



**2018  
SPONSORSHIP  
PROPOSAL**

Starting at  
**\$150**

Is your business looking to gain  
positive attention in 2018?

NateSmithOffroad.com  
Racing can help to promote  
your business across  
Arkansas and Oklahoma.

Nothing grabs attention like the sound of a two stroke getting on the pipe!



Except maybe the most outgoing and friendly little champion at the event!



**THANK YOU** for taking an interest in learning more about Nate Smith Offroad .com Racing. Off-road racing brings passionate fans from 3 to 103 from all over the state and country. Brand loyalty is high with these enthusiasts and we feel you will see that your brand needs to be part of that loyalty on race day.

As you turn the pages within this proposal you will find the following:

- A simple marketing plan that can be customized to fit your needs
- How we can expose your business to thousands of people across Arkansas and Oklahoma
- Learn about the racer and family at NSOR
- Gain an understanding of Hare Scrambles and Enduros
- Understand the demographics of the dirt bike fan base
- Learn the NSOR goals for 2018
- Find out where we are going in 2018
- Review the costs of running an off-road race team
- Learn how you can become involved in helping us achieve our goals

Should you have any further questions, please feel free to contact me. I am more than willing to discuss all the possibilities that can benefit your company and help us to have a successful 2018 season.

I look forward to hearing from you.

Nick Tudor  
Crew Chief  
NSOR  
479-567-2200

# Marketing opportunities

The name of your business will be seen by thousands throughout the year at more than a dozen racing events.



Race Bike Graphics:  
We will custom design the bike to your company colors and logo.

The Race Bike Transporter acts as a rolling billboard with average mileage totaling well over 5000 miles/yr. The National Highway Association calculates major highways get an average of 31 views per mile that is over 155,000 views on the highways alone.



Race Uniform: If you have ever watched any motorcycle race you know the Jersey is wear it is at. We will put your logo on Nate's jersey for all to see during the race and on the podium.

# Offering Exposure and Visibility With a Personal Touch.

**Print Handouts:** Personalized “Hero cards” that offer a description of the race team as well as “you”, our sponsor and your contact information, location or products. These are great marketing tools as they are used both at the track and at personal appearances for autographs.



Apparel: Company logos featured on all NSOR apparel



# Meet the crew



## Nick Tudor

Mechanic  
Driver, Coach

## Suzanne Tudor

Crew chief,



## Nate Smith

Rider

Visit with Nate and it doesn't take long to recognize his appeal. Nate has never met a stranger young or old. At 10 years old he goes out of his way to thank veterans he sees in public. Nate connects with kids of all ages and defends those who are bullied. He likes to be the center of attention in a positive way. Nate is always the first to volunteer for any public speaking whether it be leading a prayer or announcing raffle winners. He is high energy and wants to be a police officer one day, that is unless he becomes the next Graham Jarvis. In Nate you will not find a better ambassador for your business at this young age.

# What is a Hare Scramble? What is an Enduro?

Hare Scrambles and Enduros involve the same type of bike and riding but different strategies.



We have all seen Motocross and the Xgames were tracks are wide open with lots of jumps and pyrotechnics. Well woods racing is nothing like that. Picture riding a bike hard on a single track course dodging trees and boulders and finding the smallest openings to pass. That is woods riding.

In a Hare Scramble this track is a loop, usually a few miles long, and you ride it for a set amount of time. The rider that make the most laps in that time wins. Usually the time is two hours so this becomes a real test of endurance and strategy. All of the riders in a particular class start at the same time and there is a hole shot awarded.

In Enduro the track, or test, is point to point. Over the course of the day you ride multiple tests. Unlike hare scramble the riders start in groups of 4 or 5 every minute until all riders have started. You have designated starting times at each test so the speed at which you rode the last test determines how much break time you have before the next test. Instead of a checkered flag the winner is the person with the shortest time to complete the tests.

Nate will run a few Enduros in 2018 however the AHSCS races will be his commitment.

