

HEAVYFOOT **PRODUCTIONS**



Turn 14 Sponsorship Proposal

Heavyfoot Productions

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Earlier this year, Heavyfoot Productions began with a simple yet exciting venture - to offer HD, professionally edited video clips to track day participants, capturing the excitement of a track day, on and off the track. With photographers in the paddock and our two dedicated camera cars on track, we have the ability to capture exciting video from a unique angle, providing thrilling content to the participants that long to share the excitement with friends and on social media.



We could not have predicted the rush of interest that followed our first event! By the end of the first day, participants were asking around for "those camera cars", with no prior advertising. The event host was receiving phone calls stating "we hear you have camera cars!" and wanting more info.

We left that first weekend with 40 hours of video to comb through, and dozens of contacts that were interested in seeing their personalized content. Several profitable transactions later, we knew we were on to something.

Heavyfoot Productions quickly grew from a spontaneous idea in the waning hours of a track weekend, to a sought-after production service that customers can add to their shopping cart at checkout when signing up for track days hosted by a premier track day event host in Texas.





Since then, our portfolio has begun to grow, as does the variety of jobs that we have been contracted to do. From track days, to commercials, to corporate events, our calendar (and responsibilities) are growing exponentially.

In this last quarter, we have worked the following events and contracts:

- Open track day weekend – Motorsport Ranch, Cresson – Hosted by Edge Addicts
- Open track day weekend – Circuit of the Americas – Hosted by Edge Addicts
- Sponsorship Showcase Production – SDR / Lotus Racing (Pirelli World Challenge)



The remainder of our 2016 Calendar is filling quickly, to include the following events:

- Open track day weekend – Circuit of the Americas – Edge Addicts - October
- Corporate Event – Driveway Austin – Mazda North America – October
- Corporate Event – Driveway Austin – Volvo North America - November
- Open track day weekend – MSR Cresson –Edge Addicts - November
- Corporate Event – Driveway Austin – Hosted by General Motors – November
- Open track day weekend – Circuit of the Americas – Edge Addicts – December
- Open track day weekend – MSR Houston – Chin Motorsports – December
- Private track day event: Running of the Bulls – Circuit of the Americas - January





We believe that our exposure to a specific, desired demographic, and our staging at each of these events, is of interest to Turn 14 and an opportunity for us to work together.. even if turn 14 at Road America is more exciting than turn 14 at Circuit of the Americas, COTA attracts the crowds businesses want to be exposed to!

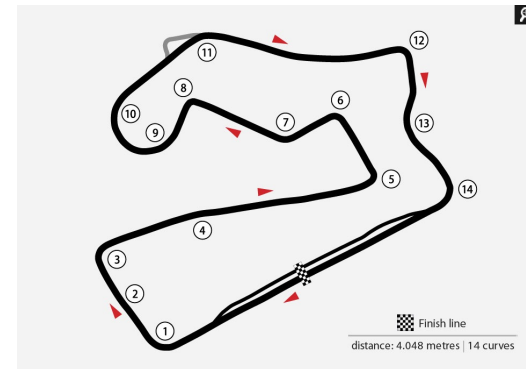
At each of our customer-oriented events, we will be serving affluent car enthusiasts who have a passion for RACING. Not concerned so much with

Instagram followers or the "hard

parker" scene, our customers want real

performance for their real cars on a real track. Their

disposable income follows their passion, and their passion consists both of performance modifications, and using consumables (brake rotors / pads / fluid, oil, wheels, etc) at a VERY high rate.



TURN 14
DISTRIBUTION



An example:

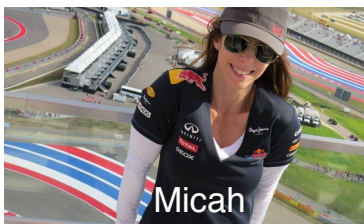
Our first customer was a husband / wife pair with a Dodge Viper ACR, who, by our estimation, spends \$30,000 per weekend on expenses and consumables to participate in each open track day at Circuit of the Americas. They put new tires on their ACR every time. They did not stand out as unusually dedicated or affluent in the paddock when compared to their peers, or our other initial customers.





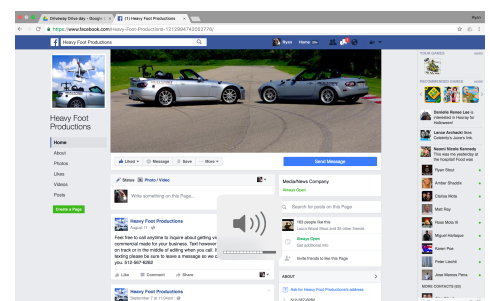
Our staging at an event is perfect to grab their attention. Our 45 foot enclosed, air-conditioned trailer not only holds our tools, but includes a multimedia area where customers will be able to come in and view our work. This trailer will be completely vinyl wrapped with our Brand, as well as the branding of other entities that see the opportunity as a value to their business. In addition to Monster Energy and GoPro, we are hoping that Turn 14 will see the possibilities of the exposure we offer.

When our professional photographers are in the paddock and our camera cars are on track, our outreach efforts continue thanks to Micah and Amber, our off track sales team that will be at our table offering not only our productions for purchase, but passing out flyers, branded swag, and even selling consumables that we stock at the track.



Our exposure goes beyond the customers at the track. Our social media efforts are growing rapidly, and with each "Like" of our Facebook page, that is another social circle that will be exposed to our content, posts, and images of our branded cars.

We are not a race team seeking sponsorship. We are a production team with on and off-track resources that all the race teams and track day participants will look at.



In summary, we can offer:

- *An AP2 S2000 with branding on windshield, doors, hood and hardtop*
- *An NC Miata, with branding on windshield, doors, and/or hood*
- *A 45 foot enclosed, fully wrapped, eye grabbing trailer with your branding*
- *A Ford F250 diesel tow vehicle, with your branding*
- *Fliers, coupons, catalogs, etc of your choosing, made available to our customers at the track, and/or in the box when we ship our media to our customers*
- *An extension of the long working relationship between Turn 14 and Stout Performance, offering your products for sale directly at the track, and/or a web portal staged at the track*



This partnership would expand each of our capabilities, and allow us both to offer more to our respective clients. We are excited to share more with you, and look forward to your feedback.



Sincerely,

Heavyfoot Productions Team



