

Sponsorship Proposal for CJ Almond Racing No. 97

*Future Nascar Driver
Opportunity for Diversity*



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Contact

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(470)239-0755

The Need For Speed



In actuality, it's not about speed; it's the love, exhilaration, and passion for feeling empowered when he is driving.

CJ is a 15-year-old with lots of determination; Racing is in his blood! He is one of the most skilled, determined, and fastest upcoming drivers in motorsports you will ever meet. And his goal is to be a future NASCAR driver.

He is blessed to have great parents, two siblings, and close family members that teach him to go after his dreams, believe in the unimaginable, and the things he thinks are unobtainable.

While most kids his age are home playing on their Play Station, chasing girls, etc.; There is no day in his life that Nascar is not a part of it; whether he's watching it on TV, posting his YouTube videos, doing league racing online or believe it or not playing with his diecast collection of over 500 Nascar's re-enacting, and commentating races.

Currently, he is in the 10th Grade and an Honor Roll student. After high school, he plans to attend a Georgia school, preferably Georgia Tech or Morehouse College, and thinking about majoring in either an Engineering or Technology program.

CJ started his racing career at four years old, and ever since, he's been hooked! Starting in go-karts races, he was a beast, even beating adults who just made him more excited about the sport. He has had the opportunity to attend many Nascar races, including those in Atlanta, Charlotte, Daytona, and Talladega to name a few, also the Indy Car and IMSA races.

With all that being said, this is his YEAR to hit the track! CJ purchased his first car (November 2021). A "Legend car" would give him the experience needed as a future "NASCAR" driver, which is his dream. He is currently racing at the Atlanta Motor Speedway and racing up to 60 races a season.

CJ has had the opportunity to meet some of the best Nascar drivers, and some have shared valuable information and their expertise with him, including Ken Regan, Georgia Racing Hall of Famer; Bubba Wallace Driver #23/23XI Racing; Jeffery Earnhardt Jr. and so many others.

CJ needs everyone's support. Racing is a costly sport. As a 15-year-old driver, we hope that CJ will gain the valuable experiences needed to succeed and grow in the racing world. And as we strive for these things, we need to partner with other businesses and individuals to ensure that CJ has the best chance to win every week and has the opportunity to excel as a Pro-Nascar driver!

Fast Facts & Bio

Driver No. : 97

Car: INEX Legend Car;

Birthday: May 2006

Born in: Atlanta, GA

Currently Living: East Point, Georgia

Email: info@chrisamondracing.com

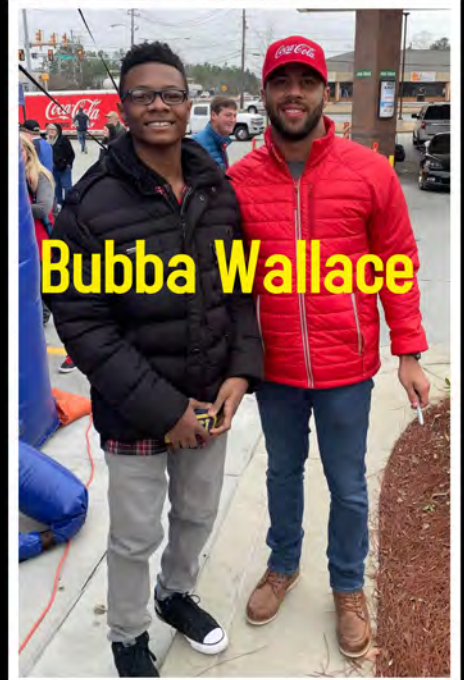
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"CJ" Almond

NASCAR

The Beginning ^{Bound} of a CHAMPION!



Bubba Wallace



Jeffrey Earnhardt



Auto Racing Demographics

Male-Female Ratio

62% Male

38% Female

Residence Status

76% Own Home

24% Rent

Marital Status Education

62% Married 9% Some High School

23% Single % High School Grad

15% Divorced/Widowed

40% College/College Grad

Occupation Age

25% Professional % Under 18

27% Technical % 18-24

19% Skilled Trade % 25-34

12% Un-Skilled Labor % 35-44

6% Retired/Unemployed % 45-54

16% Other % Over 55

Atlanta Motor Speedway

You can purchase pit passes at the Credentials Building on race day for \$20 each.

