

# Shane Morgan Racing

## *~2018 Marketing Proposal~*



# Sponsorship Benefits:

A race car sponsorship is more than just a rolling billboard. Sure, you will have your company's name on the car, but there are many other valuable benefits, such as:

- \*You get a driver who can help network and promote your business.
- \*Provide exposure for your business; via personal relationships and live television spots.
- \*Possible Tax write-offs.
- \*Can be utilized to improve employee morale, and it will definitely be fun for you and your employees to become involved in.

I realize the importance of supporting my sponsors through many different methods, and I am always willing to discuss various ways that we can make this relationship positive and beneficial to you.

There are many different ways you can provide sponsorship, and two of those ways are:

- Monetary Support Sponsor
- Product Support Sponsor

Your company's name will be placed on the race car in various sizes depending on the placement of the logo on the car. Sizes can range from 2ft tall up to 32 inches tall, and from 2ft wide to 6 ft wide. Your logo's may also include your company's email, number, location, and website. Of course, the size of the sign will coincide with the value of support given.

Anyone interested in becoming more involved in racing is always welcome to become a part of the "team crew" for any of our events!

# What is Sprint Car racing?

- \*Sprint cars are high-powered race cars designed primarily for the purpose of running on short oval, circular dirt, or paved tracks. It is popular in the United States, Canada, Australia, New Zealand, and South Africa.
- \*Sprint cars have a high power-to-weight ratio, making speeds in excess of 140 miles per hour possible on some tracks. 900 hp is commonplace for these machines which typically have a 410 cubic inch engine displacement.
- \*Some more economical Sprint cars use a 360 cubic inch engine, and those produce approximately 700 hp.

## **“About the Race Car”**



The car is a 2009 J&J Chassis and races within the ASCS & USCS series sanctions. It has a 362 Chevy 680 hp fuel injection engine, and was designed by Mc Murtry Engine Builders in Saucier, MS.

## **“About the #01 Driver”**

\*Shane's been racing for 27 years now, beginning with kart racing age 7. In '98, He raced Mini-Sprints & won the SOWRA Championship in '00.

\*Beginning '01, Shane raced several different sanctions. He finished 4<sup>th</sup> in points with SUPR in '03 and 3<sup>rd</sup> in '04.

\*Shane won the CSA Points Championships in '05 & '06. Those same years, he raced in Charlotte, NC at Lowe's Motor Speedway in the ASCS Heintz Performance Championships, and finished in the top 5 in '05 & top 10 in '06.

\*In '07, he finished 3<sup>rd</sup> in points with CSA.

\*In '08 & '09, he finished 2<sup>nd</sup> in points with CSA.

\*In '10, he finished 4<sup>th</sup> in points with CSA.

\*In '11, he finished 2<sup>nd</sup> in points with CSA.

\*In '12, Shane raced his first asphalt Sprint car race in Pensacola, FL.

\*In '12, Shane finished 2<sup>nd</sup> in points with the CSA.

\*In '13, he won the CSA points Championship, making him a 3 time winner with that sanction!

\*In '14, Shane won the SOS points Championship series.

\*In '15 & '16, he finished 3<sup>rd</sup> & 2<sup>nd</sup> in the Championships with the ASCS Coastal sanction.

\*In '17, he finished 7<sup>th</sup> with ASCS Coastal, including 1 win, 4 top 5's, and 7 top 10's.



# Example Options for ELITE Monetary

## Support Sponsors:

- A. Driver fire suit with company name/logo on it, Crew Shirts with company name/logo on it, merchandise with company name/logo on it, Team expenses, 1 car showing events, car/push truck (mule) with wrap containing company's name/logo on it
- B. Driver fire suit with company name/logo on it, Crew Shirts with company name/logo on it, merchandise with company name/logo on it, Team expenses, 3 car showing events, car/push truck (mule) with wrap containing company's name/logo on it
- C. Driver fire suit with company name/logo on it, Crew Shirts with company name/logo on it, merchandise with company name/logo on it, Team expenses, 5 car showing events, car/push truck (mule)/car trailer with wrap containing company's name/logo on it

\*Prices are negotiable and contracted between  
Sponsor and Team/Owner during the initial sign-on meeting.

*Thank you for your kind consideration!*



I would be more than happy to discuss any ideas you may have, and to talk about a potential sponsorship opportunity with your company.

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