



# DOUBLE D RACING

## 2019 SPONSORSHIP PROPOSAL

## **EXECUTIVE SUMMARY**

With the 2018 racing season in the rearview mirror, Double D Racing is looking ahead to the 2019 season. As part of these preparations, we are in search of corporate marketing partners to aid our efforts in competing at the highest level of stock car racing in Southern Ontario. Sponsorship provides a unique and cost-effective advertising channel for our partners, while assisting our team with covering the costs of a full season of competition.

Stock car racing is one of the best kept secrets on the Canadian sporting scene. Riding the strength of NASCAR's popularity, the sport has been on the rise in recent years in Ontario, supported by a dedicated and faithful fan base, a solid network of racing centric media outlets, and a growing social media presence. In the past decade, multiple racing facilities in the province have been renovated and have expanded operations to provide better on-track racing for race teams and race fans. Stock car racing maintains broad appeal as a source for action packed family fun in an age of endless entertainment options.

This sponsorship proposal will inform you about why Double D Racing as a team, and stock car racing as a sport, is the ideal venture for your company's marketing dollars. You will also learn of the many ways in which a sponsorship partnership creates a mutually beneficial relationship for both our race team as well as your company. Our team offers a variety of sponsorship options ranging from \$500 to \$6,000 to best suit the marketing needs and financial realities of your company.

By partnering with Double D Racing, you can rest assured that you will receive the benefits of a professional business relationship, while also receiving the personal touch of a small, tight knit, family run operation. The team is committed to top notch on-track performance, as well as focused on off-track marketing efforts, providing optimal exposure to our sponsor partners, all while having fun doing what we love.

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## **WHO WE ARE**

Double D Racing is a Pro Late Model racing team based out of Brantford, Ontario. Formed in 2008, the team is owned and operated by Dave Burbridge and his son Rick (Dick) Burbridge. Rick, the team's 30 year old driver, has over a decade of stock car racing experience, competing in multiple series at tracks all across the province. Dave, the team's crew chief, has over thirty years of racing experience as both a driver and a crew chief. Operating out of their small shop in Brantford, these two strive to punch about their weight class and make a big impact with their performance on the track.

Double D Racing first took to the track in 2009, competing in the highly competitive Super Stock series at Flamboro Speedway. Over the course of five seasons competing in the Super Stocks, the team's performance steadily improved, culminating in 8 main event victories and 20 top-five finishes in a span of 28 events during the 2012 and 2013 seasons.

In 2014, the team made the jump to the top level of stock car racing in the province of Ontario, Pro Late Models. The team found immediate success, scoring 13 top-five finishes in 20 events, finishing 2<sup>nd</sup> overall in Flamboro Speedway Pro Late Model standings. At season's end, Rick and team picked up awards for Rookie of the Year, Best Appearing Car and Most Sportsmanlike Driver.

From 2015 through 2018, the team competed with the APC Racing Series, touring tracks around the province and competing against the best competition the province had to offer.

For 2019, the Double D Racing team will be heading back to Flamboro Speedway to chase down the Pro Late Model Championship and capture as many checkered flags as possible. Additionally, the team will aim to compete in a handful of APC Racing Series events, once again pitting themselves against the best competition around in order to stay on top of their game and score the best finishes possible against larger and better funded race teams.

## **WHERE WE RACE**

### ***Flamboro Speedway***

Flamboro Speedway has been Hamilton's home of asphalt stock car racing for more than fifty years. Drawing fans from across the region, the track's season spans from late April until early October, thrilling fans with action packed racing on the tight third-mile oval track and offering an unparalleled level of fan interaction with the stars and cars that make up the show. The Pro Late Models are Flamboro Speedway's premier division, headlining the racing card for a 10 event championship schedule each season, as well as a pair of high paying special events that draw some of the province's top teams to compete against the track's local stars.

### ***APC Racing Series***

The APC Racing Series debuted in 2015, and immediately drew attention from around the province. The series that took Ontario by storm has continued to build momentum in its four years of existence, and has turned even more heads with clean, hard racing and close finishes. The goal of the series was to bring out the province's top Pro Late Model racing talent and create a competitive atmosphere that was one of a kind, which was something that the racing scene in Ontario had been without for far too long. In just four seasons, the APC Series has breathed new life to the Pro Late Model racing scene and is looking to continue building on this with solid growth in the coming years.

The APC Racing Series' number one objective moving forward is to create a professional series that is different from a weekly racing show; there is a focus on promoting all events through a number of different media avenues. The series drives fans back to the tracks through its marketing and advertising initiatives and helps fill the stands, benefitting tracks, race teams, and sponsors.

