



# Sponsorship Opportunities

NASCAR®  
Camping World Truck Series

2013

## Overview



- Who are we?
- How can you benefit from marketing with us?
- Market
- Demographics
- Event Details
- Media Coverage
- Event Sponsors
- Available Sponsorship Packages
- Contact Information



# CHRIS FONTAINE



## WHO ARE WE

Chris Fontaine has been racing cars for 12 years. Chris started racing late model cars and quickly moved his way up to super late model in the ASA South East series obtaining an overall 4th place finish. With skill and motivation Chris has climbed another ladder into NASCAR trucks. The crew from driver to mechanic has committed their life to racing. From the time we arrive until the lights go out, we live for perfection.



## Benefits

Cost per ad impressions is less than;

### Other property prices

- Full page in New York Times – \$24,000 (one print)
- Los Angeles billboard for 30 days – \$250,000
- 30 Sec commercial on American Idol (2008) \$780,000
- 30 Sec Super Bowl ad (2007) \$2,700,000
- Primary Sponsor NASCAR Sprint Cup \$20,000,000 - \$30,000,000



Increased Sales & Reduced Costs

## Market

Our market is **National**. We have races in the following cities and all races are Broadcast live on SPEED network and XM Satellite Radio.

- Daytona, FL
- Fontana, CA
- Atlanta, GA
- Martinsville, VA
- Kansas City, KS
- Charlotte, NC
- Dover, DE
- Brooklyn, MI
- Memphis, TN
- Milwaukee, WI
- Nashville, TN
- Bristol, TN
- Chicago, IL
- Las Vegas, NV
- Talladega, AL
- Ft. Worth, TX
- Phoenix, AZ
- Homestead, FL
- St. Louis, MO
- Loudon, NH
- Newton, IA

## Demographics

Gender		NASCAR - CWTS
Male		63 %
Female		37%

Children - Percent of families with children under 18		
US Population		42%
NASCAR - CWTS		43%



Income	U.S. Population	NASCAR - CWTS
Under \$30,000	31%	37%
\$30,000-\$50,000	20%	22%
\$50,000-\$70,000	16%	17%
\$70,000-\$100,000	15%	12%
\$100,000+	18%	12%
\$50,000+	49%	41%

## Demographics 2

Age	U.S. Population	NASCAR - CWTS
18-24	12%	10%
25-34	19%	18%
35-44	17%	21%
45-54	22%	27%
55-64	12%	12%
65+	18%	12%

NASCAR is known for being a family event that promotes a fun atmosphere for all ages. Marketing is spread over a wide age group allowing for maximum ability to reach all audiences.



## Event Details

Typical race schedules include;

- Semi Trailer leaving shop 2-3 days prior to race. This time on the road is a great opportunity for advertising as it is a moving billboard passing thousands of cars along its route to the race.
- Crew Travel – Crew travels in uniform promoting the race team and sponsors. Crew uniforms include sponsors colors and logos.
- Arrival at track – Crew/Hauler arrives at track a day prior to the race setting up all equipment then goes through Tech to ensure the truck meets NASCAR standards. Crew then prepares the truck for practice which is two 1 ½ hour sessions. Practice is often shown LIVE on SPEED network and XM Satellite radio.





## Event Details 2

- Qualifying – Crew prepares the truck for qualifying which is shown LIVE on SPEED network. During qualifying fans are admitted into the track to start taking their seats.
- Race – Crew finalizes all preparations for the race by setting up tents, race equipment in the pit box, and puts on fire suits. The race has driver introductions then drivers are sent to their trucks for the start of the race. Race commences and usually lasts 1½ to 3 hours depending on the number of laps and cautions. During this time the whole event is broadcast LIVE on SPEED and XM.
- Post Race – Crew cleans up equipment, loads semi and prepares to return home.



## Media Coverage

Each race is covered by multiple media sources. Local newspapers, National news papers, NASCAR reporters and photographers, SPEED reporters and camera crews, and XM announcers are just a few of the media sources.

- SPEED – Speed networks have a massive viewer base of 78 million customers. SPEED is offered on cable, dish, and direct T.V. NCWTS is the #3 rated show only out watched by other NASCAR races.
- XM Satellite Radio – XM radio has 18.5 Million Subscribers, revenue exceeding 2.4 billion.
- Highlights – NASCAR highlights and scores are published in major and local news papers from NY to LA. Driver interviews, pictures and video is common and another way sponsors are marketed.



