

# OFFICIAL PRODUCT SPONSOR

OF THE BANDIT BIG RIG SERIES FOR 2021



The Bandit Big Rig Series (BBS) Official Sponsor Package is inclusive to some of BBS'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 Sponsor which includes all events, campaigns and programs for the entire 2021 season. This is designed to maximize your exposure in not only the BBS, but any consumer market our Bandit Fans are a part of.

## PACKAGE HIGHLIGHTS

- Sixteen (16) co-created messages
- One (1) 10' x 20' on-site activation space
- Four (4) live announcements at each BBS event
- Three (3) :30 second sponsor provided commercials featured on Bandit TV
- Commercials to remain in race rebroadcast hosted on BBS social media pages

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 Product Sponsor in select BBRs Platforms
- Logo inclusion on Winter's Racing Pro Mod NHRA Drag Car
- Sixteen (16) co-created messages pushed throughout the 2021 event year
- One (1) 10' x 20' on-site activation space featuring your company at all 8 BBRs events in 2021
- Right to provide product integration/donation within BBRs events
- Online access to BBRs race day marketing collateral
- Twenty (20) complimentary general admission tickets at each race event in 2021
- Four (4) all access employee passes
- Two (2) 4' x 8' sponsor banners provided by BBRs to be displayed at each event in line with all other Official Product Sponsors in 2021
- Four (4) live announcements at each BBRs event acknowledging your brand as Official Product Sponsor
- Three (3) :30 second sponsor provided commercials featured on our exclusive Bandit TV platform (1 pre-race commercial and 2 live race commercials)
- Commercials to remain in race rebroadcast hosted on BBRs social media pages
- Full networking rights with other BBRs partners
- 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 Product Sponsor
- Right to use BBRs events to film/shoot sponsor commercial/ad
- Right to produce BBRs branded merchandise for resale/giveaways
- Right to use BBRs marks/logos and BBRs Official Product Sponsor designation in company advertising, promotions, PR and packaging with BBRs approval

**PRODUCT SPONSOR PACKAGE**  
ANNUAL COMMITMENT & PRODUCT REQUIRED

PACKAGE VALUE

**\$672,000+**