## **WHY RACING SPONSORSHIP IS RIGHT FOR YOU**

Race team sponsorship partnerships are one of the most cost effective and unique ways to build awareness for your brand. A typical racing event features an average attendance of 2,000 to 3,000 patrons, with upwards of 10,000 patrons attending premier events. This means that over the course of a season, your company is exposed to a live audience of 50,000 to 75,000 potential customers. This exposure translates into real results, as race fans have long been the most loyal consumers in all of sports. Their passion for what takes place on the track influences their purchasing decisions away from the track. Racing sponsorship does not just assist in creating brand awareness, but helps create a dedicated customer base through an emotional connection to the driver and sponsor.

In addition to at-track audiences, multiple racing media outlets are present at all race events, taking photos, shooting videos, and conducting interviews with drivers and teams. All of these media end up on the internet and social media platforms, creating repeated exposure for your company in a widely viewed and deeply engaging environment.

Other benefits for your company as a result of sponsorship come in the form of fan interaction and marketing engagement. This includes the distribution of “hero cards” to race fans, possible distribution of company product samples or literature. Your brand name will also be featured prominently in team press releases and on the team website. A night out at the race track also creates a great family friendly atmosphere for a night out with your employees.

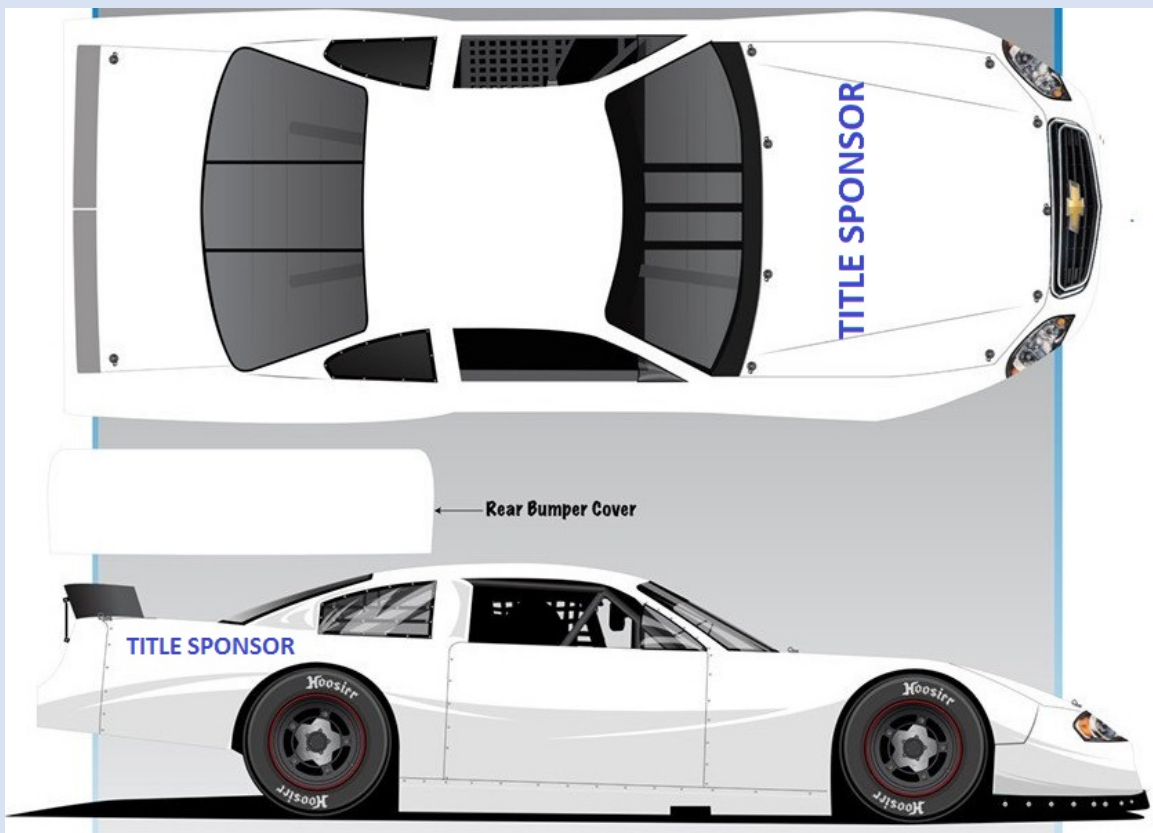
The team will also work with your company to make the car available for corporate events (open houses, customer appreciation days, staff events, etc.) when these events do not come into conflict with scheduled race events.

Double D Racing has multiple sponsorship options available to suit the marketing goals and financial capabilities of your company. The following pages outline these available sponsorship packages.

