

Utah Off Road Racing

Team Marketing and Sponsor Proposal

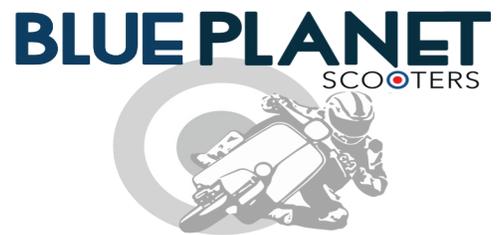


www.utoffroadracing.com

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Current Sponsor and Marketing Partners



Best in the Desert Racing Association

Best In The Desert Inc. Racing is owned and operated entirely by Casey Folks, with offices at Sportsman Cycle 3475C Boulder Highway, Las Vegas, Nevada 89121. The entire remaining staff consists largely of volunteer off-road racing enthusiasts dedicated to the sport of racing. The Philosophy of the organization is to provide top quality, World class Off-Road Racing events, and more importantly to make those events exciting, spectacular, fun, different, well paying, and most of all, affordable.

For more information about BITD and related events including vehicle classes and race schedules please visit <http://bitd.com/>

SCORE International

SCORE International is an off-road sanctioning body in the sport of desert racing and is famous for its flagship event, the Baja 1000. SCORE races are held in Mexico. Founded by Mickey Thompson in 1973 and Currently Owned by Roger Norman. For more information about SCORE International and related events including vehicle classes and race schedules please visit <http://score-international.com/>

Wild West Series

WWS is committed to Excellence. Expect full weekends of racing, high competition, vendor booths, entertainment, half time fun and much more! Our goal is grass roots of Motocross and a place for everyone to progress, have a race environment that's fitting for everyone from the serious dedicated racers and families building towards nationals and a pro career, to the weekend warriors just there to have a good time and enjoy the sport they love. We also give back as much as possible to the riders and racers who support the series. You'll have to show up to see it all. <https://www.wildwestseries.com/>

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Benefits of Sponsorship

Off Road Sponsorship Marketing is HOT!

Utah Off Road Racing attends all major and regional open desert races. This includes the entire BITD race series, Mint 400, Baja 1000 in Mexico. We are also a major sponsor of Wild West Motocross Series and participate in the RMR Motocross Series. Car and truck enthusiasts are more likely to purchase recommended products from a winner. By sponsoring Utah Off Road Racing, you can put your products in front of the competition! We arrive at each race early to set up camp. Our main priorities are visibility and access. Each location is chosen by crowd traffic and pit entrance. The more the crowd traffic, the more exposure our sponsors get. How about having a spokesmen for your company there at every event we attend?

- Off-road racing events will be aired nationwide on NBC/CBS Sports this season.
- 344 million people will watch off-road racing in their homes on television this year.
- Over one million people will attend off-road events in Mexico and the United States this year.
- The average attendance at an off-road race in the United States is over 42,000 and in Mexico it reaches over 101,000.
- The Off-Road industry drives 26.84 billion dollars in the SAE Market, 8.5 million unique visitors will surf off-road related websites on the internet every month.

All sponsors of Utah Off Road Racing will benefit from national and international media exposure.

Depending on sponsorship level, sponsors could receive exciting exposure opportunities including:

- Media coverage of racing events, including pre/post-race appearances on television, radio, and Internet web broadcasts
- Articles published in magazines and on the Internet
- Videos and posts on Facebook, YouTube and Instagram
- Full wrap advertisements on the race vehicle, race trailer, including multiple chase vehicles and uniformed race crew members
- Sponsorship exposure to, from, and during all races
- Appearances at sponsor requested events
- Personal interaction with fans at all race events
- Distribution of sponsor-provided advertisements could include; fliers, posters, banners, team jerseys, jackets, t-shirts, hats, stickers, magnets, beverages, cool cups or any sponsor related paraphernalia.

What the Team Can Offer

Sponsorship is only limited by your imagination!

The benefits are now becoming clear and here are some things we can do for you depending on sponsor participation level.

- Naming rights or perceived ownership of the team. Race vehicles, chase vehicles, and race trailer painted or wrapped with company colors and logos. Race suits, race clothing, crew uniforms and ball caps can also be made with sponsor colors and logos.
- Your logo on our Facebook page, Instagram and Websites
- Your logo and 15 sec spot in all team videos on Utah Off Road Racing's YouTube channel
- Distribute sponsor provided product and paraphernalia at all events where possible and represent the product when in public displaying sponsor logos.
- "Thanks to sponsor" mention at podium, awards banquet and post-event report with digital media.
- Advertising Flag and Pop-Up tent with your Business name to fly at each Pit
- Appearances at sponsor requested events.
- Your company Reps to attend each event as team a member & sponsor partner (travel and lodging extra, will have all access passes as team members, attend all event functions)
- Opportunities to sit in the co-driver seat for races during the season for the person of your choosing (some training required before race day, must be physically able)

