

# *Amber* **BALCAEN** **10** *Racing*

2016 Marketing Proposal





# Intro

This proposal will discuss the opportunity to form a mutually beneficial partnership between you as the investor, and Amber Balcaen Racing.

It is a fact that NASCAR leads the way in fan loyalty, which in part is an emotional reaction that fans have because of their passion for the sport or a specific driver. A race fan is the most brand loyal customer on the planet. This serves as a new avenue for marketing to receive the type of brand loyalty that companies dream of. Companies that invest in Amber Balcaen Racing will receive a minimum 500% on their initial investment. Amber and her team will work directly with your marketing department to strategize a plan to insure you are getting your desired return on investment.

Amber Balcaen strives on partnering with quality brands and is diligent to learn what matters most to her marketing partners and the individuals they market to. Continue on to see why Amber Balcaen Racing is the right investment choice for you.



“You have a lot of talent, and the way you conduct yourself and involve your fans is elite. You are a great role model for females of any age”

- Justin Hadford (Fan)



# Activation

- Marketing & Brand Activation through Amber Balcaen as a Driver & Person
- **Personal interactions** with the fans, customers & clients connects value with the brand, leaving person with a strong & favorable impression of brand
- Amber is known to be excellent at directly connecting with fans and consumers
- **Community building** by attending seminars, forums and various corporate events to help connect people together. Amber shares her inspirational story to create the right atmosphere for community building. Stories are used to bring together the employees of a company.
- Fans for life = Customers for life.
- Driver loyalty = Brand loyalty



# Activation

- Amber Balcaen will be your company's **Brand Ambassador**.
- **Driver Appearances** at company locations and any other events requested by company such as trade shows.
- In-store **Product Displays** using a racing theme, coupled with driver autograph session or a racecar display, generate additional traffic into retail stores.
- **Hospitality events** at race track provide for a unique way to entertain clients, employees and VIPs.
- Female **Spokesperson** for magazine and commercial advertisements; Speaker at community events, charity events and fundraisers.

# Promotional Marketing

- Race car & driver at company location for **events and promotions** your company is holding. A race fan is the most brand/product loyal consumer on the planet.
- Race car & driver at **public appearances** such as trade shows. A race car attracts and draws crowds of people towards it, giving the sales personnel the ability work the crowd; double the crowd means double the potential customers; Twice as many names cuts the costs per lead in half.
- Strategies to increase company productivity through **internal promotions** (employee of the month gets to come to a race and experience it through the driver's eyes)
- Strategies to increase your sales through **external promotions** (giving away brochures, special promotions, coupons, etc at autograph signing to attract new customers)

# Promotional Marketing

- **Promotional marketing** to raise awareness of brand and products in order to generate more sales and gain a customer loyalty
- **Product samples**, product promotions, coupons and brochures distributed at race events such as autograph signings
- **Contests/promotions** or service coupons connected directly with Amber's racing
- Products showcased at track through hospitality functions & display exhibits where additional signage and product sampling opportunities are available
- **Product testing** with honest feedback



# Brand Awareness

- ABR offers a unique promotional tool to reach a specific target market in both Canada & the U.S.
- **Brand exposure** through logo on racecar, racing hauler, driver suit, driver helmet, autograph cards, posters, event signage, team uniforms, and all other merchandise that will be sold to fans (t-shirts, hats, hoodies, jackets, key-chains, calendars, stickers, etc.)
- Drivers wear brand or corporate apparel at public appearances away from the race event to further the sponsorship association
- Website, mention of company name in all interviews, print articles, online articles, Television, Video streaming on internet, commercials
- **Social Media Strategy**
  - Frequent posts on Instagram, Twitter and Facebook advertising company products or services (over 45k followers on social media)
  - Exciting and engaging content on social media including the sponsor's logo or links to their website



# Brand Awareness in Motorsports

- Cars serve as moving billboards for the sponsor's logo, visible to the fans in the stands & TV viewers at home.
- Trucks which transport the race cars also serve as traveling billboards for the sponsor and its racing association.
- Drivers & team uniforms, along with event and race circuit signage gives the sponsor additional visibility with fans at the track and also appear in TV coverage and newspaper photos
- More liberal policy than other types of sports coverage: Printed articles, electronic media outlets, and news coverage of event agree to mention sponsor of the race cars in their coverage along with news and feature stories.
- **Cross marketing programs** between several corporate sponsors present opportunities to sell and promote products in a unique and innovative fashion.
- Greater opportunity for **B2B Relationships**