**TITLE SPONSORSHIP**

**\$6,000 per season**

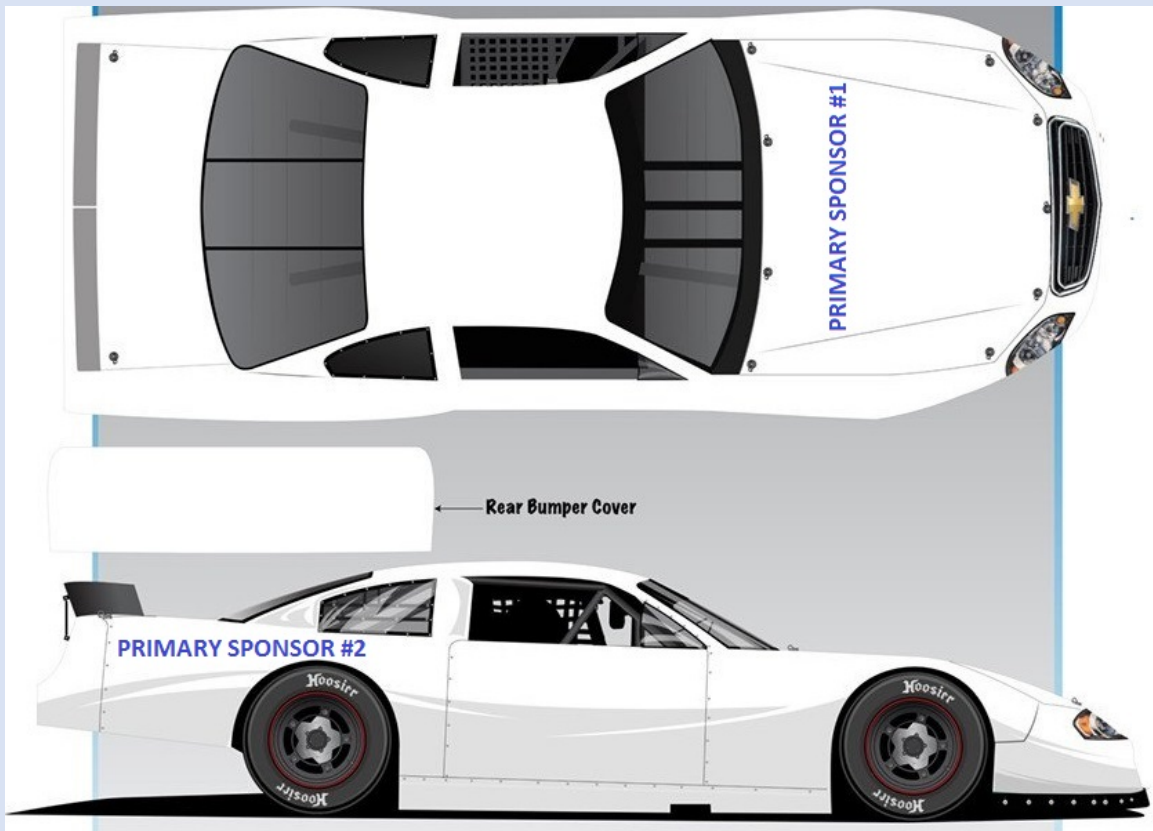
- ❖ *Company name/logo featured on hood and both rear quarter panels*
- ❖ *Car painted in your company's colours*
- ❖ *Paint scheme designed in partnership with your company*
- ❖ *Team uniforms in your company's colours*
- ❖ *Company name/logo featured on team hauler*
- ❖ *Company name/logo and contact information on team website*
- ❖ *Social media exposure*
- ❖ *Prominent exposure on all team press releases*
- ❖ *Company name/logo featured on fan "Hero Cards"*



**PRIMARY SPONSORSHIP**

**\$2,500 per season**

- ❖ *Two Options Available*
  - *Option #1 – Company name/logo featured on hood*
  - *Option #2 – Company name/logo featured on both rear quarter panels*
- ❖ *Available if no Title Sponsor is found*
- ❖ *Company name/logo and contact information on team website*
- ❖ *Social media exposure*
- ❖ *Prominent exposure on all team press releases*
- ❖ *Company name/logo featured on fan “Hero Cards”*