# NSOR Goals

- Win a podium at 10 AHSCS races
- Win a podium at 3 BJEC races
- Move up to A class Kids and end the season 3<sup>rd</sup> overall or better (in his first full season and in a higher class!)
- Earn the AHSCS iron man award





# Experience

- Nate has been riding dirt bikes since he was 5 years old
- Nate started racing two years ago
- In his first season he won Second overall in his class
- Nate received the iron man award from BJEC in 2016 and is on track to receive it again in 2017
- Nate moved up to an older class in 2017 but is still in the running for a podium finish this year

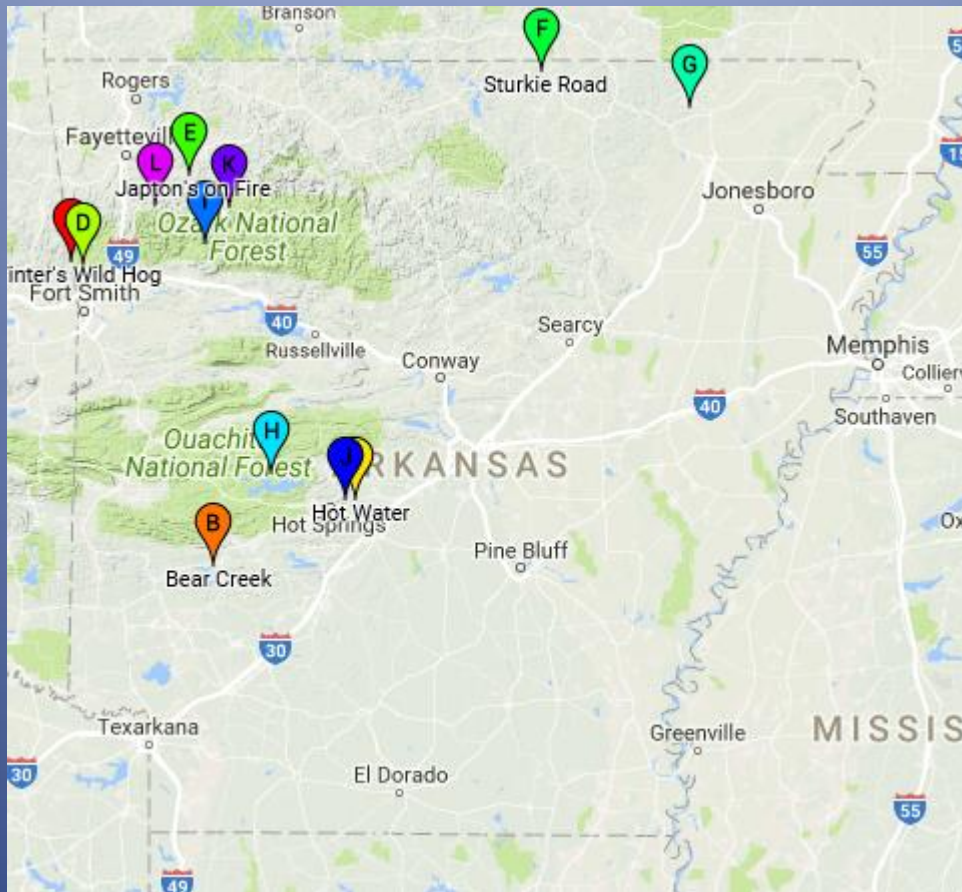


# Who attends these types of races?

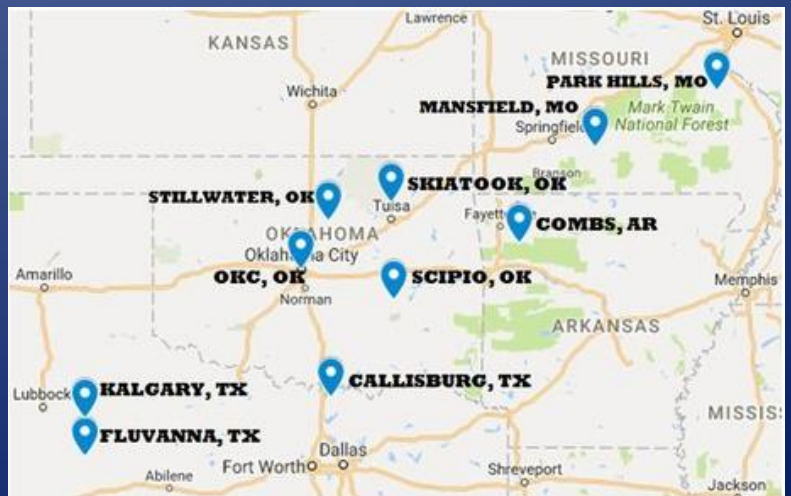
- Unlike motocross there are no grandstands to watch all of the action from. Spectators line the track where ever they can get a glimpse of the action as it comes by. This means each bike gets attention every lap unlike motocross.
- Unlike motocross the spectators stick around; these events are a two day affair for most. Practice is Saturday and the race starts Sunday Morning. Almost everyone camps on location. Each race packs out the campgrounds and there are food vendors and merchandise sales.
- Riders and fans alike check out each others set ups and socialize.
- Any sponsored tents get attention from everyone.
- There are usually 100+ riders and hundreds of fans



