

Dale Eliason Jr.

2017 Sponsorship Proposal



Dear Marketing Partner,

I would like to personally reach out and thank you for taking the time to review my 2017 sponsorship proposal. The following proposal will explain how marketing through motorsports is a mutually beneficial partnership for both your company and my racing career.

Our number one goal with our partners is to show your company a return on investment. To do this, we are able to create a custom fit marketing platform for nearly any budget to maximize the benefits for both parties.

We understand that communication is a big key when it comes to successful partnerships, and we are more than happy to answer any questions that you may have about marketing through motorsports.

Thank you for your time and consideration, and I look forward to hearing back from you.

Sincerely,

Dale Eliason Jr.

Dale Eliason Jr.

ABOUT DALE JR



Dale Eliason Jr.

Born:	April 4, 2004
Hometown:	Phoenix, Arizona
Race Car:	Micro Sprint Car
Race Series:	Power 600 Series
Favorite Driver:	Donny Schatz
Car Owner:	Dale Eliason Sr.

My name is Dale Eliason Jr. and I am a 12 year old racecar driver from Phoenix, Arizona. I am the driver of the #04j Micro Sprint Car. I started racing go karts at the young age of 4 years old, and moved into quarter midgets in 2011. I made my first Micro Sprint Car start in one of the premier events at California Speedweek on July 8, 9, 10, & 11 in 2015. After only practicing my car one time before heading into one of the biggest Micro Sprint races in the nation, I was able to make the main event two nights with a respectable 15th place finish after starting 24th. In 2016, I won the Power 600 Rookie of the Year honor, and I am excited to say that I have a full schedule lined up for the 2017 season!

Outside of racing, I am a 7th grade student and attend Sunset Ridge Elementary school in Phoenix, Arizona. I was on the honor roll for all semesters of my 6th grade year, and was able to make the Principal's List for my first semester of 7th grade. I am currently tracking to make the honor roll this semester as well. Something that some people might not know about me is that I play the baritone and am a member of the school band. Other hobbies that I enjoy include playing sports, camping, fishing, and riding my quad and dirt bike in my spare time.

CAREER HIGHLIGHTS

2017

- ✓ Finished 22nd in Restricted Class A-Main at the Tulsa Shootout

2016

- ✓ Power 600 Series Rookie Of The Year
- ✓ Tulsa Shootout Restricted B-Main Winner
- ✓ Finished 6th in Power 600 Open Class Points

2015

- ✓ Light World Formula Track Record Holder (5.814) at VSQMA
- ✓ Valley Of The Sun Quarter Midget Assoc. Iron Man Award Winner
- ✓ Valley Of The Sun Quarter Midget Assoc. Light World Formula 2nd Place
- ✓ Valley Of The Sun Quarter Midget Assoc. Senior Honda 2nd Place

2014

- ✓ QMA Ice Breaker Series Light World Formula Champion
- ✓ Granite Mountain 19 Memorial Cup Prescott Valley Speedway Senior Honda Champion
- ✓ Granite Mountain 19 Memorial Cup Prescott Valley Speedway Light 160 Champion

2013

- ✓ Arizona Karting Association Holiday Classic JR 1 Combined Crystal Bowl Winner
- ✓ Valley Of The Sun Quarter Midget Assoc. Senior Honda 3rd Place
- ✓ Valley Of The Sun Quarter Midget Assoc. Light 160 2nd Place
- ✓ SpeedWorld Quarter Midget Junior Honda 2nd Place
- ✓ SpeedWorld Quarter Midget Light 160 4th Place

2012

- ✓ Valley Of The Sun Quarter Midget Assoc. Junior Honda 2nd Place
- ✓ Arizona Karting Association JR 1 Champion

DIRT TRACK DEMOGRAPHICS

The typical race fan found at dirt tracks throughout the United States is a brand-loyal, free spending fan, who feels an obligation to support companies that provide the sponsorship for their favorite teams and drivers. The demographics for dirt track racing provide an ideal match for the marketing objectives of both automotive and non-automotive sponsors.

Gender

<i>Male</i>	<i>68%</i>
<i>Female</i>	<i>32%</i>

Age

<i>Under 18</i>	<i>14%</i>
<i>19-25</i>	<i>29%</i>
<i>26-35</i>	<i>28%</i>
<i>36-45</i>	<i>19%</i>
<i>46 +</i>	<i>9%</i>

Education

<i>Non High School Grad</i>	<i>10%</i>
<i>High School Grad</i>	<i>22%</i>
<i>Some Vocational</i>	<i>18%</i>
<i>Some College</i>	<i>23%</i>
<i>College Grad</i>	<i>26%</i>

Income

<i>Under \$15,000</i>	<i>17%</i>
<i>\$15,000-\$25,000</i>	<i>16%</i>
<i>\$25,000-\$35,000</i>	<i>20%</i>
<i>\$35,000-\$45,000</i>	<i>16%</i>
<i>\$45,000 +</i>	<i>27%</i>

