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What does NASCAR team sponsorship include?

Many business owners believe that sponsorship of a NASCAR racing team simply means that a company pays the team to display their corporate logo on the car. In return, fans in attendance at the race and who view the race on television will see the logo and contact the company to purchase a product or service they may offer. Fortunately, this assumption is only partially correct.

Yes, NASCAR team sponsorship does typically include displaying the sponsoring company's corporate logo on the team's race car, but that is only the beginning. The marketing departments of the team and the sponsoring corporation work together to determine how NASCAR sponsorship can best service that particular company. NASCAR team sponsorship is an advertising and marketing tactic that needs direction and fine-tuning. Simply putting a corporate decal on a race car and waiting for the phone to ring typically does not provide for great results.

At Herd Racing, our team works to become an extension of the sponsor's company. In addition to the aforementioned sponsorship decals, our team provides the sponsor with a complete marketing plan in an effort to help the sponsoring company reach a clear and targeted objective with their sponsorship program.

These value-added services include:

- * Creating the most cost-effective and appropriately sized sponsorship contract for the sponsoring company. Many companies who look at their NASCAR sponsorship experiences in retrospect wish they would have either gone bigger or gone smaller. We will work with companies who are considering sponsorship in an effort to visualize their goals and then design a sponsorship program that will meet those expectations.

- * Creating a supplemental marketing plan to help compliment the sponsor's on-track exposure. This can include assistance with local, regional or national television advertisements, print advertisements, radio spot advertisements or the creation of point of purchase displays. By utilizing the team, driver and race car in its traditional marketing outreach efforts sponsoring companies can see a tremendous exposure increase in corporate brand recognition and identity among its targeted audience.

- * Creating a program that allows the sponsoring company to network with NASCAR fans, other sponsors and potential customers by developing track-side marketing programs and arranging for team passes for the sponsors to enjoy the race and bring along guests who are important to their company's marketing plan. This opens the sponsor up to communication with up to 50,000 people at a single race event.

* Creating a team environment that brings the sponsoring company into the fold. Whether it be track-side hospitality events, complimentary pit passes for the sponsor and its guests or assisting the sponsor with driver and show car appearances, Herd Racing will create a program that brings the race experience to the sponsor, their employees and their clients.

* Creating team race apparel, gifts and handouts with the sponsor's logo which can be used to increase corporate name recognition and build employee moral.

* Assisting the sponsor with public image enhancement by assisting with publicity of corporate giving programs such as charitable contributions, scholarships and other public outreach events and programs.

* And much more. We can customize any sponsorship plan to meet the needs of the sponsor.

Give us a call for a no-obligation conversation about how your company can begin enjoying the many benefits of NASCAR team sponsorship! Why are so many Fortune 500 companies becoming NASCAR team sponsors? Because NASCAR marketing works!