# Proposed 2018 Schedule map AHSCS



In addition to AHSCS  
NSOR will be attending  
Black Jack Enduro Series  
races that are not on the  
same weekend as AHSCS



2018 schedule not set at this time

# 2018 Expenses

All Expenses 2018		
Protective gear		\$676.59
Transporter Fuel		\$2,509.69
Entry Fees		\$410.00
Tires		\$249.00
Race Fuel		\$107.28
Camp fees		\$900.00
Crew admission fees		\$540.00
Engine oil		\$45.35
Crank case oil		\$51.12
Trailer tires		\$200.00
Tubes		\$88.00
Spark plugs		\$14.85
Misc. parts		\$300.00
Transport maintenance		\$200.00
Race transport	\$15,000.00	\$3,333.33
Race Bike 2012 KX65	Purchased	
		<b>\$9,625.21</b>
Team Adaptation to Sponsor Package		
Plastic sets		\$237.96
Bike Graphics		\$547.95
Crew Uniforms		\$1,032.94
Race suit		\$237.82
Race Trailer wrap		\$2,500.00
Race poster		\$214.99
Website design		\$500.00
Pit area promotions tent		\$1,166.00
		<b>\$6,437.66</b>
<b>Total</b>		<b>\$16,062.87</b>

# 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.
  - NSOR 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
  - Includes food and drink.
- A framed, signed photo from Team NSOR displaying your product
- A custom graphics package for the race bike
- Custom race uniform
- Custom designed crew shirts
- A custom logo will also be displayed on the race trailer
- Custom tent in the pit for promotional items to be displayed and handed out
- You will be provided six NSOR Crew Shirts for your personal use

**Your Cost: \$4,500**

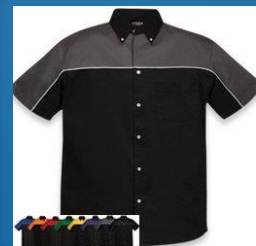


# Gold Package

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

- Your company provides us with T-shirts, Hats, Decals, and Banners.
  - NSOR 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 NSOR
- Provide us with your logo. We will make vinyl decals made to fit:
  - The Fenders of the race bike
  - Trailer– approximately 500 square inches
- You will be provided four NSOR Racing Crew Shirts for your personal use.

**Your Cost: \$2,800**



# Silver Package

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

- Your company provides us with T-shirts, Hats, Decals, and Banners.
  - NSOR will proudly display them from the beginning to the completion of the event
- Photo opportunities
  - Season media acknowledgement of the sponsorship
- Special at track in pit area hospitality for two employees
  - Including food and drink
- A framed, signed photo from NSOR
- Provide us with your logo. We will make vinyl decals made to fit:
  - The frame of the race bike
  - Trailer– approximately 250 square inches
- You will be provided two NSOR Racing Crew Shirts for your personal use.



**Your Cost: \$1,100**

# Bronze Package

## *Sponsorship for the ENTIRE season .*

- Your company provides us with T-shirts, Hats, Decals, and Banners.
  - NSOR will proudly display them from the beginning to the completion of the event
- Photo opportunities
  - Season media acknowledgement of the sponsorship
- Special at track in pit area hospitality for two employees
  - Including food and drink
- A framed, signed photo from NSOR
- Provide us with your logo. We will make vinyl decals made to fit:
  - The frame of the race bike
  - Trailer– approximately 100 square inches

**Your Cost: \$560**





# Fans of NSOR

## ***Contributor Sponsorship for the ENTIRE season . \$250***

- Your company provides us with Hats and Decals.
  - NSOR will proudly display them from the beginning to the completion of the event
- A framed, signed photo from NSOR
- Provide us with your logo. We will make vinyl decals made to fit:
  - Trailer—approximately 50 square inches

***5 Available***

## ***Fan Sponsorship for the ENTIRE season . \$150***

- A framed, signed photo from NSOR
- Provide us with your logo. We will make vinyl decals made to fit:
  - Trailer—approximately 30 square inches

***10 Available***

Thanks for your  
consideration!



NateSmithOffroad.com Racing  
To sponsor call Nick Tudor  
479-567-2200