

Kayli

BARKER 
RACING



2016 SPONSORSHIP PROPOSAL

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Thank you for taking an interest in Kayli Barker Racing and the time to consider our sponsorship proposal. My name is Kayli Barker, a female race car driver based in Las Vegas, Nevada. I am young, I am winning and I am eager to represent your brand!

This proposal will explain the benefits of a mutually beneficial partnership between your brand and Kayli Barker Racing.

Although we have outlined some specific examples of sponsorship levels we are seeking, we are also flexible and are open to crafting a value packed sponsorship package that works well for your brand. Our intention is to create sustainable relationships to maximize the benefit of a potential partnership. As you turn the pages within this proposal you will find the following:

- Marketing opportunities to suit every need
- How we can expose your business to thousands of people nationwide
- Learn about the driver and family at Kayli Barker Racing
- See our past results and accomplishments
- Gain an understanding of how Kayli Barker Racing fits into your marketing plan
- Understand the demographics of the NASCAR fan base
- Our Goals in 2016
- How you can help two amazing charities in Las Vegas, Project 150 and Las Vegas Labrador Rescue

Thank you once again for your time and consideration of our proposal. We welcome the opportunity to get to know more about you and hope you'll join us in Victory Lane.

Sincerely,
Kayli Barker



About Kayli Barker



“ I am Kayli Barker, a race car driver for Kayli Barker Racing. Many people tell me I am the next Danica Patrick, but I tell them I’m the first Kayli Barker! ”

I’ve been racing since I was 8 years old and have won three Bandolero Championships. On Aug. 18, 2012, I became the youngest female to win a NASCAR Whelen All-American Series race.

Today, I attend the University of Nevada Las Vegas as the recipient of a millennium scholarship. Graduating from high school in 2015 with a straight-A average and was named the salutatorian of my graduating class.

Strong in my Christian faith, my family and I believe strongly in serving our community. I’m proud to represent Project 150, as their Official Spokesperson. Project 150 is a Las Vegas nonprofit organization that helps homeless, displaced and disadvantaged high school students stay in school and graduate. I also volunteer and support the Las Vegas Labrador Rescue. In conjunction with my service to the community I live in and my performance both in the classroom and on the track I have been awarded both the Ronald Reagan Presidential Foundation Leadership Award and NASCAR UNOH Youth Achievement Award.

I have celebrated many milestones and accomplishments in my career already including being the 1st female driver to win three track championships in Las Vegas history and the youngest female driver to win a NASCAR Whelen All-American series race.

My goals for the 2016-2017 seasons include competing in the Lucas Oil Modified Series, WIN races and travel across the country to race in the K&N East or West Series.

Birthdate: July 1997

Age: 18

Hometown: Las Vegas, NV
Freshman UNLV

Career Achievements

2015 5th in LVMS Bullring Super Late Model Points
2015 Selected for NASCAR's 2015 Drive for Diversity Combine
2014 4th in LVMS Bullring Super Late Model Points
2014 NASCAR UNOH Youth Achievement Award Recipient
2013 LVMS Bullring Super Stock Champion
2013 LVMS Bullring Super Late Model Rookie of the Year
2012 Super Stock Rookie of the Year
2012 Bullring Spring Sizzler champion
2011 Nevada State Bandolero Outlaw Champion
2011 LVMS Bullring Bandolero Outlaw Champion
2011 1st Female to Win Two Track Championships in Las Vegas History
2011 4th in National Points, Top Female
2011 25 Wins- 18 in a row, 36 of 40 (top 3) 38 of 40 (top 5)
2011 Charger Division – Finished 9th, 5th, 7th, and 6th in Four Local Races
2011 Qualified 10th at the Street Stock Shootout @ Orange Show Speedway
2011 Finished 4th LVMS Open Competition
2010 3rd in LVMS Bullring Bandolero Outlaw Division Points
2009 Nevada State Bandolero Bandit Champion
2009 LVMS Bullring Bandolero Bandit Champion
2009 Youngest Female Track Champion in Las Vegas History
2009 10th in National Points, First Female to Reach Top 10
2009 11 wins, 31 out of 37 (3rd place), 36 of 37 (top 5)
2008 6 in LVMS Bullring Bandolero Bandit Points
2007 7th in LVMS Bullring Bandolero Bandit Points
2006 Nevada State Bandolero Bandit Champion
2006 7th in LVMS Bullring Bandolero Points



Build Your Brand With Kayli Barker Racing



NASCAR Racing Advertising Will Help You Increase Your Sales!

