



COOPER MARKETING UNLIMITED



GET YOUR BUSINESS ON TRACK!

***Sponsor a Driver in
NASCAR Craftsman Truck
Series Races!***

-Check out this slide presentation to learn more-

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WE'RE EXCITED TO ANNOUNCE AN EXCITING COLLABORATION OPPORTUNITY WITH ONE OF NASCAR'S MOST PROMISING YOUNG DRIVERS, COLTON COLLINS!

COLTON'S SPECTACULAR DEBUT AT THE ARCA MENARDS SERIES IN ELKO, MINNESOTA SHOWCASED HIS PROWESS AS HE MANEUVERED FROM THE 13TH TO THE 11TH POSITION, FINISHING ALL 250 LAPS.

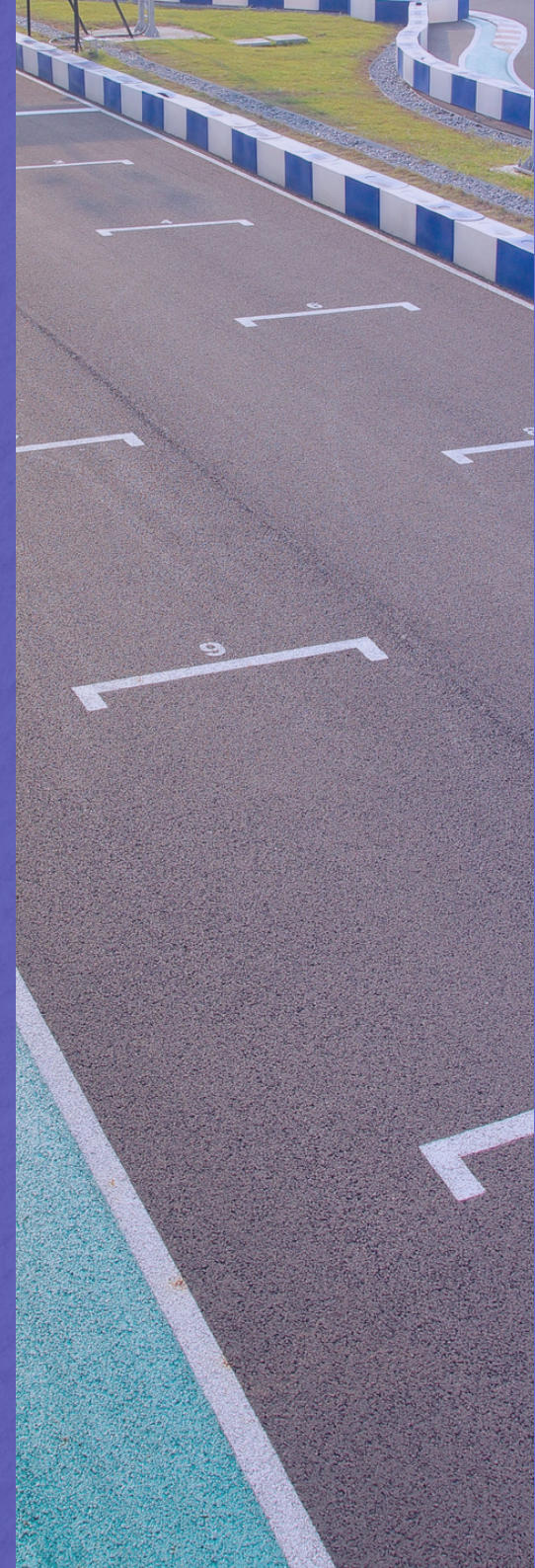
AT INDY RACEWAY PARK IN INDIANAPOLIS, INDIANA, COLTON STARTED IN 17TH PLACE. DISPLAYING REMARKABLE TALENT, HE GAINED THREE POSITIONS TO SECURE A COMMENDABLE 14TH PLACE FINISH AFTER COMPLETING ALL 200 LAPS.

AT ONLY 18 YEARS OLD, COLTON DEFIES THE ROOKIE STATUS WITH AN IMPRESSIVE 12-YEAR RACING JOURNEY. HE BEGAN RACING COMPETITIVELY AT THE AGE OF 6, AND HAS CONTINUED TO DEVELOP HIS TALENTS TO THIS DAY.

WITH HIS IMPRESSIVE TRACK RECORD AND HIGH LEVEL OF EXPERIENCE, COLTON IS GEARING UP TO TAKE ON HIS BIGGEST CHALLENGE YET, THE NASCAR CRAFTSMAN TRUCK SERIES. HE HAS THE TALENT AND EXPERIENCE TO MAKE A BIG IMPACT IN HIS ROOKIE SEASON. ALL HE NEEDS NOW, IS YOU!

