

**MARKETING
PROPOSAL**



BIGLEY MOTORSPORTS



2018 DIVISION 1
Super Comp
CHAMPION





2018
SUPER COMP
DIVISION ONE CHAMPION



The Bigley Motorsports Team:

Kyle Bigley Motorsports is a professional drag racing team based out of West Milford, NJ. Kyle and his father Ed combine to campaign two purpose-built competition vehicles in drag racing events throughout the United States. Kyle virtually grew up at the race track with his father, watching and learning the sport of drag racing. Thanks to many years of competition and on-track success paired with building the Bigley Motorsports brand through social media and personal relationships, Kyle has become one of the prominent young drivers in sportsman drag racing and earned a reputation of being one of the most recognizable and respected young competitors in the country.



Kyle Bigley

- 2018 Numidia Divisional Winner
- 2018 Lebanon Valley Semi Finalist
- 2018 New England Dragway Winner
- 2018 Cecil County Runner Up
- 2018 Super Comp Division 1 Champion
- 2019 Jegs All-Stars Super Comp Qualifier

21-year-old Kyle Bigley grew up around cars since the age of 6 and was driving in competition from the time he was 10. Kyle's father, Ed was also a racer competing in a variety of classes but mainly Pro E.T. footbrake in NHRA Division 1.

Kyle first got behind the wheel and enjoyed a lucrative junior dragster career earning himself over 30 event wins, 2x back-to-back track championships as well as winning the first ever \$5,000 shootout at Bristol Dragway's Eastern Conference finals...making him one of the most coveted junior dragster drivers in the nation before graduating to full size cars. Along the way, Kyle played baseball, football, snowboarded and attended Penn State University earning his Bachelor's Degree in Finance and Economics.

At the age of 17, Bigley transitioned into the full-size ranks continuing his winning ways and success. Competing at the toughest track in one of the toughest divisions in the country, Bigley went onto many final rounds in his first season and finished 3rd overall in points, an impressive start for any 17-year-old. Along the way he competed in Super Comp at the NHRA divisional and national event level taking home the Numidia Divisional win in 2018 at his former home track along with many other accomplishments in Super Comp.

In recent light, Bigley has found a home in the Super Comp category of the NHRA Lucas Oil Series in Division 1 and will also be competing in the Super Street class come the 2019 season. Bigley reached new heights for the Super Comp category setting the record for most SC points in D1 history and finishing with more points than any other driver across 7 divisions and over 1,000 racers



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Benefits: Visibility & Exposure

At the Track Exposure: The Bigley Motorsports Team is actively involved in on-track competition at over 15 events each season throughout the United States. The KBM schedule includes up to 6 NHRA Mello Yellow Series events (National) and 8 NHRA Lucas Oil Series Events (Divisional). In addition to these yearly circuits we will also be attending several of the biggest and best bracket events throughout the nation. Traveling across the country to large scale events that gross upwards of 600+ racers and thousands of fans, we can produce over 50,000 product impressions in one weekend.

Personal Appearances: In addition to an aggressive race schedule year to year, the Bigley Motorsports team is always in the public eye thanks to annual appearances at the PRI show, 1 local function and various social media accounts promoting KBM.

On the Highway: The Bigley Motorsports transporter logs more than 15,000 miles down well-traveled interstate highways each season. Given a conservative rate of 120 visual impressions per mile, that's 1,800,000 sets of eyes on the Bigley Motorsports transporter and the advertisements of featured marketing partners that can/will be placed on the transporter for the 2019 season.

Social Media: Kyle Bigley (@Kyle.Bigley on IG) keeps thousands of followers comprised of fans, car enthusiasts and racers informed with regular postings and updates on various forms of social media. Instagram (22,200+ followers) Facebook (2,000). Kyle's Instagram account averages 1500-2500+ likes per post and is viewed by over 10,500+ people on average with stories being viewed by 1,000+ people every day. When paired with recognizable and successful brands, there is a tremendous opportunity for eyes on marketing partners which translates into meaningful conversions for business.