Race Fan Duration

<i>Less Than 1 Year</i>	<i>1%</i>
<i>1-3 Years</i>	<i>6%</i>
<i>3-5 Years</i>	<i>14%</i>
<i>5 + Years</i>	<i>76%</i>

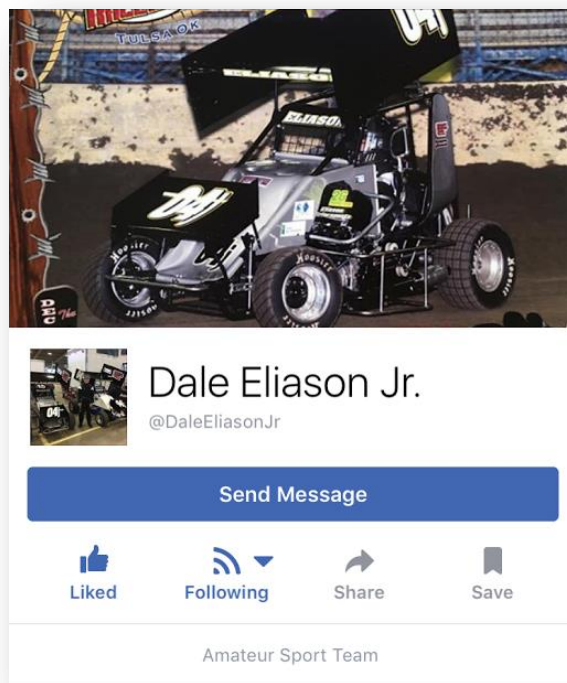
Fan Category

<i>Moderate Race Fan</i>	<i>12%</i>
<i>Serious Race Fan</i>	<i>39%</i>
<i>Hard Core Race Fan</i>	<i>49%</i>

Source: Lehman Motorsports Services

SOCIAL MEDIA

By choosing to market with Dale Eliason Jr, you are choosing to promote your business on a race car that is able to reach target audiences of all ages. You will also gain a marketing tool in the realm of social media with Dale Jr. Dale Eliason Jr's Facebook page has dedicated fans that are subscribed to updates from the team.



Like us on
Facebook

www.facebook.com/DaleEliasonJr/

2017 SCHEDULE

Date	Track	Location
March 4	Canyon Speedway Park	Phoenix, Arizona
March 11	Canyon Speedway Park	Phoenix, Arizona
April 1	Canyon Speedway Park	Phoenix, Arizona
April 14	Canyon Speedway Park	Phoenix, Arizona
April 15	Canyon Speedway Park	Phoenix, Arizona
May 20	Canyon Speedway Park	Phoenix, Arizona
May 27	Canyon Speedway Park	Phoenix, Arizona
May 28	Canyon Speedway Park	Phoenix, Arizona
June 17	Canyon Speedway Park	Phoenix, Arizona
June 23	Plaza Park Raceway	Visalia, California
June 24	Plaza Park Raceway	Visalia, California
June 27	Dixon Speedway	Dixon, California
June 28	Delta Speedway	Stockton, California
June 30	Plaza Park Raceway	Visalia, California
July 1	Lemoore Raceway	Lemoore, California
July 29	Canyon Speedway Park	Phoenix, Arizona
September 16	Canyon Speedway Park	Phoenix, Arizona
September 29	Canyon Speedway Park	Phoenix, Arizona
September 30	Canyon Speedway Park	Phoenix, Arizona
October 14	Canyon Speedway Park	Phoenix, Arizona
October 21	Canyon Speedway Park	Phoenix, Arizona
November 24	Canyon Speedway Park	Phoenix, Arizona
November 25	Canyon Speedway Park	Phoenix, Arizona
December 26-31	Tulsa Expo Center	Tulsa, Oklahoma

*** Schedule Subject To Change ***

SPONSORSHIP OPPORTUNITIES

BRAND AWARENESS

- Logo on Micro Sprint Car
- Brand mentioned in media interviews including video, print, radio, and track PA system.
- Logo and link to company website on www.daleeliasonjr.com
- Logo on race trailer
- Logo on driver suit
- Logo on driver helmet
- Logo on driver hero cards
- Logo on team apparel and fan merchandise

