

# 2018 PARTNERSHIP PROPOSAL

Have you ever wanted to be part of something that was unbelievable.....



Look no Further.....



Nothing is more unbelievable than a 100+ MPH dirt racecar sliding sideways inches away from other racecars pushing it to the limit with every blink....



.....Except a winning racecar with your company logo on it!!



We would like to say THANK YOU for taking the time to sit down and read over our proposal and learn a little bit about our Nevin Gainey Race Team who has won over 75+ races in 2016-2017.

We believe you will see how much racing is an untapped source of very easy marketing and advertising. As you take this ride with us we will show you how much our team prides itself on professionalism and success.

As you go through this proposal, here are the things we will be going over

- Multiple marketing opportunities that suit every need
- How we can expose your business to 1,000's of people
- Learn about our driver and what we do here at Nevin Gainey Racecars
- See our past results and major accomplishments in recent years
- Race tracks we travel to.
- Gain a major understanding of what dirt racing is and the untapped market
- Look at our goals we are setting in 2018
- Review the cost of what it takes to be at the top of the game
- Learn how to become involved and help both of us reach our goals

Should you have any questions or comments please feel free to contact us. We are more than willing to speak with you about all the possibilities and success we can have as our partnership grows together.

Look forward to hearing from you soon.

Sincerely,

Nevin Gainey Racing

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## **Marketing opportunities and what they provide to you**

Imagine...1,000's of people seeing your business name and logo...hearing your business being announced and associated with a winning and professional race team...seeing your logo/business name in publications and being associated with one of the most feared racers in the southeast. We race all over the state of Florida, Georgia, and Alabama. The opportunities are unbelievable and can be endless and we will make sure there is a package that will enhance your business. Also, this is a great tax write off for advertising/marketing!

**Race Car Graphics:** We will customize our theme to add your colors, logos, and contact information, there is limitless options to get the best exposure for your business.



**At track signage and mentions:** Racing T-shirts with company logo intergrated in them, car cover with logos and company name printed on them. Annougements over loud speakers about your company and its associations with our team.



**Personal apperances:** Arrange events for a meet & greet with your customers and/or workers. Can be events like grand openings, local attractions, out front at your place of business, and other events you are involved in. Driver and Racecar will be on site, this a great oppurtunity to show off the race car up close and personal.



## MEET OUR DRIVER AND WHAT WE DO



Here at Nevin Gainey Racing we have a great driver: Nevin Gainey is very passionate about what he does and takes a lot of pride in what we accomplish. He's married to Ashley Gainey and they have a son who is **14** years old and has started to follow the racing footsteps of his father and Grandfather. Nevin is **33** years old and his birthday is December 25, 1983. He sat in his first racecar at the age of 15 driving both asphalt and dirt tracks.

There are other race teams but none compare to our passion and work ethic. We pride ourselves on what we accomplish and how we carry ourselves on and off the track. We live by the words "if you say your going to do it, then do it." We not only work on our teams racecars but we build, sell, and help numuious other race teams to make them faster to help keep our sport interesting and exciting. We work 7 days a week 365 days a year to keep us on our toes and prepared for anything that may come along. We always look for more challenges that will make our team better and stronger.





## **Race Tracks for 2018**

Here we will let you know where we will be racing for the 2018 season. We will give you the addresses and a little bit of information on each location. Schedules for the 2018 have yet to be released once we have them we will have a set schedule written up.

- North Florida Speedway, 287 SE Race Track Lane, Lake City, FL 32025. This track is a clay 3/8<sup>th</sup> mile oval. Their Website is [www.northfloridaspeedway.com](http://www.northfloridaspeedway.com).
- Bubba Raceway Park, 9050 NW Gainesville RD, Ocala, FL 34482. This track is a clay 3/8<sup>th</sup> mile D Shape Oval. Their website is [www.bubbaracewaypark.com](http://www.bubbaracewaypark.com).
- Easybay Raceway Park, 6311 Burts Road, Tampa, FL 33619. This track is a 1/3<sup>rd</sup> mile Clay oval and is known Nationally with multiple TV events. Their website is [www.eastbayracewaypark.com](http://www.eastbayracewaypark.com).
- Volusia Speedway Park, 1500 East State Road 40, DeLeon Springs, FL 32130. This is a 1/2 Mile Dirt Oval. This is a nationally known track with televised events. Their Website is [www.dirtcarnationals.com](http://www.dirtcarnationals.com).
- South Georgia Motorsports Park, 2521 US-41, Cecil, GA 31627. This track is a 1/2 Mile clay oval. Located right of I-75 North. Their website is [www.goracessgmp.com](http://www.goracessgmp.com).
- Needmore Speedway, 1060 John Vickers Rd, Norman Park, GA 31771. This track is a 3/8<sup>th</sup> Mile Orange Clay oval. Their website is [www.needmorespeedway.org](http://www.needmorespeedway.org).
- East Alabama Motor Speedway, 4238 US HWY 80 W, Phenix City, AL 36870. This is a 3/8<sup>th</sup> mile High Banked Clay Oval. Their Website is [www.eamsdirt.com](http://www.eamsdirt.com).
- Golden Isles Speedway, 101 Speedway Drive, Waynesville, GA 31566. This is a very high paced 4/10<sup>th</sup> Mile Orange Clay Oval. Nationally known location and has televised events. Their website is [www.gisdirt.com](http://www.gisdirt.com).
- All-Tech Raceway, 1024 SW Howell St, Lake City, FL 32024. This is a low banked high speed 1/2 Mile racetrack. Their Website is [www.alltechraceway.com](http://www.alltechraceway.com).