NASCAR is the second most viewed sport on TV behind the NFL. NASCAR fans prove to be the most brand loyal in all of sports. Research documents NASCAR fans are 3 times more likely to purchase a NASCAR sponsored brand. The most common misconception regarding NASCAR sponsorship is that it is not an affordable advertising option for most small to medium sized businesses. This is where Kayli Barker Racing dispels the myth. We have the ability to craft a unique sponsorship package to meet the needs of any budget. Becoming a member of the Kayli Barker Racing family now gives you the unique opportunity to grow your brand as we grow our own. We'd like to invite you to join our team and align your brand with the biggest brands in the country.

NASCAR by the numbers:

- 1 in 3 American adults follows NASCAR. This translates to 75 million people
- More than one-fifth of Fortune 500 companies sponsor NASCAR
- NASCAR races draw bigger crowds than the Super Bowl, the World Series, and the NBA finals... combined!
- NASCAR races are carried live on NBC, FOX and 350 radio stations nationwide
- 77% of NASCAR fans are between 18-54 years old with a median age of 43
- 47% of NASCAR fans earn more than \$50,000 per year
- 40% of NASCAR fans are women and 39% have children under 18
- NASCAR sponsors include Pepsi, Bank of America, Subway, Sprint, Coke, UPS, Target, Office Depot, Wheaties, McDonalds, Lowes, Miller Lite, and thousands of small companies

What sponsorship can do for your brand:

- Build brand/name awareness for your business.
- Build a winning image for your business among your targeted audience.
- Build employee morale.
- Potential for public relations exposure for your business in local and regional print and broadcast media along with the internet.
- Create a high-excitement merchandising vehicle for cross promotions and tie-ins.
- Create business-to-business opportunities with other sponsors in the sport.
- Increase your business industry visibility through trade show, grand opening, sale day appearances and tie-ins, plus vendor hospitality events both at and away from the racetrack.
- Enhance supplier loyalty through VIP hospitality events (night/day at the races).
- Distinguish your business from the competition.

How Advertising With Kayli Barker Racing Can Increase Your Public Awareness and Grow Your Sales

The excitement generated by racing fans, television cameras, and journalists from around the world creates an ideal environment for you to invite prospective purchasers to enjoy the race and learn more about your products and services. You can use racing events for advertising by:

- Hosting a team building event at a race to build teamwork/increase sales productivity and morale.
- Inviting your employees, customers, and best prospects to a race where they can have their picture taken with our driver and/or our racecar featuring your logo
- Having our driver can make a live appearance at your company and/or your locations to drive business to your locations, greet customers, sign autographs, pose for photographs, etc.
- Sales Contests. Use a trip to a race as a reward your top selling salespeople
- Bringing our race car to your offices to promote a special event or campaign
- Having our race car at your trade show booth to drive traffic
- Use the “buzz” created by the media to launch a new product or service, enter a new market, or simply get the word out
- Create a video of our driver visiting your company or locations to build awareness for your company on social media such as YouTube
- Use our car and driver to promote your company’s favorite charity or cause, etc.

The return on your investment is easy! Sponsoring NASCAR can produce a major increase in your sales and a big ROI on your advertising dollars!