Print + Digital Media: Thanks to repeated features and posts in NHRA's *National Dragster*, coverage in magazines like *Drag Illustrated*, and features in websites such as *DragRaceResults.com*, *ClassRacer.com*, *DragRaceCentral.com*, *CompetitionPlus.com*, *NationalDragsterOnline.com* and many more, Bigley Motorsports and its marketing partners reaches more fans and racers.

Broadcast Media: Final rounds of NHRA Mello Yellow Series National Events are broadcast in an hour-long Lucas Oil Sportsman showcase that will air nationally on the FOX Network. Big Dollar Bracket races are all streamed on MotorManiaTV where each event has thousands of viewers.

What the Numbers Don't Show

"At Bigley Motorsports, we don't track impressions. We create impact. Motorsports marketing offers a unique, exciting method of creating brand awareness and exposure that has a more profound impact than traditional marketing. The ability for drivers to interact one-on-one with fans at events (the pit area is open to every spectator) creates a platform to establish personal relationships with fans that genuinely influence buying habits. An established competitor like Kyle Bigley has built a following of fans and fellow competitors who follow his exploits, respect his opinion, and exhibit a strong loyalty to his supporters (see the staggering NHRA brand affinity figures on the following page)."



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The Kyle Bigley Motorsports team will attend a minimum of 3 NHRA Mello Yello series National Events and 8 NHRA Lucas Oil Series Divisional events in 2019, fielding 1 entry in Super Comp and 1 in Super Street. Tentative schedule includes:



3-6 NHRA Mello Yello Series National Events

Gatornationals	Gainesville Raceway
Four-Wide Nationals	zMAX Dragway
Route 66 Nationals	Route 66 Raceway
Summit Racing Nationals	Summit Motorsports Park
New England Nationals	New England Dragway
U.S. Nationals	(Indy) Lucas Oil Raceway
Dodge Nationals	Maple Grove Raceway
Nevada Nationals	Las Vegas Motor Speedway

8 NHRA Lucas Oil Series Divisional Events

NHRA Division 1 LODRS	Maple Grove Raceway
NHRA Division 1 LODRS	Numidia Dragway
NHRA Division 1 LODRS	Lebanon Valley Dragway
NHRA Division 1 LODRS	Atco Dragway
NHRA Division 1 LODRS	Cecil County Dragway
NHRA Division 1 LODRS	New England Dragway
NHRA Division 1 LODRS	Virginia Motorsports Park
NHRA Division 2 LODRS	Galot Motorsports Park

Staggering NHRA Sponsor Affinity Information

(Source: EventCorp Services, Inc.)

Within this proposal, we don't want to bore you with an abundance of demographic information that we're both already aware of. We do, however, find the following information interesting and applicable:

- 98% of attendees feel positively** about companies that sponsor NHRA
- 89% of attendees try to support companies** that sponsor the NHRA and NHRA race teams
- 88% of attendees are likely to purchase the product** of a NHRA sponsor over that of a non-sponsor
- 66% of attendees stated they have switched brands** because the brand they switched to was a sponsor of the NHRA

Kyle Bigley Motorsports will also compete in select big dollar bracket events:

Big Dollar Bracket Racing Events

Spring Fling Vegas	Las Vegas Motor Speedway	SFG Powerball	Silver Dollar Raceway
Spring Fling Galot	Galot Motorsports Park	SFG Super Bowl	Rockingham Dragway
Spring Fling Bristol	Thunder Valley Bristol Dragway	SFG World Series	Silver Dollar Raceway
October Bucks Series	Numidia Dragway	Million Dollar Race	Montgomery Motorsports Park



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Level of Partnership Options for Kyle Bigley Motorsports

Note: ****All Levels are subject to change and up for negotiation, they are simply guidelines for a basis of the partnership****