## **ACCOMPLISHMENTS AND RESULTS**

### **At a quick glance:**

- **AGE:** 33
- **BACKGROUND:** AUTO SERVICE
  - **EXPERIENCE:** 18 YEARS
- **RACE WINS:** OVER 350 IN CAREER
- **TRACK CHAMPONSHIPS:** 3 IN CAREER

### **TRACK CHAMPIONSHIPS:**

- 2005: Columbia Motorsports Park/Sportsman Series
- 2006: Columbia Motorsports Park/Streetstock Series
- 2014: Bubba Raceway Park/Limited Late Model Series

### **NOTABLE RACE WINS:**

- 2009: South Georgia MotorPlex/ New Year's Shootout-Sportsman
- 2014: North Florida Speedway/ Harvey Jones Memorial-Modified
- 2014:Needmore Speedway/Show Down In The Swamp-Modified
- 2014:Bubba Raceway Park/ Florida State Championship-Modified
- 2014:Volusia Speedway/Ghosts and Goblins Championship-Limited Late Model
- 2014:North Florida Speedway/Gatornationals Speed week Championship-Modified
  - 2014:North Florida Speedway/Summer Slam-Modified
  - 2015:North Florida Speedway/Summer Slam-Modified
  - 2017: North Florida Speedway/Powell Memorial-Late Model

Outside of these major accomplishments we have won over 20 races in 2017, those tracks consist of Eastbay Raceway Park, North Florida Speedway, Volusia Speedway, Bubba Raceway Park, Golden Isles Speedway, Needmore Speedway and All-Tech Raceway!



## **DIRT TRACK RACING AND ITS MARKET:**

Dirt track racing is different than asphalt, there is a few more variables that go into it. First off you are always right on the edge of spinning out, thus giving you the sideways effect you see from the grand stands. Track conditions change without warning: temperature, humidity, wind, and what other race cars are at the track all have an effect on track conditions. Dirt track fans are very passionate about what they have. They love to get dirty and watch racecars come by at over 100 MPH throwing it into the corner and slide jobbing the next person in line. If you've never seen a dirt track race take place you have never felt the feeling of true adrenaline.

NASCAR started on dirt back in 1948 but it was supposed to die after 1970 when Nascar went to a full asphalt season the problem is people love dusty, full contact racing. Now as of 2010 there is 985 racetracks and 752 of them are dirt tracks. Most of these tracks pull an average of 2,000 to 5,000 fans into the stands. That's over 10,000 eyes staring at our racecars.

The general market of racing is very simple we have doctors, lawyers, blue collar, white collar, men, women, and children, it truly is so diversified that we promise there is someone there for everyone. With a sport that has been around for so long it's not going anywhere we are here to stay and provide the best racing experience there is to offer.

There is 52 weeks in a year and I guarantee we race 50 of them taking only a couple off one for Christmas and another to get ready for speed weeks. In one weekend we could be at three different tracks racing three different races. Our fans are the same way they will do anything to be at the race track watching their favorite driver sling some dirt. These fans use these companies on the racecars to shop for all their needs they see them every weekend so the companies sticks into their heads, thus giving you the opportunity to be the first one called for their needs.



## GOALS FOR 2017

In 2018 we will have two racecars a Spec Late Model and a Crate Late Model.



With the Spec Late Model we will be running mostly the National Dirt Late Model Series.

With Our Crate Late Model we will running as many big shows as possible mostly with the Florida Late Model Series.



The major goal for this team is to become a national race team that travels throughout the United States.



### **COST OF A WINNING RACE TEAM:**

Unfortunately being a winning race team comes with cost. Without our partnerships the dream of becoming a National race team are far off in the future.

