

CMR
RACING LLC.

Marketing
with CMR
Racing
LLC

High Speed Marketing with Championship Results!!

MEET OUR DRIVERS CHAD ORR & KEVIN NUSSBAUM

Chad Orr has been driving race cars since the age of 15. He started racing as just a hobby as his first love of baseball was taking him places. When Chad's baseball career wrapped up after graduating from Ball State University with a degree in computer science. Chad realized the time was then to get back to his real passion in life.

"I have always loved racing. I was addicted to it from the moment I can remember my dad wrenching on his stock cars in that old garage in Muncie, Indiana. It wasn't until we moved to Oklahoma that we found out what sprint cars were, and I was hooked. I have been in love with open wheel cars and dirt ever since then. I have had seat time in a midget, sprint car, and now in these mini sprints. They are just a blast to drive and we can drive anywhere in the state of Indiana on a Saturday night and have 3 or 4 tracks to choose from. It is just that popular and makes for great competition!" Quote taken from Chad during 2021 PRI Show in Indianapolis.

MEET OUR DRIVERS CHAD ORR & KEVIN NUSSBAUM

Kevin met Chad a few years ago during a business meeting and the two of them instantly became good friends and colleagues. The knowledge the 2 shared and could build on helped to sharpen the careers of both. With the business relationship, and Chad inviting Kevin to the track one weekend, Kevin was hooked and had to become part of the team.

“Chad was kind enough to invite my family and I out to the track one weekend. I was hooked from the 1st lap. I was able to spend the 2019 season helping both Chad and Brian as car chief. With this position, I was able to learn what makes these cars so competitive and fun to drive. It was a rewarding experience to see the changes we made to the cars equal results on the track. I am very excited to bring the #9c hotrod to the track for the 2021 season!” Stated Kevin during recent press release meeting at CMR headquarters.

MEDIA

CMR RACING LLC IS RECOGNIZED IN THE SPORT AND CAN BE FOUND ON SEVERAL MEDIA OUTLETS.





PHOTOS OF CMR RACING LLC

MARKETING WITH CMR RACING LLC

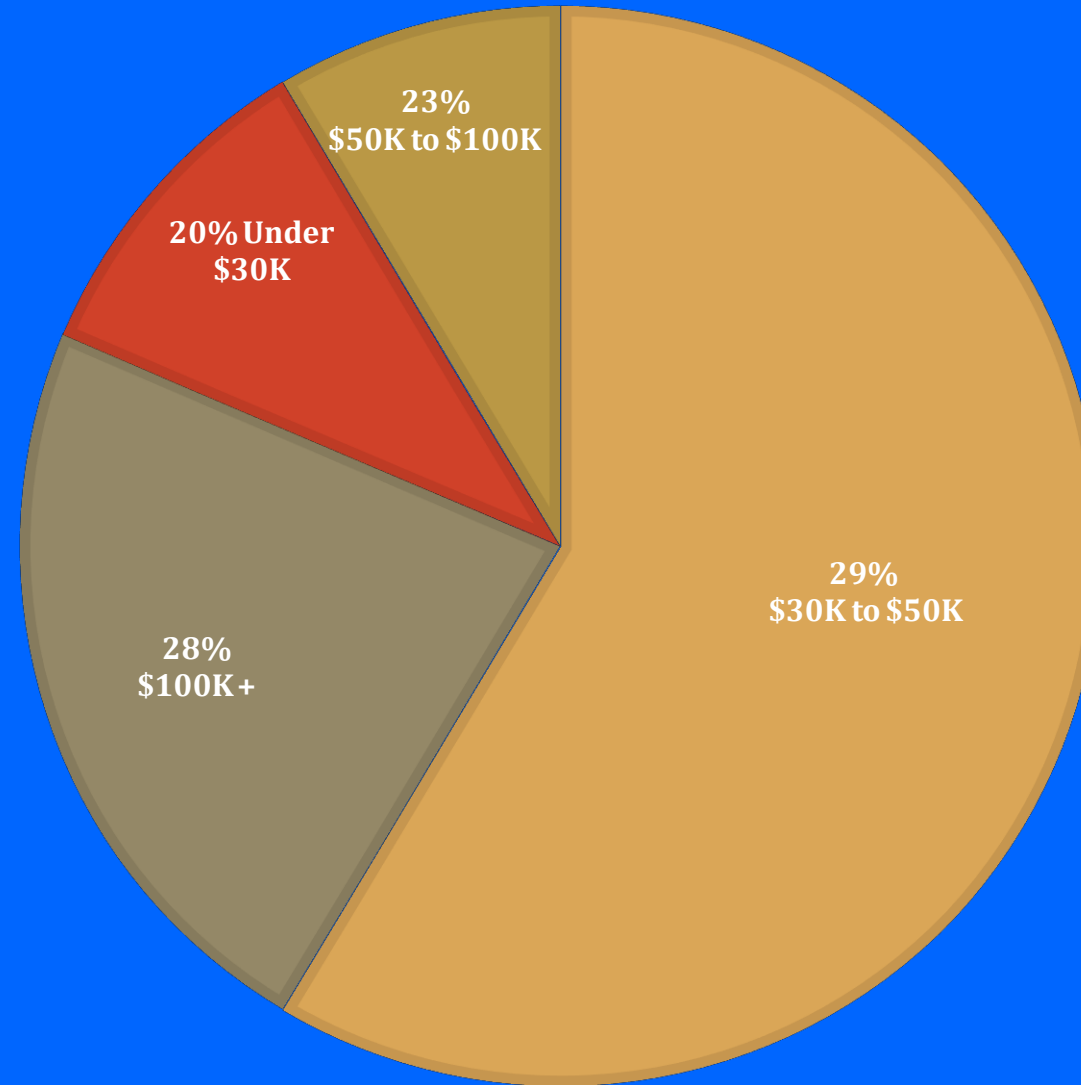
Is your company in need of a new marketing avenue? Are your current marketing plans not working?
Then you should consider an exciting marketing strategy with CMR Racing LLC!