# CHRIS FONTAINE



## Event Sponsors

Event sponsors from NASCAR level to individual truck.

- Camping World
- Toyota
- Chevrolet
- Ford
- Dodge
- Goodyear
- Keystone Light
- Mobil 1
- Featherlight
- MSD Ignition
- Penske
- K&N
- Lincoln Welders
- Coach-Net
- Mechanix Wear
- O'Reilly Auto Parts
- Sunoco
- Simpson
- Edelbrock
- Moog
- Mahle
- JE Pistons
- Simpson
- Con-way Freight
- Miccosukee
- Cajun Industries
- Longhorn Tobacco
- Strutmasters.com
- Exide Batteries
- Menards
- One Eighty
- Albertsons
- Zachry
- Gunbroker.com
- ASI Limited
- Monster Energy
- Strutmasters.com
- Key Motorsports
- International Maxx Diesel
- Georgia Beef Board
- Blu Frog Energy Drink
- Samsung Insight
- Turtle Wax



## Sponsorship Levels

We understand sponsorship is a marketing package that should have rewards far greater than increased sales. All of our available yearly packages include the following.

- Company logo on semi, race truck, all rolling equipment, fire suits, website with link, and hero cards. All yearly sponsors will have the opportunity to visit the race shop and see what it takes to get a truck ready to race. Additionally all sponsors will have a link to their website and logo remain on [www.chrisfontaine.com](http://www.chrisfontaine.com) all year.

Primary – \$1,125,000 Annually / \$45,000 per a race

Company logo on;

- Exclusive rights to paint scheme
- Hood
- Left/Right Rear Wheel Fender
- Truck Bed
- Truck Tailgate
- Pit Tent
- All Tool Boxes
- 6 logos on fire suits
- Driver helmet
- Mention in all interviews
- B Frame
- Link on website
- Mention on all press releases
- Exclusive company & media appearances
- Use of “Chris Fontaine”
- First right of refusal for following season
- 5 pit passes to each race
- 200 Grand Stand tickets yearly
- Use of Semi Trailer while at races
- 2 plasma TV/Leather couches/Internet/Satellite TV

## Sponsorship Levels 2

Primary - Partial – \$562,500 Annually / \$22,500 Per a race

Company logo on;

- Hood - Partial
- Left/Right Rear Wheel Fender
- Truck Bed - Partial
- Truck Tailgate – Partial
- B Frame
- Pit Tent
- All Tool Boxes
- 3 logos on fire suits
- Driver helmet
- Mention in all interviews
- Link on website
- Mention on all press releases
- Exclusive company & media appearances
- Use of “Chris Fontaine”
- 2 pit passes to each race
- 100 Grand Stand tickets yearly
- Use of Semi Trailer while at races
  - 2 plasma TV/Leather couches/Internet/Satellite TV

## Sponsorship Levels 3

Associate 1 – \$200,000 Annually / \$8,000 per a race

Company logo on;

- Left/Right Rear Wheel in front of Fender
- B Frame
- Pit Tent
- All Tool Boxes
- 1 logos on fire suits
- Driver helmet
- Link on website
- 2 pit passes to each race ( with annual sponsorship )
- Use of Semi Trailer while at races
  - 2 plasma TV/Leather couches/Internet/Satellite TV

## Sponsorship Levels 4

Associate 2 – \$75,000 Annually / \$3,000 per a race

Company logo on;

- B Frame
- Pit Tent
- All Tool Boxes
- 1 logos on fire suits
- Driver helmet
- Link on website
- 2 pit passes to each race (with annual sponsorship)
- Use of Semi Trailer while at races
  - 2 plasma TV/Leather couches/Internet/Satellite TV

# CHRIS FONTAINE



## Closing

We would like to thank you for reviewing our 2013 sponsorship opportunities. We understand that you have many offers and places to market through. We hope to build a relationship that not only promotes company growth but gives employees and company owners an sense of pride knowing they are part of the team. If you have any questions or would like to discuss things in grater detail please contact me by any of the ways listed below.

Sincerely,  
Chris Fontaine





# CHRIS FONTAINE



## Contact

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