The 2022 Thursday Thunder season will be broadcasted on TrackPass on NBC Sports Gold

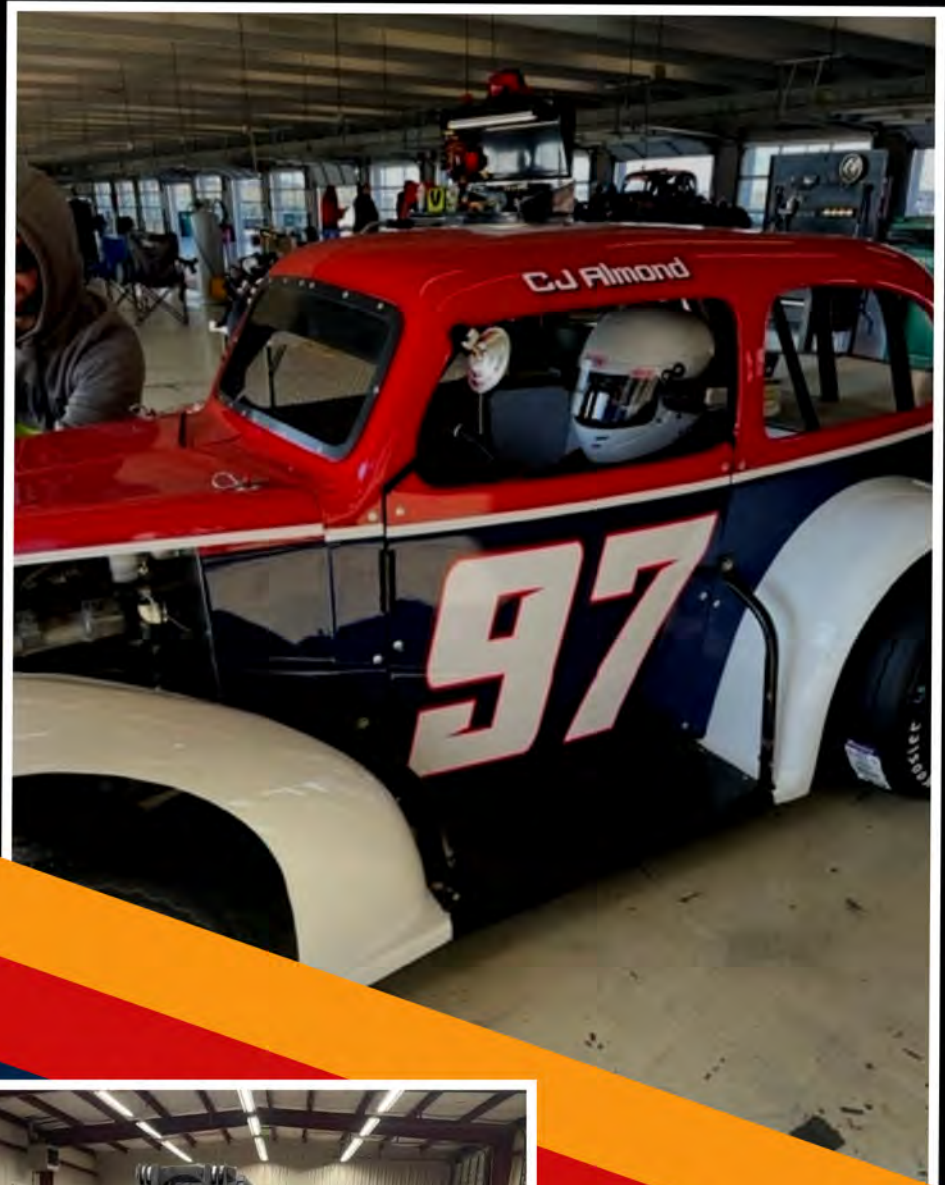
INEX Racing

Legends Cars have become one of the fastest growing segments of motorsports today. Legends Cars are 5/8 scale replicas of classic coupes and sedans of the '30s that were modified into the fordable racing machines of NASCAR's grassroots history. These race cars are powered by fx09 Yamaha engines delivering 125 horsepower - more than enough to give you some major league racing thrills.