Your company will receive instant recognition by being associated with CMR Racing LLC and the team.

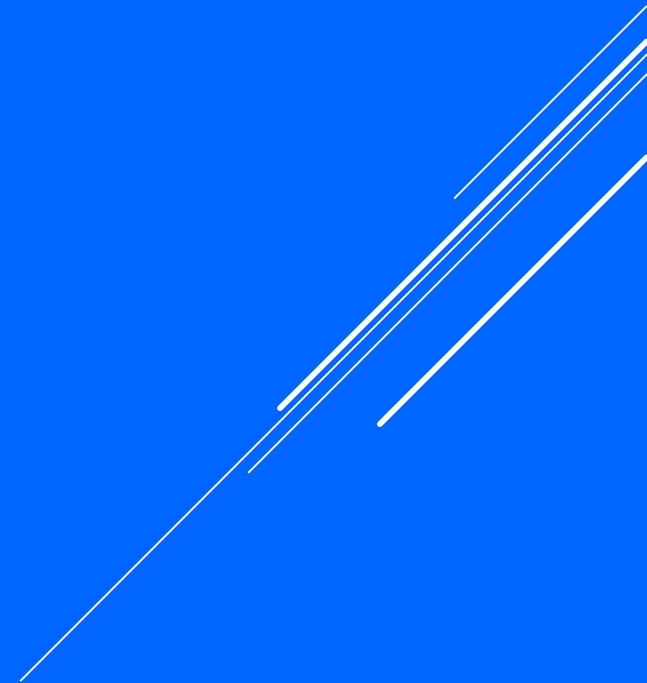
The team races from early March to late November but is active all year long with presence at shows and other events. The team also publishes ongoing stories and press releases throughout the year that will include your company name.

CMR Racing has several plans to fit any of your company's needs and goals. We have basic annual plans, and the ability to custom tailor a package that will achieve your marketing goals.