WE'RE OFFERING YOU AN EXCLUSIVE OPPORTUNITY TO SPONSOR COLTON COLLINS DURING THE 2024 SEASON OF THE NASCAR CRAFTSMAN TRUCK SERIES!


TAKE ADVANTAGE OF THIS RARE OPPORTUNITY TO GROW YOUR BUSINESS AND BE A PART OF COLTON'S RISE TO THE TOP!



START


BY THE NUMBERS

SCALE AND REACH TO A HIGHLY RECEPTIVE AUDIENCE



#1 SPORT
IN FAN LOYALTY
FOR 14
STRAIGHT
YEARS


MarketCast



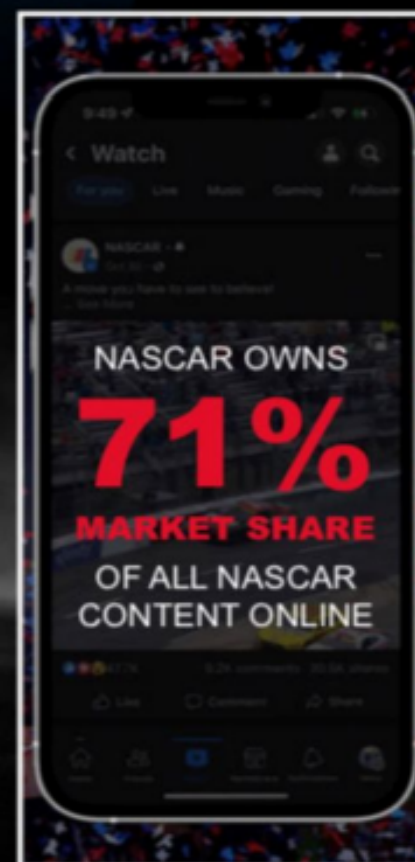
3.04MM
NCS AVERAGE VIEWERS

+4% YEAR-OVER-YEAR
+10% HH SHARE YOY

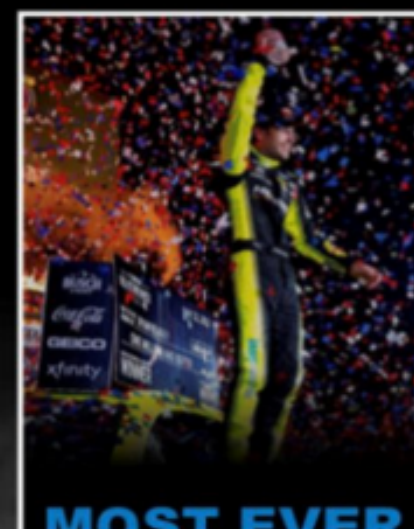
OVER
100K
AVERAGE WEEKEND
ATTENDEES



8X
CUP SERIES
SELLOUTS



NASCAR OWNS
71%
MARKET SHARE
OF ALL NASCAR
CONTENT ONLINE



MOST EVER
GREEN FLAG PASSES
IN NASCAR HISTORY

NEXT GEN

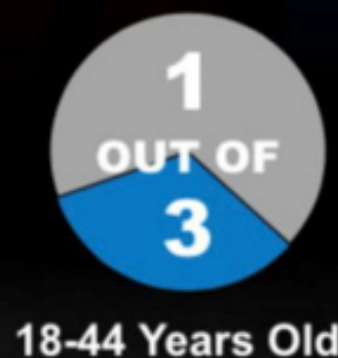
FINISH

START

BY THE NUMBERS

NASCAR FAN DEMOGRAPHICS

OVER
70
MILLION FANS
NATIONALLY




\$85,500
AVERAGE HHLD
INCOME

-  OUTDOORSY
-  PET OWNERS
-  DIYers
-  PATRIOTIC
-  TRAVELERS
-  SHOPPERS
-  RECYCLERS
-  DINERS

MORE THAN

1 OUT OF 4
HHLD WITH CHILDREN

NEARLY

3 OUT OF 4
HOMEOWNERS

NEARLY

3 OUT OF 5
COLLEGE EDUCATED


25%
MULTICULTURAL

FINISH

START

TELEVISION

Average Number of Viewers in the U.S. Tuned in Per Minute
Per Event Across Entire Season

VIEWERS P2+ (000)



FINISH

START

ATTENDANCE

NEW ATTENDEES ARE:

2X MORE LIKELY

TO BE UNDER THE AGE OF 34

**+11% NEW
INDIVIDUAL
ATTENDEES**



8 SELLOUTS
ON CUP SERIES RACEDAY

FINISH

THE 2024 SEASON OF THE NASCAR TRUCK SERIES IS SCHEDULED FOR 23 RACES IN CITIES ALL ACROSS THE COUNTRY, ALLOWING YOU TO CHOOSE THE REGION THAT'S BEST SUITED FOR ADVERTISING YOUR BUSINESS. YOUR LOGO WILL BE FEATURED ON THE RACE VEHICLE AND THE DRIVER'S FIRE SUIT, GIVING IT MORE THAN 5 HOURS OF CONSISTENT, HIGH-LEVEL EXPOSURE ON LIVE NATIONAL TELEVISION. IT ALSO PROVIDES ONGOING ADVERTISING VALUE, WITH YOUR LOGO BEING FEATURED IN PICTURES AND VIDEOS FROM THE RACE, LONG INTO THE FUTURE. NOT ONLY THAT, YOUR BUSINESS WILL ALSO BE FEATURED AND PROMOTED ACROSS A VARIETY OF SOCIAL MEDIA PLATFORMS, INCLUDING TIKTOK, FACEBOOK, INSTAGRAM, AND TWITTER. THIS MULTI-FACETED ADVERTISING STRATEGY WILL RAISE YOUR BUSINESS PROFILE EXPONENTIALLY, GIVING YOU THE OPPORTUNITY TO GROW AND EXPAND ANYWHERE IN THE COUNTRY. AS AN ADDED BONUS, SPONSORS ALSO RECEIVE PIT PASSES FOR EACH RACE.

DON'T JUST WATCH THE RACE, BE IN THE RACE!

LEARN MORE ABOUT LOGO PLACEMENT AND PRICING ON THE FOLLOWING SLIDES!



PRIMARY SPONSOR

\$60,000

OR ABOVE
PER RACE
(SINGLE RACE AGREEMENT)

HUGE DISCOUNTS ARE AVAILABLE FOR MULTI-RACE AGREEMENTS. GET IN TOUCH TO SEE HOW YOU CAN GET UP TO 45% OFF FOR EACH RACE YOU SPONSOR!



With a primary sponsorship, we will place your branding on the hood, both quarter panels, and the deck lid for a specific race or number of races. In many cases, brands sometimes split a race car with their suppliers, retailers, customers, or non-profits that they are doing business with. Primary sponsorships are priced per-race.

Primary Sponsorship Includes:

- full vehicle wrap with your brand on hood, quarter panels, and deck lid. (1,2,6)
- your logo/brand on drivers helmet
- car and driver participation in commercials, promos, videos/photos, etc.
- social media tags and mentions
- full pit/garage access for up to 4 people per race sponsored
- 4 complimentary tickets to each race sponsored

ASSOCIATE SPONSOR

\$10,000

OR ABOVE
PER RACE

(SINGLE RACE AGREEMENT)



Associate Sponsorships are the smaller logos that appear on the areas connecting the roof to the cars, often referred to as “B or C Posts”. While the exposure is reduced, Associate Sponsorships are a very affordable way to get involved as a sponsor. Associate Sponsorships are priced per-race.

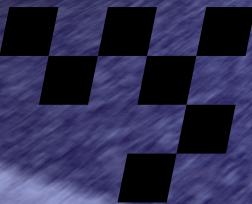
Associate Sponsorship Includes:

- **your logo or brand on the “B or C Posts” (7)**
- **meet/greet with team and driver before each race**
- **social media tags on content at the specific race or races sponsored**
- **full pit/garage access for 2 people per race sponsored**

PRIMARY SPONSOR LOGOS WILL BE BIG ON THE FRONT AND BACK OF THE FIRE SUIT AS SHOWN. ASSOCIATE SPONSORS OPTIONS ARE EITHER SIDE OF NAME ON BELT, UNDER GENERAL TIRE AND SIOUX CHIEF ON THE FRONT. ON THE BACK, THEY CAN GO ABOVE AND BELOW PRIMARY SPONSOR.



THIS COULD
BE YOU!



CRAFTSMAN®

THIS
COULD
BE
YOU!



NOW THAT YOU'VE SEEN SOME OF THE AMAZING BENEFITS OF A NASCAR DRIVER SPONSORSHIP AGREEMENT, YOU MAY BE ASKING YOURSELF:

WHAT'S NEXT?

USE THE CONTACT INFORMATION BELOW TO GET IN TOUCH WITH US!

***IF YOU HAVE ANY QUESTIONS, CONCERNS, OR YOU'RE READY TO GET STARTED, WE'RE HERE TO HELP.
THANKS FOR CHECKING OUT OUR PRESENTATION, WE'LL SEE YOU IN THE RACE!***



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