



**GREYSON  
SPRINGER**  
ADVERTISING PARTNERSHIP





December 22, 2020

Thank you for taking the time to look through my advertising packet. Inside you will find information about Greyson Springer and his racing. We would love nothing more than to have your company on board as a partner. We are sure we can help promote your brand to the teams, families and race fans that we interact with each week.

I began my driving career in quarter midgets at age 5 and have never looked back. Now, at age 14, racing is still my passion and I can't imagine that ever changing. Over the last few years, I have enjoyed the challenges and growth that come with a sport like racing, as well as all of the relationships I have developed with other teams, drivers, track support staff and sponsors.

One of my greatest strengths is easily establishing rapport with those I meet. I am known for being a clean driver. I have gained the respect of my peers, their teams and the track owners. I believe I would be a strong ambassador for your brand, encouraging your market share to grow in our geographical area and in Micro Sprints in general.

2020 brought challenges worldwide and our racing season was definitely different this year. Despite the limitations brought about by the pandemic, we had a very successful 2nd season in Micro Sprints. We began the year in Oklahoma in January with a strong showing at the Tulsa Shootout. The summer season was shortened, but jam packed with local races in Indiana and Illinois with our season ending in the fall at Millbridge in North Carolina.

One highlight I am especially proud of is my A Class Winged Track Championship at US 24 in Indiana (also my 2nd place finish in the A Class Non-Wing Class). We worked hard at being consistent this year and racked up several wins. Another highlight of the 2020 season was the television coverage my car received in the Oklahoma, Illinois and North Carolina races. The television announcers really loved my car color and design scheme and gave it extra coverage every time I came out on the track. My dad is a great graphic designer that always makes sure my car looks good while also doing most of the work on the car to make sure it performs well.

Greyson Springer  
Greyson Springer Racing

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# GREYSON SPRINGER

## About Our Driver

Greyson Springer is a 14 year old race car driver from Lafayette, Indiana who is entering just his third year of Micro Sprint Racing.

Greyson began his racing behind the wheel of a racecar at the age of 5 and immediately showed great skill and a passion for the sport. In just his second ever race, Greyson was able to wheel his car to a victory and he has been driving hard, learning and growing every day since.

Greyson is a very well liked young man on and off the race track, making new friends everywhere he goes. When Greyson is not ripping around the track, you can find him working on his skills with his friends on his iracing sim or playing one of his multitude of high level games.

Greyson has many goals when it comes to racing-to drive a midget and win a Chili Bowl, to drive a sprint car and to some day race an Indy Car or even drive in Formula 1. Greyson's favorite drivers include Daniel Ricciardo and Chase Elliott.

### Career Highlights

- Over 100 QM wins
- Robbie Stanley Memorial Winner
- 4 Time Indiana State QM Champion
- Midwest Thunder Class Champion
- USAC National Series Runner Up
- 35 Top 5 in Micro Sprint (First 2 years)
- 7 Wins in Micro Sprint (First 2 years)
- 2020 US24 Track Champion Wing A



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## Advertising 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.greyspringer.com](http://www.greyspringer.com)
- Logo on driver suit
- Logo on team apparel and fan merchandise

### Media Coverage

- Tulsa Shootout nationally televised on FloRacing in December 2021
- Select Events in 2021 will be broadcast live on PPV
- Brand included in all social media blasts

### Promotions

- Car and driver available for company events on non-race dates (Within 100 miles )
- Greyson available as an official spokesperson for your brand
- Coupon promotion through Greyson Springer to generate more business
- Sweepstakes opportunities on social media to promote your brand



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# GREYSON SPRINGER

## Dirt Race Team Demographics

Greyson Springer Racing has a very diverse schedule that can benefit companies that cater to the motorsport industry. Marketing your brand with us will gain your company a high level of visibility and provide you with much needed brand exposure. Partnering with GSR can help your brand be seen as we travel from state to state each week, exposing your brand not only from a trackside perspective, but also with strong web and social media presences.