### **THE NUMBERS PER RACE: (Per Car)**

- 15 GALLONS OF RACE FUEL \$165.00
- 3 RACING TIRES \$495.00
- PIT ENTRY \$100.00
- DIESAL FUEL FOR TRUCK HAULER \$50.00
- TEAROFFS FOR HELMET \$20.00
- RACEMOTOR OILCHANGE \$70.00

**TOTAL TO RACE \$900.00**

### **THE NUMBERS PER RACE SEASON:**

- TRUCK/TRAILER INSURANCE \$600.00
- TRAILER TIRES \$900.00
- MOTORS REFRESHED \$9000.00
- NEW BODYS AND WRAPS \$6300.00
- NEW SET OF WHEELS \$2768.00
- BRAKE PADS \$750.00
- CREW SUITS \$1000.00
- MISC. TESTING \$2000.00

**TOTAL TO RACE YEARLY \$25,318.00**



## **BECOMING A MEMBER OF THE TEAM:**

### **Platinum Sponsorship:**

This is the **primary sponsor** for the entire 2018 race season.

Your company will enjoy a completely design racing scheme based on your business.

- ❖ Your company will have hats, decals, and banners that will be proudly displayed at all events racing or otherwise.
- ❖ Multiple photo and media opportunities: Through Facebook posts, newspaper postings, and racetrack promotions.
- ❖ Meet and Greet with driver and race team 8 showings at events of your choice at your location or other events you may hold.
- ❖ 4 pit passes to 6 different race events of your choice
- ❖ Special at track question and answers and behind the scenes look at racing from our eyes
- ❖ A framed and autographed picture displaying your product
- ❖ A completely redesigned racecar wrap that will be your colors and primary sponsor locations
- ❖ Crew shirts will have same design as race car promoting your company in the same way
- ❖ Custom logo on side of trailer promoting your company while traveling to and from racetracks
- ❖ You will also receive 6 crew member shirts to do with as you please

**COST TO YOU \$20,000.00**



## **GOLD SPONSORSHIP:**

This is **co-primary sponsor** for the entire 2017 race season.

- ❖ Your company will have hats, decals, and banners proudly displayed at all racing events racing or otherwise.
- ❖ Multiple photo and media opportunities: Through Facebook posts, newspaper postings, and racetrack promotions.
- ❖ Meet and Greet with driver and race team 6 showings at events of your choice at your location or other events you may hold.
- ❖ 2 pit passes to 6 different race events of your choice
- ❖ Special at track question and answers and behind the scenes look at racing from our eyes
- ❖ A framed signed and autographed picture displaying your product
- ❖ We will work logo and company information onto designed racecar wrap in secondary positions i.e. nose, roof, and side front of body.
- ❖ Trailer logo will be placed on trailer in secondary position.
- ❖ You will also be provided with 4 crew member shirts to do with as you please.

**COST TO YOU \$10,000.00**



## **SILVER SPONSORSHIP:**

This is an **Associate Sponsorship** for the entire 2017 race season.

- ❖ Your company will be incorporated on hats, decals, and banners proudly displayed at all racing events racing or otherwise
- ❖ Multiple photo and media opportunities: Through Facebook posts, newspaper postings, and racetrack promotions.
- ❖ Meet and Greet with driver and race team 4 showings at events of your choice at your location or other events you may hold.
- ❖ 2 pit passes to 4 different race events of your choice
- ❖ Special at track question and answers and behind the scenes look at racing from our eyes
- ❖ A framed signed and autographed picture displaying your product
- ❖ We will work logo and company information onto designed racecar wrap in secondary positions i.e. nose, roof, and side front of body. With what is available.
- ❖ Trailer logo will be placed on trailer in secondary position.
- ❖ You will also be provided with 2 crew member shirts to do with as you please.

**COST TO YOU \$5,000.00**



## **BRONZE SPONSORSHIP:**

This is a race day/weekend sponsor for events in 2017 race season.

This is for a 2 event show.

- ❖ Your company will be incorporated on hats, decals, and banners proudly displayed at all racing events racing or otherwise
- ❖ Multiple photo and media opportunities: Through Facebook posts, newspaper postings, and racetrack promotions.
- ❖ Meet and Greet with driver and race team 2 showings at events of your choice at your location or other events you may hold.
- ❖ 2 pit passes to 2 different race events of your choice
- ❖ A framed signed and autographed picture displaying your product
- ❖ We will work logo and company information onto designed racecar wrap.

**COST TO YOU \$2500.00**



We hope you will join us on our quest. Our plans are always expanding as we receive assistance and more opportunities arise for additional races and showings.

Nevin Gainey Racecars would be honored to have you and your company as a partner for our 2018 race season.

Please keep up to date on our season's progress by checking in at the official website [www.nevingaineyracecars.com](http://www.nevingaineyracecars.com) or Facebook "Nevin Gainey Racing"

If we can be of further assistance, please do not hesitate to call. We look forward to welcoming you into our racing family.

Thank you,

Nevin Gainey Race Team

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