Over the years fans have seen the likes of Chase Elliott, Joey Logano, David Ragan, and Reed Sorenson cut their teeth on the tricky 1/4-mile before continuing on to race at the highest levels of motorsports.

With auto racing being one of the nation's largest spectator sports, and having more widespread media coverage, the possibilities for promoting your business are nearly endless. The unique attractive look and moderately low cost of the Legends racecar create an excellent environment to test and become involved with this form of marketing or advertising.

The Legend Car



Legend Cars

Wheelbase: 73.00"

Overall Width : 60.00"

Overall Length: 10' 6"

Height: 46"

Engine: Yamaha 1250cc (sealed)

Horsepower: 122 HP

Weight: 1300 lbs. with driver

Tires: Federal SS595 INEX Edition

Wheels: Width:7" / Diameter: 13"

Suspension: Coil Over With Bilstein Shocks

Frame: Full Tubeframe With Integral Rollcage

Harness: Five-Point

Legends Cars have become one of the fastest growing segments of motorsports today.



Sponsorship Logo Placement

The first and often most looked at location for your companies logo will appear on the hood.

Your logo may be located on multiple side locations. In front of the car number are associate decals.

Another location for your company logo is on the Rear of the car. This is the largest position for your company logo.

Driver's firesuit and autograph cards may also have you company logo.

Prominent
logo here
on hood



Benefits of Sponsorship & Opportunity



A Champion in the MAKING!

Legend Race Car

Sponsors play a huge role in the development of the sport and really help grow the motorsports world. Why? Because Motorsports fans are extremely brand loyal. We have custom tailored a sponsorship opportunity for you and your business. CJ Almond Racing has up to 60 races remaining scheduled for the year of 2022. Look at what you will receive:

1. Allows you to get in at the ground level with a talented young driver where you will earn maximum exposure for your brand/company
2. Grants you a positive long lasting customer base using your unique sponsorship opportunity
3. Car, driver, and team appearances
4. Print exposure
5. Diversified marketing efforts in one of the most profitable markets
6. Sponsorship becomes a long-term investment
7. As CJ develops his fan base, this marketable young man will encourage fans to buy from the brands that he proudly represents, generating a loyalty to those companies that support him.
8. U.S. Legend Cars major events such as the "Legends Million" will be aired on major networks.

Other Sponsorship deals CAN be negotiated.

(Sponsorship funding goes towards cars, entry fees, travel, fuel, tires, engines, parts, marketing, etc.)



Current Sponsors

- CHEckrein Consulting
- Claxton Racing
- Alliance Racewear

Endorsed by
State Representative
Mike Glanton, Sr. District 75

Per Season

\$10,000

Title Sponsor

- Includes logo placement on Trunk, Hood, Promotional printed material, social media sites, & gear
- Gain access to our team's garage as well as to our pit stall at the Speedway.
- Make promotional appearances at your place of business so people can see how you are not only active in the local community, but with a young man who strives to be the best that he can on the race track, in the classroom and in his home.

Platinum

- Includes logo placement on Side Panels/ Fenders promotional printed material, & social media sites
- Logo on gear
- Pit tour on 1 race days for up to 5 people
- Make promotional appearances at your place of business so people can see how you are not only active in the local community, but with a young man who strives to be the best that he can on the race track, in the classroom and in his home.

\$7,500

Gold

- Logo on car
- Logo on gear
- Promtion on all social media sites
- Access to driver& car appearance for 1 major branding event

\$5,000

Silver

- Logo on car
- Logo on gear
- Promtion on all social media sites

\$500

Any
\$ Amount
Thank YOU!

I believe in supporting a dream

Sponsorship Proposal
CJ Almond Racing
No. 97

Contact
Information

To Donate & Recieve

Application form TODAY:

Call or text (470)239-0755

Email: info@chrisalmond racing.com



RACING

Company Name:

CJ Almond Racing, LLC

Sponsorship & Donations

Make check payable to:

CJ Almond Racing, LLC

If you would like to discuss a more specific sponsorship opportunity or to gain more information about our program, we welcome the opportunity to meet with you. We look forward to hearing from you, and getting the chance to work with you in the future.