### Visibility

35 Race Schedule  
Average of 75 cars per event  
5+ Televised Events  
Social Media 10,000+ users

### Age

Under 18	23%
19-25	34%
26-35	26%
36-45	11%
46+	6%

### Race Team Income

\$15,000-\$25,000	9%
\$25,000-\$35,000	14%
\$35,000-\$45,000	32%
\$45,000+	46%

### Annual Team Spending

\$1000-\$5000	35%
\$5000-\$10,000	53%
\$10,000+	12%

### Race Team Duration

1-3 Years	10%
3-5 Years	20%
5 + Years	70%



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## Fan 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

Male 68%  
Female 32%

### Age

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

### Education

Non High School Grad 10%  
High School Grad 22%  
Some Vocational 18%  
Some College 23%  
College Grad 26%

### Income

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

### Race Fan Duration

Less Than 1 Year 1%  
1-3 Years 6%  
3-5 Years 14%  
5 + Years 76%

### Fan Category

Moderate Race Fan 12%  
Serious Race Fan 39%  
Hard Core Race Fan 49%



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# GREYSON SPRINGER

## Advertising Packages

**\$3000**

**\$2000**

**\$1500**

### Elite

- Large 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
- Prime placement on team apparel and fan merchandise
- Car/driver available for company events
- Tickets and Pit Passes to any event of your choice

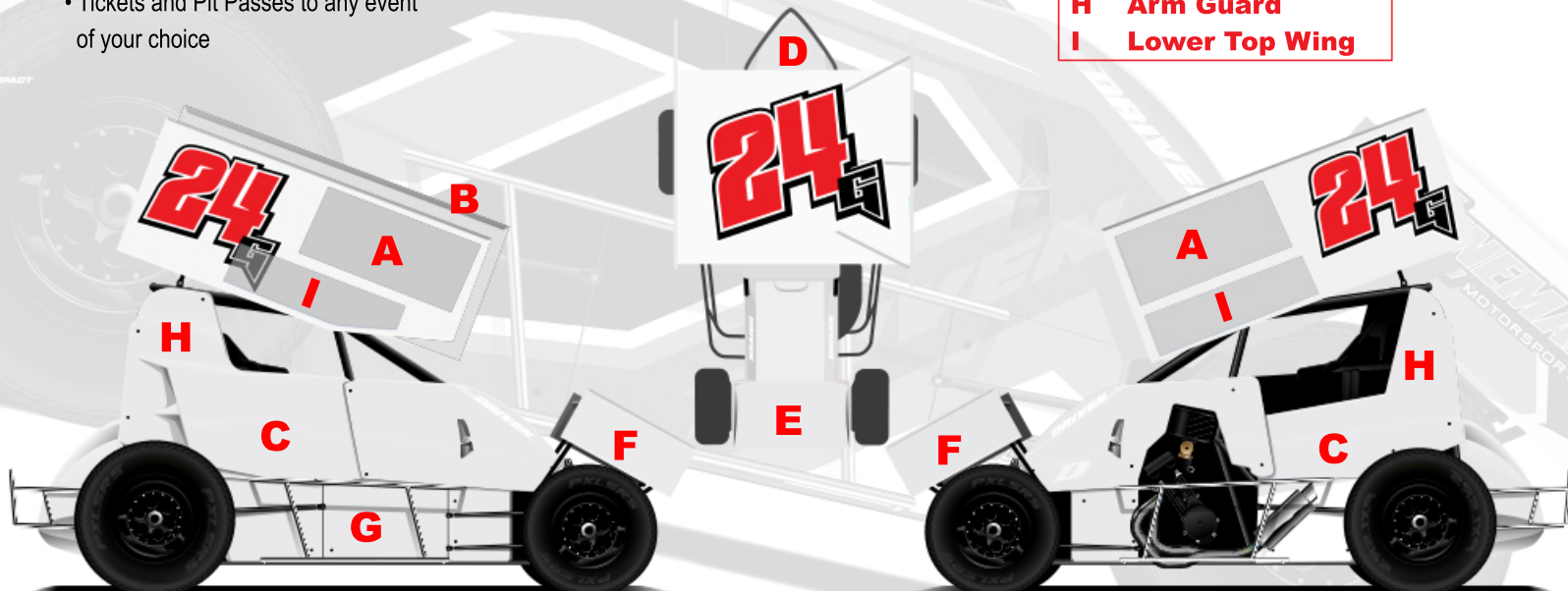
### Pro

- Medium decals placed on secondary viewing area of car
  - E, F, G
- Secondary recognition in all social media blasts on Facebook
- Secondary mention in most interviews including video, print, radio, and track PA.
- Inclusion on team apparel/fan merchandise
- Car/driver available for company events
- Tickets to any event of your choice

### Team

- Small decals placed on tertiary viewing area of car
  - G, H, I
- Recognition in social media blasts on Facebook
- Tickets to any event of your choice

- A Wing Side Panel**
- B Inside Top Wing**
- C Body Panel**
- D Top Wing**
- E Center Nose Wing**
- F Side Front Wing**
- G Lower Panel**
- H Arm Guard**
- I Lower Top Wing**



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