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## Does Your Team Have A Brand?

Motorsports Promotions was created to engage businesses seeking brand recognition, outlet partnerships and the impressions to drive consumers to all brands involved.

Short track motorsports are undervaluing itself as a marketing entity, which is why Motorsports Promotions has been formed. Tracking of website hits, Facebook, Instagram, Snapchat, and other social media reach are at the root of this marketing thought process. The loyalty of the fans, the apparel they wear and that your team wears. The transporter going down the road, all impressions.

Each of the series and tracks over the past off season have elevated this opportunity even further with live streaming for all or most of the events promoted by these series and tracks. Weekly tracks across the region and these series have created an environment of success for motorsports that has not been seen in an exceptionally long time.

Using these statistics, the elevated fan attendance and the loyalty of the motorsports fan base, and the media numbers available create a marketing opportunity unmatched in any other area of marketing, not just motorsports marketing, across all platforms of marketing. Motorsports Promotions creates packages to be presented to the types and sizes of businesses that can afford to elevate motorsports. In return for these partnerships the company will be exposed to built-in followings of brand influencers creating an excellent branding opportunity that is tailored to the demographic, and geographic footprint a company would be seeking.

As much as you are all racecar drivers, you are spokespersons and can be brand influencers. Brand influence, brand spokespersons, excellent representation of your current marketing partners, these are the qualities a company is looking for. Your driver's uniform, your crew apparel, your transporter all adds to the visibility of a company brand and drives the impressions these businesses are seeking.



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A team does not need a transporter the size of a tractor trailer to be effective. Is your truck and trailer clean? Do you have your current sponsor/partners on it? Most weekly teams have less than 6 people on their crew, are they all wearing a matching tee shirt? Even if that tee just has the team's name and number on it, the marketability and professionalism just went up exponentially. Do you take fifteen to twenty of your autograph cards, pre autograph them during the week and when you have a gap between qualifying and heats or heats to feature, just go walk through the crowd to people you do not know and pass that card out, interact with people. Does that autograph card have a link to your Facebook? Do you have Facebook, Instagram and/or snap chat? A Facebook page about your team posting once a week about one of your partners makes you more visible to everyone, helps your current partners and makes you more marketable.

Weekly teams can benefit just as much as a touring Super Late Model. A weekly team can generate 100s of thousands to millions of impressions per year. Motorsports Promotions takes those impressions and creates value to the businesses that are seeking exposure.

For any business, the purchase of advertising and marketing is not based on customers; it is based on impressions. Impressions drive customers and potential customers to websites, Facebook pages and to the doorsteps of businesses. All the series and weekly tracks seen at the Motorsports Promotions website offer well over five million impressions based on a thirteen to sixteen race schedule and one to four off track appearances by your team. This impressions number can be elevated several ways and can reach numbers that are unmatched by any other form of marketing or advertising.

### **How does your Team Get Involved?**

Motorsports Promotions will feature you on the Drivers Page of our site.  
For this basic positioning there is no charge.

*We need the following:*

A Head shot of you or a picture of just you in your current driver's uniform

A picture of your most current car (this can always be updated)

300-500 words about yourself and your racing career

Links to all your social media to create links at the bottom of your page.