# Additional Benefits

- Right of first refusal for ARCA, NASCAR Xfinity and NASCAR Cup series partnership in future
- Opportunity to be a part of Amber's journey from an early stage, as a rising star
- National exposure for an annual sport (February - November)
- Respectability & Sportsmanship: Amber Balcaen reflects well upon any brand



# Motorsports Marketing



- Auto racing is the number one and fastest growing spectator sport in the United States with over 80 million fans attending events each year.
- There is no other sport like auto racing that provides the corporate sponsor with as many different ways to merchandise and market its racing association

"As a marketing vehicle, auto racing is a proven winner. No sport attracts more corporate sponsorship dollars. Of the estimated \$3.2 billion spent on sports sponsorship last year, 25 percent was directed towards auto racing. Racing is regarded as an exciting, glamorous, unique and effective marketing tool." -*United States Auto Club FF2000 Media Guide*

# Motorsports Partnering Success



The Tide car has been named one of the “Top 10 Most Iconic Cars in NASCAR History”

# Motorsports Partnering Success

- **Example: Tide of Proctor and Gamble**

- Tide of Proctor and Gamble celebrated 15 years of sponsorship with NASCAR in 2002. In 2004 Ricky Craven (Driver of the Tide car) received a two-year contract extension with Tide. Tide invested 12.5 million when sponsoring Ricky Craven in a single year. Studies showed that if P&G pulled out of motorsports sponsorship, they would lose 18% of their total revenue. It's no wonder why they stayed in the sport for so many years.
- The Proctor and Gamble product was a highly visible sponsor from 1987 through 2006, backing Darrell Waltrip for four seasons, Ricky Rudd for nine, Scott Pruett for one, Ricky Craven for three-and-a-half, Bobby Hamilton for one-and-a-half and Kvapil for its final season.
- Tide, the number-one selling detergent in America, and Downy, America's biggest-selling brand of fabric softener, was an associate sponsor of the Tide Racing program since 1995. Combined with Tide, the two brands built a strong retail-based program centered on their motorsports partnership that brought success to both products in the motorsports marketplace.
- "Tide's relationship with the team, its partners, Ricky Craven, and the NASCAR Winston Cup Series has been extremely rewarding both on and off the track. We're looking forward to continuing that relationship alongside Downy and Mr. Clean AutoDry in the years to come." - Julie Woffington, Procter & Gamble's Tide Brand Manager. (*bangorailynews.com, Oct 2003*)
- In 2010 workers at Daytona International Raceway used Tide to clean turn three of Daytona International Speedway after a fiery crash. This brief display aired on FOX TV was said to earn Tide an upwards of \$8 million in free "product placement" recognition during the cleanup.

# About Amber

I am a third-generation race car driver from Winnipeg, Manitoba, Canada. My greatest passions in life are racing cars and helping others. I strive on being a positive role model and inspirational figure to females around the world. I am business graduate that has an acute understanding of marketing, given my role in the Motorsports industry. I have never had any family money or financial backing, all of my sponsorship development or driving for car owners, has been procured through my own efforts. I am diligent to learn what matters most to my sponsors and will always understand the importance of my fans. My goal is to be the first Canadian woman to win a NASCAR Series race. The passion, determination and persistence that I acquire makes me believe that I am well on my way to achieving those dreams. My main objective as a racer driver (aside from winning races) is to use NASCAR as a platform to help others reach their full potential and to motivate others to be their best selves. Some ways I currently exude this is through my volunteering efforts, speaking at charity events, social media posts, and interactions with the younger generation. Racing gives me the opportunity to partner with quality brands and promote positive action in communities around the world.



