



Sunray Racing
440 Truitt Rd.
Chesapeake, VA 23321
SunrayRacing.org

Dear *Future Sponsor*,

Thank you for your interest in supporting Sunray Racing as we enter our 2023 racing season. We are a family owned and operated race team in Chesapeake, Virginia. Our drivers have competed in local, regional, and national events over the past two decades, amassing countless race wins, eight track championships, and a state touring series championship as recent as 2020! Many of our drivers are second and third generation racers. We love what we do! At Sunray Racing, **our mission is to develop professionalism and cultivate character growth in a competitive and real world environment, accepting success and defeat, all while having fun and enjoying our craft.**

Kart racing is a conduit into the many different forms of auto racing. Though we consider it a hobby, many professional drivers started their careers racing karts! As such, kart racing **is one of the most competitive forms of racing** with one of the largest bodies of racers across the country. For any driver to have a competitive edge, they must maintain their equipment and kart at a **premium** level and dedicate time and resources to maintaining the competition readiness and safety of the kart and auxiliary equipment. Win or lose, at Sunray Racing, we take great pride in meticulously maintaining our equipment in preparation to compete against the best in the sport. Sunray Racing makes several sponsorship packages available with the goal of mutually benefiting the sponsor and race team by enabling racers to compete at a peak level and empowering businesses of all shapes and sizes to advertise and connect with the local and regional racing communities. This can be a great option to aid in the marketing of your brand not only on our karts but in the sport itself.

Races and events will have crowds consisting of spectators, track personnel, competitors, families, affiliates, and partners that range from 200 to 2000 total headcount. Local events average attendance is 270. Regional races average attendance is 750. Many race venues also host seasonal special events, such as the Halloween Havoc at Albemarle Speedway, and the Spring Gobbler and Turkey Trot at Capital City Speedway, which draw racers and spectators from all over the country with attendance of 1500+. The special events offer opportunities for sponsors to be represented. This means that the sponsor will donate to the track for that event through the driver(s) or team(s) they are supporting. In doing so the sponsor will receive recognition via track banners, classes titled after the sponsor, all event merchandise that is sold will have the sponsor represented, as well as recognition via social media for that event. The sponsor may also receive free access to that event. The driver or drivers will benefit from this by receiving premium parking at those events which will help avoid pit congestion.

On the following pages, you will find various sponsorship packages including how they benefit our team and **what's in it for you!** Thank you for your consideration. If you need any additional information, we would be delighted to connect with you personally by whatever means is best for you, whether that's in person, over the phone, email, or anything in between. We would also like to personally invite you to come tour our shop, and join us in the pits on a Saturday night for a firsthand look at the kart racing experience.

Best Regards,

David E. Nettles
Principal Owner & Lead Driver
Sunray Racing



Sponsorship Packages

		PREMIUM	GOLD	SILVER	BRONZE	BASE
STANDARD		\$2,000	\$1,250	\$750	\$375	\$250
*EARLY BIRD		\$1,500	\$1,000	\$500	\$300	\$200
SPONSOR BENEFITS	Sponsor Logo on Sunray Racing Apparel	✓	✓	✓	✓	✓
	Decal on Karts ⁽¹⁾	✓	✓	✓	✓	✓
	Recognition on Social Media Platforms	✓	✓	✓	✓	⊘
	Logo Displayed on SunrayRacing.org Home Page	✓	✓	✓	⊘	⊘
	Dedicate Page on Sunrayracing.org	✓	✓	⊘	⊘	⊘
	Sponsor Logo on Trailer	✓	✓	⊘	⊘	⊘
	Sunray Racing Appearance at Sponsor Events ⁽²⁾	✓	✓	⊘	⊘	⊘
#RACER BENEFITS	Representation at Races ⁽³⁾	✓	⊘	⊘	⊘	⊘
	Aux chassis components ^(a)	✓	⊘	⊘	⊘	⊘
	Engine and clutch maintenance ^(b)	✓	✓	⊘	⊘	⊘
	Tires and Wheels ^(c)	✓	✓	✓	⊘	⊘
	Racing Fluids and chemicals ^(d)	✓	✓	✓	✓	⊘
	Kart Bodies ^(e)	✓	✓	✓	✓	⊘
	Race Entries ^(f)	✓	✓	✓	✓	✓
Misc. Hardware and Consumables ^(g)	✓	✓	✓	✓	✓	

The Fine Print

*Early Bird pricing will be honored with signed agreement by February 17, 2023, or one month prior to the first scheduled race of 2023. Sponsor commitments one month prior to the first race allow the team ample time to forecast, acquire, and prepare resources and manage logistics.

Drivers cover all up-front costs of complete karts ready for competition. Each kart is the personal property of the driver. Support from sponsors is vital to maintaining karts and inventory of consumable items required to compete.