Team Snapshot

Core Team Members:

Kyle Gervais – Team Owner, Driver/Co-Driver and Pro Desert/Motocross Racer
Jayson Strachan – Driver/Co-Driver and Desert rider and Team Engineer
Travis Smith – Driver/Co-Driver, Desert/Free rider and Crusty Demon member
Michaela Chapman – Amateur Motocross/Desert rider and Team Spokes model
Brittney Hiersche – Driver/Co-Driver, Desert Racer and Team Photography
Carlos Moreno – Co-Driver, Amateur Motocross Racer, Team Photography and Video
Jota Bernal – US Amateur Desert Racer, Former Amateur Enduro Venezuela
Britton Hill – Co-Driver, Amateur Desert Racer.
Samantha Simpson – Amateur Motocross Racer, WORCS, Free Rider
Maddison Simpson – National Amateur Motocross Racer, Free Rider
Guy Barious – Amateur Motocross Racer, WORCS
Tyson Hernandez – WWS Motocross Owner/ Pro Motocross/Desert Racer, Freestyle (FMX)
Brandon Pena – US Amateur Desert Racer, Former Pro Enduro Venezuela
Benni Williams – Pro Supercross/Motocross Racer
Shawn Yarbrough – Pro Supercross/Motocross Racer
Shaun Meryhew – Pro FMX
Wes Harvel – Pro Desert Racer
Talon Hernandez – Amateur Motocross Racer
Horacio “Chito” Ruiz – US Amateur Desert Racer, Former Amateur Enduro Venezuela
Brayton Ercanbrack – US Amateur Desert Racer and Amateur Motocross

Mechanics:

Jayson Strachan – Mechanic and Fabricator, home shop in Heber City, UT
Travis Smith – Small Engines, Owner of Blue Planet Scooters, Salt Lake City, UT

Cinematography, Digital and Print Media:

Kyle Gervais – Websites, Facebook, YouTube, Video Editing and Graphic Design
Brittney Hiersche – Photography and Graphic Design
Carlos Moreno – Drone Video and Photography

Pit Crew:

All team members act as pit crew. Your company rep will also be a team member.

Transportation and Ad Space:

Ford F250 with enclosed utility box
Dodge 3500 Long bed
14' Enclosed Trailer
24' Flatbed Trailer
24' Enclosed Trailer
53' Event Tractor/Trailer Combo

Race Vehicles:

Yamaha YZ250/450F, Kawasaki 250F/2T, KTM 350F/450F, Sherco 300T/450F, Ford F150, Ford Ranger and Trophy Trucks.

Colors:

Any Vehicle can be wrapped or decal applied with company logo or theme. Utah Off Road Racing's team colors are Black, White and desert tones.

Truck Engines currently used or offered:

V6 EcoBoost (8100), Chevy crate motor (trophy truck), Ford 4.0 V6 (7sx truck).

Event Place Titles:

Overall Champ – 2010 Season B.O.R.R. - Truck

2nd in Class - 2010 season BITD - Truck

2nd in Class – 2011 season BITD – Truck

Class Champion – 2012 Season BITD - Truck

Class Champion – 2013 Season BITD - Truck

Class Champion – 2013 Season HDRA - Truck

2nd in Class – 2013 season SCORE International – Truck

Woman's Class Champion Motocross – 2014, 2015, 2016 WWS & RMR Series - Motocross

3rd in class – Over 40B – 2016 Wild West Series and RMR Series - Motocross

5th Overall (of 53) Ironman Expert – 2016 BITD Season – Desert Moto

1st in class – Over 40B – 2017 Wild West Series - Motocross

1st & 2nd in class – 450 JR/Open Am – 2017 Wild West Series - Motocross

2nd & 5th in class – 250 Beginner – 2017 Wild West Series - Motocross

1st in class – Sportsman – 2017 Wild West Series - Motocross

1st in class – 85 Beginner – 2017 Wild West Series – Motocross

1st in class – Over 40Pro – 2018 Wild West Series – Motocross

1st in 300 Pro class – 2018 BITD Season – Desert Moto

Estimated Man-Hours worked on race vehicles:

1512+ per year

Contact Information

Utah Off Road Racing is interested in partnering with sponsors who want exposure to the ever growing market of off-road racing. As a very competitive and motivated team, Utah Off Road Racing will continue to be a front runner in the upcoming race year. We can provide sponsors exciting opportunities for visibility and outreach to your targeted market. Join us in our race to success!

Please contact:

Kyle Gervais, Team Owner. 435-901-3650 team@utoffroadracing.com



@utahoffroad



@UtahOffRoadRacing

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Thank you from the team!