Level 1: Product Marketing Partner

- Company agrees to partner on the Product Level
- Company provides \$500-\$1,000 worth of product to KBM
- Company receives Product Level signage on both cars (small contingency size decals)
- Company receives logo on hero card and transport trailer
- Company receives 2 (per month) tagged posts, shout outs, mentions on all social media platforms

Level 2: Associate Marketing Partner

- Company agrees to partner on the Associate Level
- Company provides either \$1,000 worth of product to Kyle Bigley Motorsports or,
- Company provides \$1,000 - \$2,000 for the 2019 race season
- Company allows Kyle and Ed to be authorized dealers at the track in exchange for discounted product prices for KBM
- Company receives Associate Level signage on both cars (medium company decals)
- Company receives logo on hero card and transport trailer
- Company receives 4 (per month) tagged posts, shout outs, mentions on all social media

Level 3: Primary Marketing Partner

- Company agrees to partner on the Primary Level
- Company provides \$2,500 - \$5,000+ for the 2019 race season
- Company allows Kyle and Ed to be authorized dealers at the track in exchange for discounted product prices/commissions for KBM
- Company receives Primary Level signage on both cars (large company decals)
- Company receives primary logo on hero card and transport trailer
- Company receives unlimited tagged posts, shout outs, mentions on all social media platforms
- Develop a marketing campaign with company based on goals, target market etc.



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Terms

Proposed Level of Partnership: Associate Marketing Partner

Bigley Motorsports Commitment:

Mark Williams will be a part of all functions and promotions in which Bigley Motorsports and Kyle Bigley participate:

- **Vehicle Signage:** *Mark Williams* will receive **Associate** level signage on both (two) KBM competition vehicles. See photos on the last page for example illustration.
- **High Resolution Professional Photos:** will be provided to all KBM marketing partners free of copyright and free of charge for use in any advertisement featuring the KBM team.
- **Press Release:** *Mark Williams* will be mentioned as KBM's product of choice in all team developed press releases and public service announcements.
- **Social Media:** *Mark Williams* (as used by KBM) will be featured on Kyle's Facebook page and @Kyle.Bigley Instagram page at least 4 times per month giving thousands of digital impressions on two of the most popular social media platforms to date. Website link will be included at discretion.
- **Kyle Bigley as a spokesperson:** for your products and/or services. Kyle and his father have earned a reputation not only as a successful team and competitor, but more importantly as a trusted source for many sportsman racers as it pertains to brands, setup and recommendations. The brand acceptance within the community that KBM can create by simply endorsing your company is second to none.
- **Brand Ambassador/Marketing Campaign:** for your company, a new and innovative way to reach new potential customers and gain organic growth is crucial. In a society where everything is so accessible and consumers have so much access to price information and data, providing your potential customers with an attractive offer is crucial in converting. In our personal business ventures, we live by the motto: "give, give, jab" and translated means, provide and give value up front before asking in return. We find that offering prospective customers value first drastically affects customer longevity and can be as simple as a unique discount code they use from me.

BTE Racing Commitment:

In return for the KBM commitments listed above, *Mark Williams* agrees to provide KBM with the following at no cost (to be used exclusively on/for KBM team vehicles):

- (1) Driveshaft for firebird – Accu-bond 7075 aluminum driveshaft
- Kyle and Ed as Authorized Dealers for *Mark Williams*

Terms of Commitment:

One year commitment from 1/1/19 to 1/1/20, renewable and negotiable for extension on 1/1/20



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Illustrations

Take a look at the 2018 Bigley Motorsports fleet to get an accurate illustration of how and where partner logos are and can be placed on competition vehicles and support equipment. Primary vehicle sponsors (KB Trailer Sales) receive primary signage on each vehicle, and inclusion on other vehicles. Associate partners (Numidia Dragway, Huntsville Engines and Todd's Extreme Paint) receive associate signage, while product partners appear on each vehicle.



Contact Us:

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