Kayli Barker Racing Market Reach



SOCIAL MEDIA IMPACT



7, 884 Fans



195 Followers



1.3k Followers



3,257 Video Hits



MY AUDIENCE

BY THE NUMBERS

 **3.4**
Cars per household

 **73%**
Married

 **87%**
Employed full time

29% 
\$30-\$50K Annual Income

 **78%**
Male

81%
Own a home

42
Years old average



2016 Schedule 26 Races 8 Cities



LAS VEGAS
MOTOR SPEEDWAY



Feb 27	Kern County Raceway Bakersfield, CA	Jul 23	Rocky Mountain Speedway Salt Lake City, UT	Mar 26	NASCAR Whelen All-American Series Opening Night	July 2	Night Of Fire
Mar 19	Havasu 95 Speedway Lake Havasu City, AZ	Aug 20	Orange Show Speedway San Bernardino, CA	Apr 9	NASCAR Whelen All-American Series Race No. 2	Aug 27	NASCAR Whelen All-American Series Race 9
Apr 9	Tucson Speedway Tucson, AZ	Sep 17	Kern County Raceway Bakersfield, CA	Apr 23	Mobil 1 Racing Oil Night	Sep 10	Keith Danser Kids Candy Toss Presented by Whelen Engineering
Apr 30	Irwindale Event Center Irwindale, CA	Oct 8	Madera Speedway Madera, CA	Apr 30	NASCAR Whelen All-American Series Race No. 4	Sep 24	NASCAR Whelen All-American Championship Night
May 21	Las Vegas Motor Speedway Las Vegas, NV	Oct 29	Havasu 95 Speedway Lake Havasu City, AZ	May 14	NASCAR Whelen All-American Series Race No. 5	Oct 21	The Fall Classic Qualifying Night
Jun 11	Madera Speedway Madera, CA	Nov 19	Las Vegas Motor Speedway Las Vegas, NV	May 21	Lucas Oil Night at The Bullring	Oct 22	The Fall Classic featuring The Open Comp 150
				June 4	Chris Trickle Classic	Nov 19	West Coast Track Championships

Brand Placement

Team sponsors have multiple placement options on cars and team uniforms. Kayli Barker Racing can assist any sponsor in finding the right opportunity that maximizes brand exposure and return on investment.



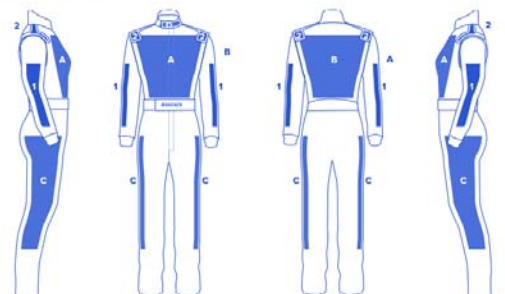
TRANSFORM YOUR BRAND INTO AN ICON

Brands become more than sponsors in our sport, they become the ambassadors.

Write yourself into racing history by joining the Kayli Barker Racing



SPONSORSHIP | THE RACE SUIT



PRIMARY SPONSORSHIP AREAS ASSOCIATE SPONSORSHIP AREAS

** This is not an exact representation. Exact placement/size will vary

Join Our Family



MY UNIQUENESS, YOUR BENEFIT

I WIN RACES + I AM YOUNG
THIS ENABLES ME TO BUILD DEEPER
CONNECTIONS
WITH FANS, BOTH YOUNG & OLD
SO WILL YOUR BRAND





Sponsorship Opportunities

PLATINUM PACKAGE

This is a **PRIMARY SPONSORSHIP** for the **ENTIRE** season. Your company will enjoy a **COMPLETE CUSTOM TAILORED TEAM DESIGN**.

- Your company provides us with Hats, Decals, and Banners.
- Kayli Barker Racing will proudly display them from the beginning to the completion of the event.
- Photo opportunities
- Season media acknowledgement of the sponsorship
- Meet and greet with the driver and crew
- **FOUR** complimentary tickets to each event
- Special at track in pit area hospitality for up to four employees - Includes food and drink.
- A framed, signed photo from Kayli Barker Racing displaying your product
- Title sponsorship of the race car
- Custom designed crew shirts
- A custom logo will be displayed on the race car hauler
- You will be provided six Kayli Barker Racing Crew Shirts for your personal use

Your Cost: \$50,000

SILVER PACKAGE

This is an **ASSOCIATE Sponsorship** for the **ENTIRE** season.

