

OFFICIAL HEAVY DUTY PRODUCT SPONSOR

OF THE BANDIT BIG RIG SERIES FOR 2021



The Bandit Big Rig Series (BBRS) Official Heavy Duty Sponsor Package is inclusive to some of BBRS's most marketable opportunities, rights and benefits. They are combined to meet the sponsors goals through the most value-driven marketing platforms, ensuring authenticity with participants, event attendees and all other Bandit Fans.

EXCLUSIVE RIGHTS

Year-round affiliation as a Bandit Big Rig Series Official Heavy Duty Sponsor which includes all events, campaigns and programs for the entire 2021 season. This is designed to maximize your exposure in not only the BBRS, but any consumer market our Bandit Fans are a part of.

PACKAGE HIGHLIGHTS

- Sixteen (16) co-created messages
- Twenty (20) complimentary general admission tickets at each race event in 2021
- Four (4) live announcements at each BBRS event
- Four (4) :30 second sponsor provided commercials featured on Bandit TV
- Commercials to remain in race rebroadcast hosted on BBRS social media pages
- Official product provided by sponsor and required to be run on all BBRS race trucks

BANDIT BIG RIG SERIES YTD
MARKETING STATS



IMPRESSIONS
68,967,595



REACH
35,221,099



VIDEO VIEWS
15,580,923



ENGAGEMENT
589,663



SOCIAL FOLLOWERS
133,842

COMPANY BRANDING RIGHTS & AFFILIATIONS



WINTERS RACING LLC

EST VALUE **\$1,056,000**

Bandit Sponsored – Doug Winters NHRA Pro Mod Drag Racing

- Co-branded with the Bandit Series in conjunction with Winters Racing at 14 NHRA events throughout 2021. Events average over 500,000 viewers per combined airings on Fox Sports 1. Exposure to more than 2 million social media followers throughout the season

BANDIT TV

EST VALUE **\$656,000**

Livestream Broadcasting and Production Advertising

- Branded logo and commercials on all Bandit TV livestream (YouTube/Facebook), along with a strong rebroadcast, effectively reaching more than a 15 million viewership

SOCIAL MEDIA

EST VALUE **\$464,000**

Paid Search and Organic Advertising

- Targetable (Geotargeting methods) which produce immediate measurable results – reach of nearly 8.8 million engaged fans

TRADITIONAL ADVERTISING

EST VALUE **\$386,000**

TV, Radio, Out-of-Home and On-Site Marketing

- Reaches a wider, new audience and offers tangibility – gets your business in front of new customer opportunities – Exposure to more than 70 Regional & Local TV & Radio Stations within 8 markets

PRINT ADVERTISING

EST VALUE **\$125,000**

Branded Race Day Schedules, Programs, Banners, Posters, etc.

- Your featured brand will be seen millions of times in 2021 through all BBRS forms of print media

TOTAL ESTIMATED MEDIA VALUE OF \$2,687,000+

DETAILED FEATURES

- Campaign integration – Inclusion as Official Heavy Duty Product Sponsor in select BBRs Platforms
- Logo inclusion on Winter's Racing Pro Mod NHRA Drag Car
- One (1) Pre-Race or Race Day event component designed by BBRs – engage fans through on-site activation and generate leads with quality, face-to-face communication regarding your brand as an Official Heavy Duty Product Sponsor at BBRs events. Sponsor logo to be included and defined as title sponsor in select event
- Sixteen (16) co-created messages pushed monthly through all BBRs social media channels
- On-site activation space (size TBD) featuring your company at all 8 BBRs events in 2021
- Online access to BBRs race day marketing collateral
- Twenty (20) complimentary general admission tickets at each race event in 2021
- Six (6) all access employee passes (pits, R&D and drivers)
- Official product provided by sponsor and required to be run on all BBRs race trucks
- Two (2) 4' x 8' sponsor banners provided by BBRs to be displayed at each event in line with all other Official Heavy Duty Product Sponsors in 2021
- Four (4) live announcements at each BBRs event acknowledging your brand as Official Heavy Duty Product Sponsor
- Four (4) :30 second sponsor provided commercials featured on our exclusive Bandit TV platform (1 pre-race commercial and 3 live race commercials)
- Commercials to remain in race rebroadcast hosted on BBRs social media pages
- Full networking rights with other BBRs partners
- Quarterly strategic meetings to review partner objectives and activation plans
- Annual fulfillment report showcasing revenue, value and benefits delivered
- Designated BBRs account manager to maintain and service the relationship
- BBRs will issue one (1) press release per year recognizing sponsor as an Official Heavy Duty Product Sponsor
- Right to use BBRs marks/logos and BBRs Official Heavy Duty Product Sponsor designation in company advertising, promotions, PR and packaging with BBRs approval

HEAVY DUTY PRODUCT SPONSOR PACKAGE
ANNUAL COMMITMENT & PRODUCT REQUIRED

PACKAGE VALUE

\$1,075,000+