Sponsor contributions will benefit all drivers of Sunray Racing and your business will be advertised on all karts. Sunray Racing will field 6 karts and 5 drivers in 2023. All funds provided by sponsors will be used for the duration of the 2023 season. Sunray Racing will provide the sponsor with receipts of expenditures upon request. Alternatively, vendors can invoice the sponsor directly upon request. The Sunray Racing website will be updated after each race with statistics, race results, photos, and videos. Social media posts including links to the Sunray Racing website and recognition of sponsors will be published within 72 hours of the conclusion of races. Custom Sponsorship agreements outside of the packages listed above are available upon request.

(1) **Premium sponsors** will receive the largest decals in the most visible locations on all karts and QR to sponsor sites upon request. QR codes must be provided by the sponsor. **Gold sponsors** will receive large decals on all karts. **Silver sponsors** will receive standard decals on all karts. **Bronze sponsors** will receive medium decals on all karts. **Base sponsors** will receive small decals on all karts. Decal sizes are not defined and will vary depending on sponsor logo dimensions and space available. Decals will be provided by Sunray Racing unless the sponsor wishes otherwise.



- (2) For **Premium and Gold sponsors**, we will appear at any expo or corporate functions when sponsor so chooses. Cannot conflict with 2023 race schedule including the day prior to and after scheduled races. All karts will be displayed clean and in race ready condition. Minimum seven days' notice required. We request that the sponsor take proper measures for inclement weather so that no karts are exposed to rain or potentially damaging conditions during any expos or events.
- (3) Sponsor representation/recognition, i.e., on track banners, logo on event T-shirts, etc., will be available to **Premium sponsors** and are limited to one premier race or special event per year. Representation at multiple premier races may be arranged through Sunray Racing and the sponsor may incur additional costs from the event/race promoter. **All other sponsors** will be provided with a schedule of premier races and special events. We encourage all sponsors to support such events to gain greater exposure and visibility within the racing community. Sunray racing can coordinate with event/race promoters to enable sponsorship upon request.
- (a) Spindles, Axles, Hubs, Chains, Seats, Bearing, and like components typically require replacement annually or sooner if damaged in competition to ensure the safety and competition readiness of the kart.
- (b) Drivers typically cover all up-front costs of racing engines, clutches, and drivetrain components. Engines require "refreshing" which typically includes the replacement of valve train components, new gaskets, carburetor rebuilding or replacement, and inspection/replacement of other internal components as needed and typically costs one-third of the initial cost of the engine. Engines require refreshing every 8-12 races to remain competitive. Clutches require rebuilding every 8-12 races.
- (c) Tires are consumable, yet vital to the performance of the kart. In general, a set of tires is serviceable for one to two races. Wheels are replaced periodically or when damaged in competition.
- (d) Sunray Racing uses fuels, oils, and tire treatments engineered for racing applications to ensure peak performance.
- (e) Kart bodies are constructed of fiberglass. The lightweight bodies allow the karts to achieve peak performance. Kart bodies often remain serviceable for an entire year, however, any incidents on the track often result in damage to fiberglass bodies that necessitate replacement.
- (f) Entries fees for races vary from event to event and can range from \$60 to \$200.
- (g) Lugs, bolts, washers, misc. hardware, and tools require periodic replacement.



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Sponsorship Agreement

Premium	Gold	Silver	Bronze	Base
\$2000	\$1250	\$600	\$375	\$250
\$1500	\$1000	\$500	\$300	\$200

Receipts Requested: Yes[] No[]

Decals provided by: Driver[] Sponsor[]

Sponsor Primary Contact

Name	Street Address	City, State	Zip
Business Phone	Mobile	Email Address	

Sponsor Additional Authorized Contact

Name	Street Address	City, State	Zip
Business Phone	Mobile	Email Address	

Package Selected: Premium[] Gold[] Silver[] Silver[] Bronze[] Base[] Early Bird []

Amount Due: _____

Amount Paid: _____

Date: _____ / _____ / _____

Balance: _____

Balance Due: _____ / _____ / _____

Sponsors/Owners Representative

Name (Print)	Signature	Date

Sunray Racing Representative

Name (Print)	Signature	Date



Sunray Racing
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Sunray Racing Contacts

Name	Street Address	City, State	Zip
David Nettles	411 Mohican Dr	Portsmouth, VA	23321
Business Phone	Mobile	Email Address	
N/A	(757) 737-1003	david@sunrayracing.org	
Name	Street Address	City, State	Zip
Neal Overmire	2036 Breck Ave	Virginia Beach, VA	23464
Business Phone	Mobile	Email Address	
N/A	757-679-9876	neal@sunrayracing.org	

On behalf of the entire Sunray Racing Team, thank you for your support! We look forward to sharing our passion and success with you!