- Your company provides us with T-shirts, Hats, Decals, and Banners.
- Kayli Barker Racing will proudly display them from the beginning to the completion of the event
- Photo opportunities
- Season media acknowledgement of the sponsorship
- Meet and greet with the driver and crew
- Special at track in pit area hospitality for two employees- Including food and drink
- A framed, signed photo from Kayli Barker Racing
- **TWO** complimentary tickets to each event
- Provide us with your logo. We will make vinyl decals made to fit One of the following spots on the race car: -Wing, Nose or Inside of Doors
- Displayed on the race car trailer for the **ENTIRE** season.

Your Cost: \$5,000

GOLD PACKAGE

This is a **CO-PRIMARY Sponsorship** for the **ENTIRE** season.

- Your company provides us with T-shirts, Hats, Decals, and Banners.
- Kayli Barker Racing will proudly display them from the beginning to the completion of the event
- Photo opportunities
- Season media acknowledgement of the sponsorship
- Meet and greet with the driver and crew
- Special at track in pit area hospitality for up to four employees - Including food and drink
- A framed, signed photo from Kayli Barker Racing
- **FOUR** complimentary tickets to each event
- Provide us with your logo. We will make vinyl decals made to fit:
- One of the following spots on the race car: Doors, Hood, or Rear Deck Lid
- Trailer- approximately 500 square inches
- Displayed on the race car, trailer for the **ENTIRE** sea son.
- You will be provided four Kayli Barker Racing Crew Shirts for your personal use.

Your Cost: \$15,000

BRONZE PACKAGE

This is an **ASSOCIATE Sponsorship** for the **ENTIRE** season.

- Your company provides us with T-shirts, Hats, Decals, and Banners. Kayli Barker Racing will proudly display them from the beginning to the completion of the event.
- **FOUR** complimentary tickets to the event
- Photo opportunities
- Logo placement on vehicle for the entire season (placement determined by space availability)
- Meet and greet with the driver and crew
- A framed, signed photo from Kayli Barker Racing

Your Cost: \$1,000



Brand Awareness

Logo Placement

- Logo decal on car*
- Logo on race suit*
- Logo on helmet*
- Logo on trailer*
- Logo on autograph cards, t-shirts, and other merchandise
- Mention of brand in interviews including video, radio, print and track interviews
- Brand logo seen on car at race track and races broadcast online
- Brand logo seen on car on all social media posts and articles with photo of car
- Brand logo seen on Kayli Barker Racing promotional video

*opportunity for graphics to reflect company branding

Social media strategy

- Posts of brand logo/product on social media outlets includes logo website link
- 9.5k followers on Instagram, Twitter & Facebook
- Brand logo and company website link on kaylibarkerracing.com
- Kayli's fans become your consumers.

Public Relations & Promotion

- Hospitality Event at venue of your choice, with Kayli Barker and the team
- Appearances as a brand representative at locations
- Attending events/gatherings and galas as requested by sponsor (times/dates as permitted by race schedule)
- Poster/banners of company logo in pit area and autograph signings

Respectability & Sportsmanship

Kayli Barker Racing reflects well upon every brand, community leader & inspiration to younger girls

Opportunity to be a part of Kayli's journey at an early stage



Contact Kayli Barker Racing

Thank you for taking the time to review our proposal. Please contact us to schedule an appointment to discuss how a partnership can be tailored to best meet your marketing goals. We are open any and all requests you may have to add or modify any partnership models.

We look forward to working with you and your team and being a part of your continued growth and success. Once again, thank you for your time and consideration of our proposal, we look forward to hearing from you soon.

Kayli Barker Racing

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Crew Chief-Ron Barker

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Vicki Barker

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Roger Seymour Photography 2015



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