■ 11-20 ■ 21-30
 ■ 31-40 ■ 41-50 ■ 50+

OVER 70% OF NASCAR FANS CONSCIOUSLY CHOOSE NASCAR SPONSORS' PRODUCTS OVER OTHER BRANDS - Performance Research Marketing / Newport, RI