MEDIA COVERAGE

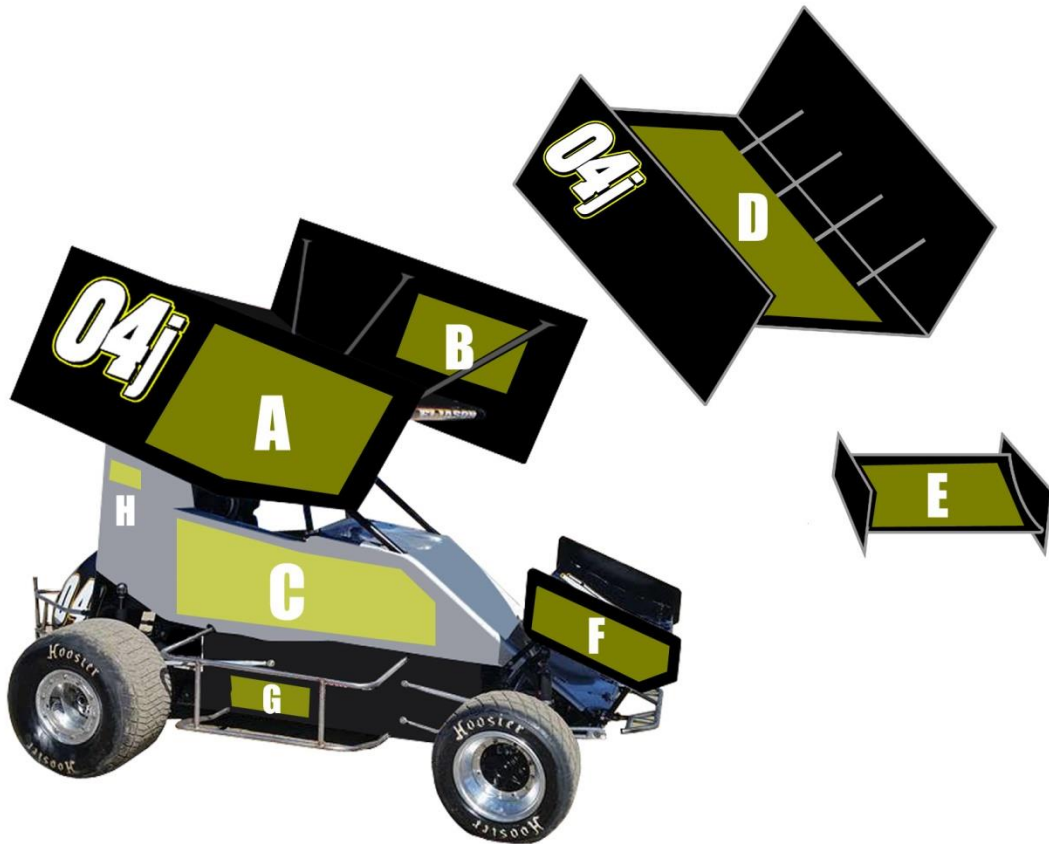
- Tulsa Shootout nationally televised on MAVtv in January
- Many events in 2017 will be broadcast live on PPV
- Dale Jr's races will be reviewed after every event on www.daleeliasonjr.com
- Brand included in all social media blasts



PROMOTIONS

- Car and driver available for company events on non-race dates
- Dale Jr available as an official spokesperson for your brand
- Coupon promotion through Dale Eliason Jr to generate more business
- Sweepstakes opportunities on social media to promote your brand
- Dale Eliason Jr is represented by professional racing promotions group, 26 Promotions to help your company

SPONSORSHIP AREAS ON CAR



A - Wing Side Panel*
B - Inside Top Wing
C - Body Panel
D - Top Wing

E - Center Nose Wing
F - Side Front Wing*
G - Lower Crush Panel
H - Arm Guard Panel*

* Indicates Same Space On Other Side Of Car

SPONSORSHIP PACKAGES

Gold	Silver	Bronze
<ul style="list-style-type: none"> • <u>Large</u> decals placed on prime viewing area of car - A, B, C, D • Primary recognition in all social media blasts on Facebook • Primary mention in all interviews including video, print, radio, and track PA. • Advertising space available on race car trailer • Logo on driver's helmet • Prime placement on hero cards • Prime placement on team apparel and fan merchandise • Coupon/Sweepstakes opportunities on social media • Car/driver available for company events • Tickets and Pit Passes to any event of your choice 	<ul style="list-style-type: none"> • <u>Medium</u> decals placed on secondary viewing area of car - E, F • Secondary recognition in all social media blasts on Facebook • Secondary mention in most interviews including video, print, radio, and track PA. • Secondary placement on hero cards • Inclusion on team apparel/fan merchandise • Car/driver available for company events • Tickets to any event of your choice 	<ul style="list-style-type: none"> • <u>Small</u> decals placed on tertiary viewing area of car - G, H • Recognition in social media blasts on Facebook • Tertiary placement on hero cards • Tickets to any event of your choice

\$3,000

\$2,000

\$1,000

All packages and prices are negotiable depending on your budget and exposure level.

CONTACT US

Thank you for viewing our 2017 Season Sponsorship Proposal. Please feel free to contact us at any time to further discuss how this partnership can be modified or tailored to better fit your marketing needs.

Dale Eliason Sr

Owner

Email – eliason8@msn.com

Phone – (602) 370-1815

Website – www.daleeliasonjr.com