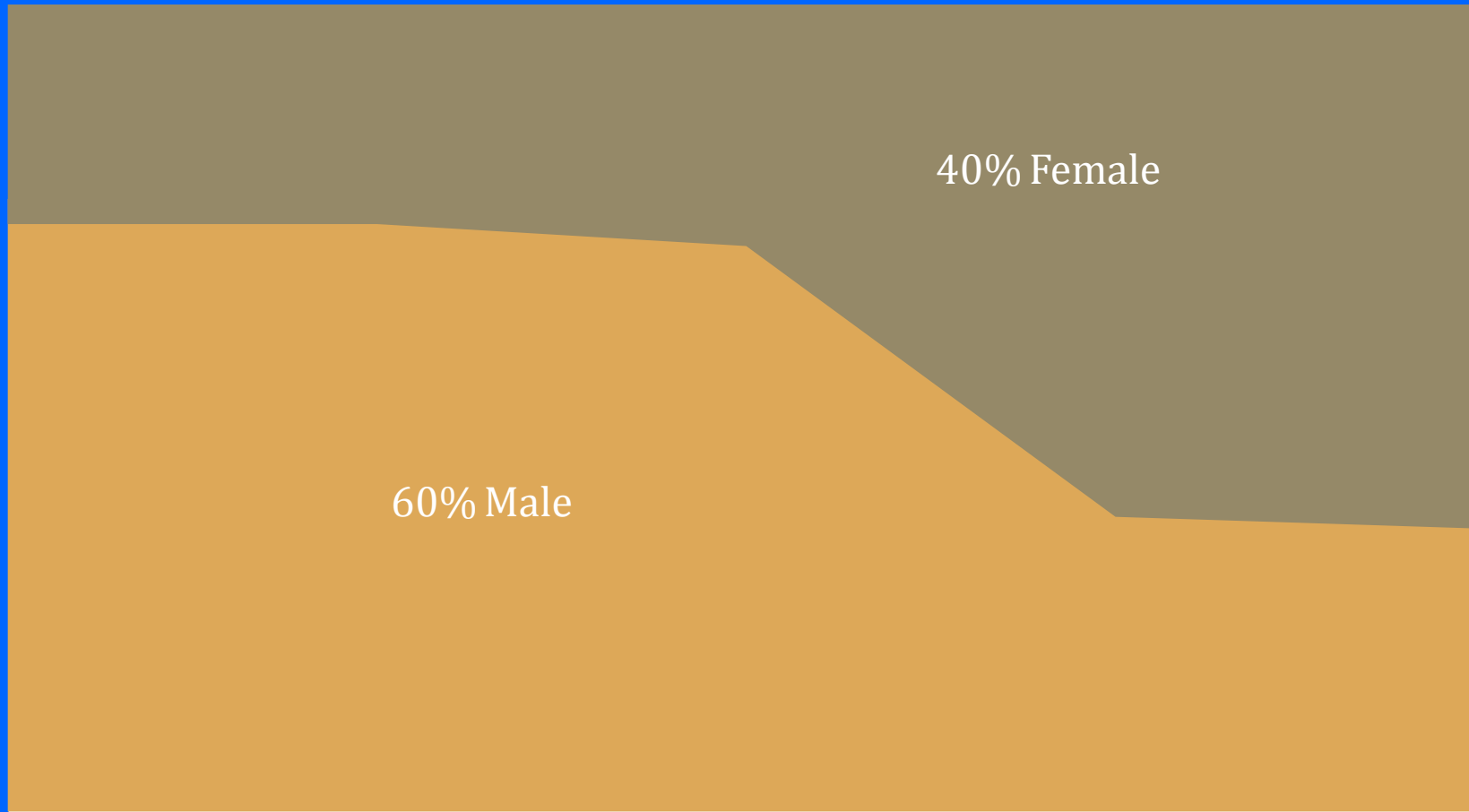
WHO YOU WILL REACH – INCOME LEVELS



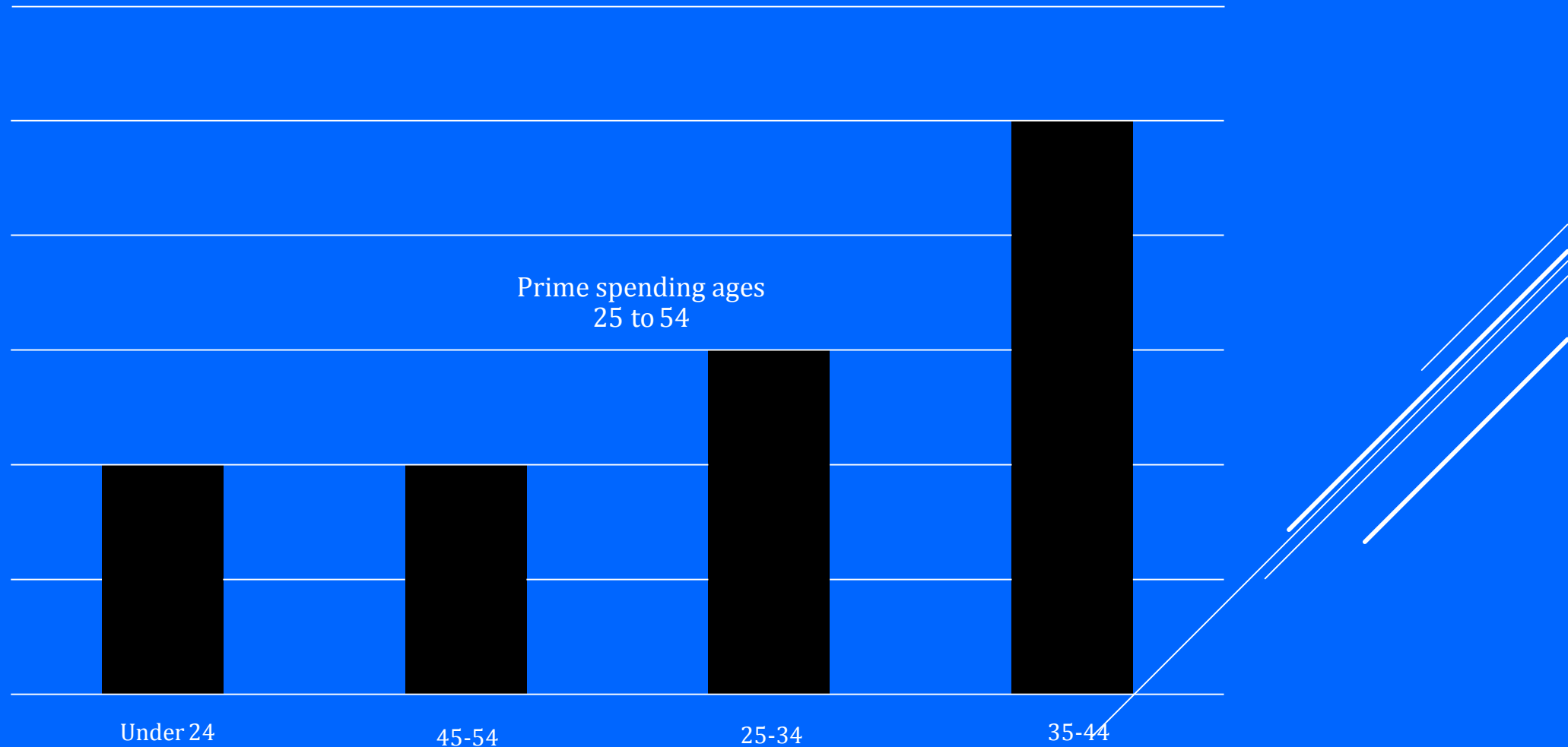
This graphic says that professional decision-makers are a big part of our marketing base



WHO YOU WILL REACH - GENDER



WHO YOU WILL REACH – AGES



DEMOGRAPHICS BY THE NUMBERS

The demographics of the fans are the perfect audience for increasing your brand awareness and market share.

- 72% of fans base their buying decision on those companies they see involved in racing advertising and marketing. This is the highest of any sport!
- 31% of fans are employed as professionals
- 17% of fans are employed in management positions
- 37% of fans are employed in skilled labor jobs
- 60% male and 40% female audience
- 85% of those female fans make the buying decision for the household
- 29% of fans have an income between \$30,000 to \$50,000 per year
- 23% of fans have an income between \$50,000 to \$100,000 per year
- 21% of fans between the ages of 25 to 34
- 26% of fans between the ages of 35 to 44
- 19% of fans between the ages of 45 to 54
- The bullet points above are the prime ages for influenced spending
- 64% of fans are married
-

