

B & B Racing, Inc.

Sponsorship Proposal



PATRICK SZABO

NASCAR WHELEN ALL-AMERICAN SERIES

B & B Racing, Inc. is a highly successful late model motor racing team owned and operated by Sam Beaty, a prominent figure in NASCAR racing for more than 20 years. The 2014 B & B Racing Team will compete on the regional tracks of South Boston Speedway and Motor Mile Speedway. These venues continue to exhibit phenomenal opportunities for showcasing top-quality sponsor names to thousands of fans and countless media outlets every week.

We are in search of sponsorship for Patrick Szabo, a Senior at George Mason University and an outstanding competitor and racecar driver who continues to grow his prominence in NASCAR racing. Your sponsorship will be fully exhibited in the Washington, DC and Virginia area with advertising on the #17 racecar, team tractor-trailer, and team uniforms. This is an opportunity to partner with us as we carry your company's message across the highways, to the racetracks, and into the dynamic environments of NASCAR racing.



SUMMARY

As a graduating Senior at George Mason University, Patrick Szabo races a modified schedule while continuing his undergraduate studies. The races he will enter are scheduled from April through September 2014 at NASCAR-sanctioned venues in the NASCAR Whelen All-American Series.

SCHEDULE

The schedule of events takes the team to South Boston Speedway, VA and the Motor Mile Speedway in Radford, VA—among other prestigious tracks in the region. We expect to enter 8 to 10 races this year, beginning with the “Southern Modified Tour 150” at South Boston Speedway on April 19. The remainder of the season schedule will be determined according to sponsorship.

PARTICIPANTS

Many current NASCAR Sprint Cup superstars have raced at South Boston Speedway and the Motor Mile Speedway. These venues remain the highest quality in attracting extremely illustrious and competitive drivers, teams, and top-name sponsors in the All-American Series.

TARGET SPECTATORS

Spectators, media, and an active sponsor base from the Washington DC, Baltimore, Richmond, and Norfolk areas attend these races. Moreover, there is an immense exposure of numerous media outlets that cover and report on the events.

OTHER OPPORTUNITIES AND BENEFITS

In addition to showcasing and advertising your company's message, there exists the opportunity for our race team to partner with you for events and appearances outside of the racetrack environment. Our ability to bring the racecar and driver to your business for a media or sponsorship event is an exciting opportunity that you might consider.

ADVERTISING

Your valuable sponsorship has corporate tax advantages and becomes a high visibility approach to furthering your advertising means with exposure in NASCAR publications and race event brochures, periodicals, and many other social media forums. Additionally, company messages and graphics may be displayed on the B & B Race Team tractor-trailer.

PATRICK SZABO – NASCAR Whelen All American Series

B & B Racing is an incorporated business based in Haymarket, Virginia with accompanying facilities in Maryland. Patrick Szabo is the NASCAR-licensed racecar driver for the #17 car in the 2014 racing season with team manager mentioned below.

CONTACT

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