**MAJOR ASSOCIATE SPONSORSHIP**

**\$1,000 per season**

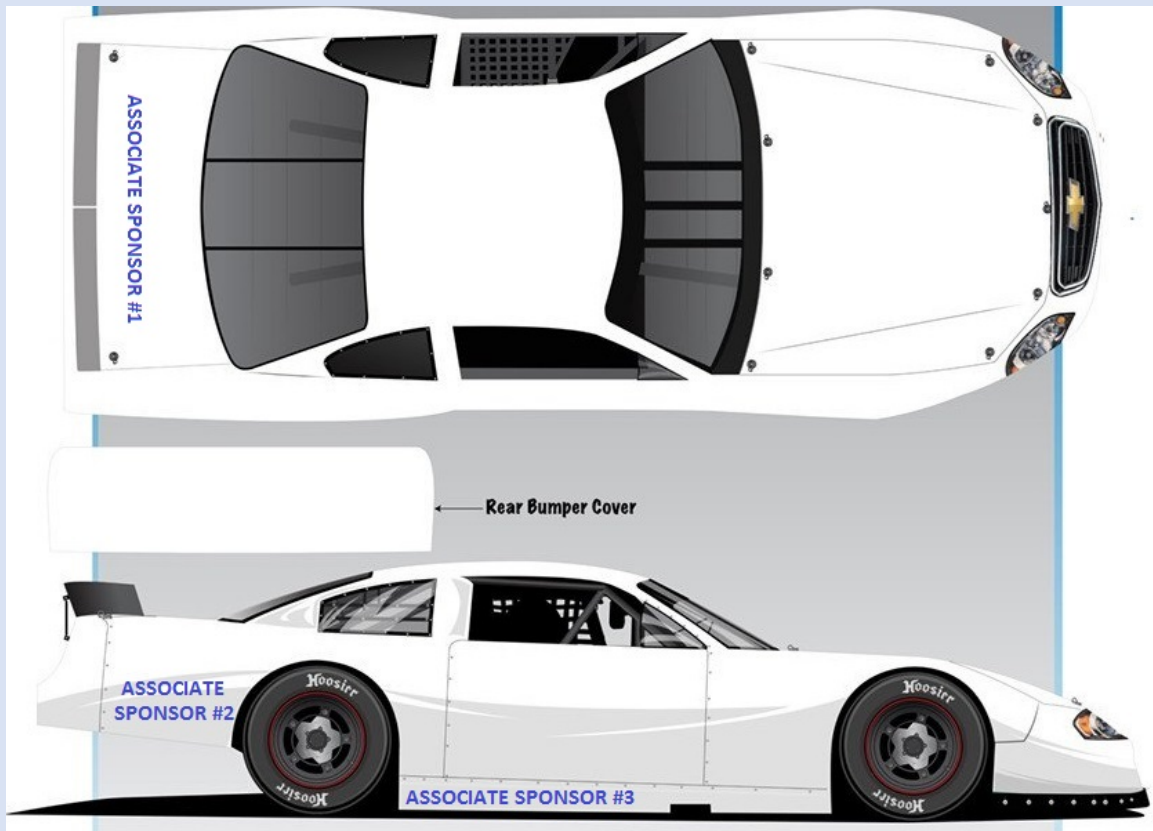
- ❖ *Two Options Available*
  - *Option #1 – Company name/logo featured on front of hood*
  - *Option #2 – Company name/logo featured on rear bumper*
- ❖ *Company name/logo and contact information on team website*
- ❖ *Social media exposure*
- ❖ *Prominent exposure on all team press releases*
- ❖ *Company name/logo featured on fan “Hero Cards”*



## **ASSOCIATE SPONSORSHIP**

**\$500 per season, or Product in lieu of Cash**

- ❖ *Three Options Available*
  - *Option #1 – Company name/logo featured on deck lid*
  - *Option #2 – Company name/logo featured behind rear wheels*
  - *Option #3 – Company name/logo featured on side skirts*
- ❖ *Company name/logo and contact information on team website*
- ❖ *Social media exposure*
- ❖ *Prominent exposure on all team press releases*
- ❖ *Company name/logo featured on fan “Hero Cards”*



## **CLOSING REMARKS**

We at the Double D Racing team would like to thank you for taking the time out of your day to review over our sponsorship proposal package. Your cooperation and support is greatly appreciated. In addition to the sponsorship options covered in this package, if your company has any different sponsorship or partnership ideas that you would like to discuss, please feel free to get in touch with us and let us know. All questions, concerns, and sponsorship inquiries can be directed to one of our contact options.

## **CONTACT INFORMATION**

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Instagram: racer\_burbz

## **DOUBLE D RACING'S MARKET REACH**



### ***1. Flamboro Speedway***

- ❖ Location: Millgrove, ON
- ❖ Planned # of 2019 Events: 12-14
- ❖ Markets Served: Hamilton, Brantford, Waterdown, GTA West, Kitchener/Waterloo

### ***2. Sunset Speedway***

- ❖ Location: Innisfil, ON
- ❖ Planned # of 2019 Events: 1-2
- ❖ Markets Served: Barrie, GTA North, Collingwood, Orillia, Muskoka Region

### ***3. Jukasa Motor Speedway***

- ❖ Location: Hagersville, ON
- ❖ Planned # of 2019 Events: 1-2
- ❖ Markets Served: Hamilton, Brantford, Niagara Region, GTA West, Haldimand-Norfolk

### ***4. Peterborough Speedway***

- ❖ Location: Peterborough, ON
- ❖ Planned # of 2019 Events: 1
- ❖ Markets Served: Peterborough, Kawartha Region, GTA East, Belleville, Kingston