EXAMPLES OF MARKETING WITH CMR RACING LLC

Visual branding (logo, banners, advertising, product displays)

Announcers using your company name as a team sponsor Website branding

Website links from your company website to the team's website

Website links from team's website to your company website

Team and/or drivers Facebook & Twitter pages with updates about your company involvement with team Print media with your company logo images and advertising

Company logo on racecar and equipment

Company logo on all racing and team uniforms

Driver fire suit done with your company logo's (primary sponsorship)

Store displays, print ads, online promotions, radio spots, driver appearances

Team racecar hauler with your company logos on it. Hauler is brought to all racing and non-racing events The hauler is seen all over as it transports the racecar to each event. That means your company will gain extensive brand exposure from the hauler done with your company logo on it

Press release regarding your company involvement with the team and team updates and results

Your company employees and your business partner's employee's involvement and attendance at races and events

Increased employee moral by having your company involved with the team (known fact that employee morale has increased when they feel like "part of the team")

Racecar on display at all races and available for display at area events as agreed upon by all parties

Co branding and marketing opportunities with other companies involved with the team and racing series

Cross marketing opportunities with your business partners "Hero" autograph cards with your company logo and information And so much more!

ROI REPORT FROM PARTNER SPORT CLIPS

KOKOMO ROI WITH CMR RACING LLC.

1. Agreement was made with emphasis on increasing store awareness, services offered, and to increase general traffic into the location using a specialized coupon program that was installed onto the autograph “hero” cards that were provided by CMR Racing. The agreement took effect in January of 2015.
2. The program took off with a great pace. The team was involved in various “off-season” projects promoting and cross-promoting with various programs including:
 - *Marion, IN Guns & Hoses softball tournament for Grant County CASA*
 - *Kokomo Fire Department Toys for Tots fundraiser*
 - *Kokomo Jack Rabbits baseball fundraiser for Howard county Little League*
 - *Racing for Riley- Fundraiser to raise money for Riley Children’s Hospital*
 - *CASA of Howard County day at the Statehouse*
3. The investment made was a two year agreement with first year investment paid in full on signing of contract in 2015 and the second year to be paid in 4 installments during the 2016 calendar year on the first of every quarter.
4. The ROI on this investment has been very substantial and has exceeded our expectations in all aspects. We have nearly tripled the return on our investment in the year and half we have had the program with CMR. The increased foot traffic has been averaging nearly 14 % per month. This equates to nearly 98 new customers per month. With the average profit yield per customer service at \$12.03. We also have seen an increase in our sales in our men’s care product lines of 6% which is nearly 46 sales per month which offers an average profit of \$3.72 per purchase.
5. We would highly recommend anyone coming on board with CMR Racing LLC and their driver Chad Orr. They have met and exceeded all our expectations and even participating and being involved with more projects and programs we have asked for. We will continue to partner with CMR in the future and encourage you and your company to look into becoming part of their great team!

SUMMARY

CURRENTLY CMR RACING LLC ARE ACTIVELY SEEKING PRIMARY AND ASSOCIATE MARKETING PARTNERS.

When you become a marketing partner of the team your company will receive all of the brand exposure outlined in this document. Based on the total number of brand loyal buying consumers you will reach, the cost per consumer is only pennies on the dollar. As a sponsor and marketing partner with the team, a program will be developed depending on what your company desires. The monetary commitment for this program will be based on the marketing program.

The exposure your company will receive is extensive and the most reasonable cost media of any advertising and marketing avenue. The driver and team are extremely professional and operate at a level that other teams aspire to reach.

If you wish to have your company involved in the fastest growing sport in the country and with the premier racing team around then this is the advertising and marketing arena for you. With a sponsorship program, your investment will be quickly realized. It does not take long for brand loyalty and recognition to take hold with the brand loyal buying consumers of the sport. The demographics of the sport targets brand loyal consumer for unlimited business opportunities.

We welcome your questions and feedback. If you would like to discuss this document in more detail and the options we have to offer then please feel free to email Amy Kinder, director of marketing at:

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CMR

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Thank you for taking the time to review our proposal.
Please take a moment and visit our website at:
www.cmrracing.com

Any questions, please contact Amy Kinder, director of marketing at:
amy@cmrracing.com