



# 2021 Texaco Camaro Partnership Opportunity



[www.TexacoCamaro.com](http://www.TexacoCamaro.com)

# OUR VISION FOR OUR PARTNERS

To develop a long term professional and mutually rewarding relationship and to create an excellent brand recognition opportunity across the United States for our partners.

## QUICKFACTS

Texaco Camaro is a purpose-built street legal race car that competes specifically in the Optima Ultimate Street Car series - at the same time - participates in Good Guys, LS Fest West, SCCA, Equipe Rapide and other track events throughout the year.

- ✓ 2020 First Timer Award Winner – OUSC
- ✓ 2020 GTV Class Winner – OUSC
- ✓ 2020 Optima Ultimate Street Car Invitational: Competitor – Top 10 GTV Class Finish (7<sup>th</sup>)  
Televised event by Lucas Oil Racing TV (MavTV)
- ✓ 2020 Optima Ultimate Street Car GTV Class: 4<sup>th</sup> in overall points for the season (out of 55)
- ✓ 2020 Optima World Championship Autocross: Inaugural event competitor  
Televised event by Lucas Oil Racing TV (MavTV)
- ✓ 2020 Optima Ultimate Street Car events: (GTV Class)  
1st – NCM Motorsports Park  
2<sup>nd</sup> – NOLA Motorsports Park  
4<sup>th</sup> – Road America  
9<sup>th</sup> – Pikes Peak International Speedway

Limited event year due to Covid-19 cancellations

**There is a national promotion in 2021 that we cannot release the details or company ...but can hint at it.**

The Texaco Camaro has a national toy deal in place and is being designed for production in mid/late 2021. Partners will not be put on the car – but the promotional exposure will be exciting, and we will attach you to all promotions in 2021 if the deal closes.

## Not just another 1969 Camaro...

You may have come across the Texaco Camaro either from television or via social media at some point in the past; this car receives interest from photographers, builders, enthusiasts and all the grassroots pro-touring and resto-mod communities.

Whether its at an event, national car show, or quarantine cruise this car gets attention and draws it to be featured on sites like Classics Daily with 1.7M followers and various other outlets putting unique cars into their social media feeds. In just a year the Texaco Camaro Instagram page has developed over 4000 unique car minded followers and will be making a specific initiatives to be over 10,000 in 2021.

The theme of the car being Texaco is based on the owner's grandfather owning a Texaco station from 1960-1983, and this is his first car (original first car) that was driven since age 15.

This back story lends it to be a legacy car – which means the theme will not change, the history on the car will remain and as this car gets more impressions it will be the same car, same look, same feel and you will have the opportunity to have a timeless partnership link that you will always be able to share, promote and use on any corporate branding or promotions. We think this is unique to this car – as many change the car, the theme, or everything and your partnership becomes dated.

## PARTNER BENEFITS

### NATIONAL TV EXPOSURE (potential)

We cannot ensure that the car will make it to TV during the events we run; however, as a top qualifier in 2020 and the plan to continue to run the car at a minimum of four (4) Optima Ultimate Street Car events and then if awarded an invite – a fifth event during the invitational – we are motivated to get as much exposure on national TV as we can. Jason has shown that in over 10 minutes of television time he can interview and stay relevant to production directors at the events.

### SOCIAL MEDIA IMPRESSIONS

With over 4000 followers just on Instagram, we push content during the racing season every week and also have impressions on Facebook not only with the Texaco Camaro page – but also with Jason Bottenfields own followers on his personal page. Nearly 10,000 impressions on every post.

### CORPORATE PROMOTION @ SEMA

We can never be sure we will make the end of year Invitational at SEMA, and during 2020 it was held at COTA at a remarkable well attended and media covered event. However, if we make it into the invitational due to a win or points – the car will sit on Optima Alley in a row of other competitors where nearly 100,000 walk by impressions are estimated to be made. This is an opportunity to get your name on a competitive car at SEMA. Many partners may already be there – however having another impression with your logo on car at SEMA speaks volumes to those decision-makers walking by.

### GARAGE & GEARHEAD TALK (Word of Mouth Impressions)

We are asked all the time what is in the car and what we like about what we are using – so for those partners directly related to racing – this is an opportunity to get what is better than social or media attention – referral from an actual competitive racer.

**4,000+**

Instagram Followers

**Over 10 Minutes**

National TV coverage in 2020



# 2021 TEXACO CAMARO | PARTNER PLACEMENT OPTIONS

Limited placement is the commitment of the team to ensure the overall look of the car is maintained. At the same time, we look forward to any ideas you may have in additional partner brand locations.

## PARTNER LEVELS

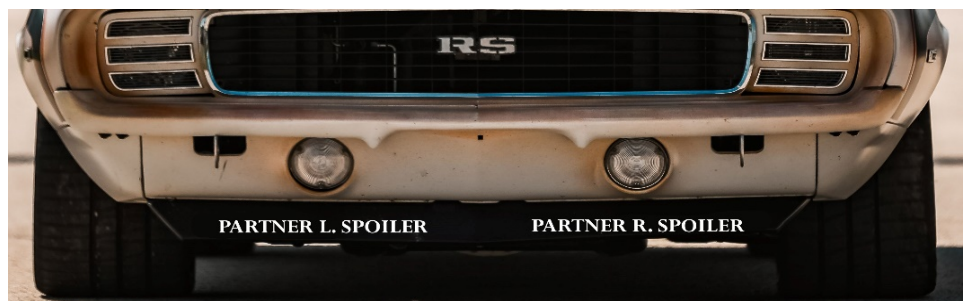
TITLE PARTNER - \$6,500 VALUE | IN-KIND

ASSOC PARTNERS - \$3,000 VALUE | IN-KIND

SPOILER PARTNERS - \$2,500 VALUE | IN KIND

LOGO PARTNER - \$2,500 VALUE | IN KIND

KILLSHOT PARTNERS - \$1,500 | IN KIND



## FOR MORE INFORMATION

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