# Attractive Attributes

- Being a female in a male-dominated sports
- Being Canadian in a American-dominated sport
- Well educated, graduated from business college
- Well spoken individual
- Always takes time for her fans (your customers)
- Inspiring figure who wants to use her platform for positive action
- Personality that reflects well upon any brand: genuine, humble, relatable and friendly
- Advocate for positive movements (Women Empowerment, Anti-Bullying, Self-Esteem/ Confidence Campaigns, motivational figure for big-dreamers)



# Demographics

- 40% of NASCAR fans are female
- NASCAR ranks #1 among major U.S. Sports in loyalty to sponsors
- The NASCAR digital Platform boasts on average, 7.2 million unique visitors monthly
- 75 million estimated NASCAR fans in the United States
- 73% say they buy NASCAR-related products because they are a fan of a specific driver
- The average NASCAR fan earns between \$40k-\$75k annually
- 8 out of 10 people who purchase NASCAR products from local retailers ask those retailers if they'll stock more merchandise to be purchased.
- NASCAR fans are 3x more likely to try and purchase NASCAR sponsor's products and services than the general sports fan demographic.
- Two-thirds of NASCAR fans say that they don't mind paying extra for NASCAR products. 89% say that when they see a NASCAR logo on a product, that they know it will be a high quality item.



# 2016 Schedule (Apr-Nov)

# of Races	Track Location
14	Radford, VA
3	South Boston, VA
2	Hickory, NC
2	Myrtle Beach, SC
2	Greenville, SC



# Career Highlights

- First woman to win a dirt track racing championship in Manitoba
- 2012 ALH Motor Speedway Champion
- 2013 Red River Co-op Speedway Championship runner-up
- 2013 Northern Lightning Sprint Association (NLSA) Points Champion runner-up
- 2013 Sportsman of the year at RRCS
- 10 Feature wins
- 2013 won 75% of races, worst finish was 2nd in completed races
- 2014 NOSA 410 Sprint Car Rookie of the Year
  - Heat race wins, 3rd place feature finish in rookie year
- 2014 Top Rookie in NOSA & RCS points
- 2014 Top 10 in NOSA & RCS points
- 2014 Tested ARCA car at Daytona International Raceway
- 2014 Only Canadian to complete in NASCAR Diversity Combine
- Approved for 2015 ARCA License
- Competed in 2015 Chili Bowl Nationals, 4<sup>th</sup> place in heat race
- 2015 Only Canadian to compete in NASCAR K&N Bill McAnally Driver Expo



# Future Goals

- 2016 Full season in NASCAR Whelen All American Series. Win rookie of the year & a race.
- 2016 select few NASCAR K&N Series or ARCA races.
- 2017 Full Season in ARCA or NASCAR Trucks w/ Xfinity Testing
- 2018 Half Season in Xfinity Series W/ ARCA races.
- 2019 Full season of Xfinity Series. Win Rookie of the year & a race
- 2020 Full season in Xfinity with Cup series starts.
- 2021 Full time NASCAR Cup series. Win Rookie of the year. Win races in this series.
- Become the first Canadian Female to win a NASCAR series race
- Be a positive role model for younger girls
- Give back to the racing community
- 2016 start my own “give back” sponsorship fund
- Be an inspirational & motivation public figure



# Off The Track

- Business Graduate from Red River College, Business Administration & Marketing
- Steven Covey: 7 Habits of Highly Effective People course completion
- Active reader of books pertaining success, leadership, business, thinking big, etc.
- Public speaker at local events and schools, sharing positivity & motivation via social media
- Driver coach & mentor of 13 year-old girl in her first year of racing, helping her get her first feature win.
- Volunteer at Ronald McDonald House of Charities & Children's Hospital
- Bill McAnally Driver Expo: 2 day class covering topics such as, Jobs of a driver, Media relations, Social media, Building sales, Sponsorship, Expectations of a sponsor, and the Do's and Dont's as a Driver/Brand Representative, Activation and Media Training.
- Active listener of "MFCEO Project" Podcasts done by successful Entrepreneur Andy Frisella
- Worked as a promotional model for a Promotion company representing multiple brands over the last 5 years.
- Media Training at NASCAR Diversity Combine: Personal communication tips and techniques.
- Filmed a NASCAR TV reality show pilot with NASCAR Entertainment
- Currently manage all of my own social media, public relations, sponsor proposals, etc.
- Entrepreneur, CEO of Amber Balcaen Racing

# Off The Track



*“ Amber...If you are able to drive a race car as well you can speak to the media than you have this whole thing made. We can have you in NASCAR Cup next year”*

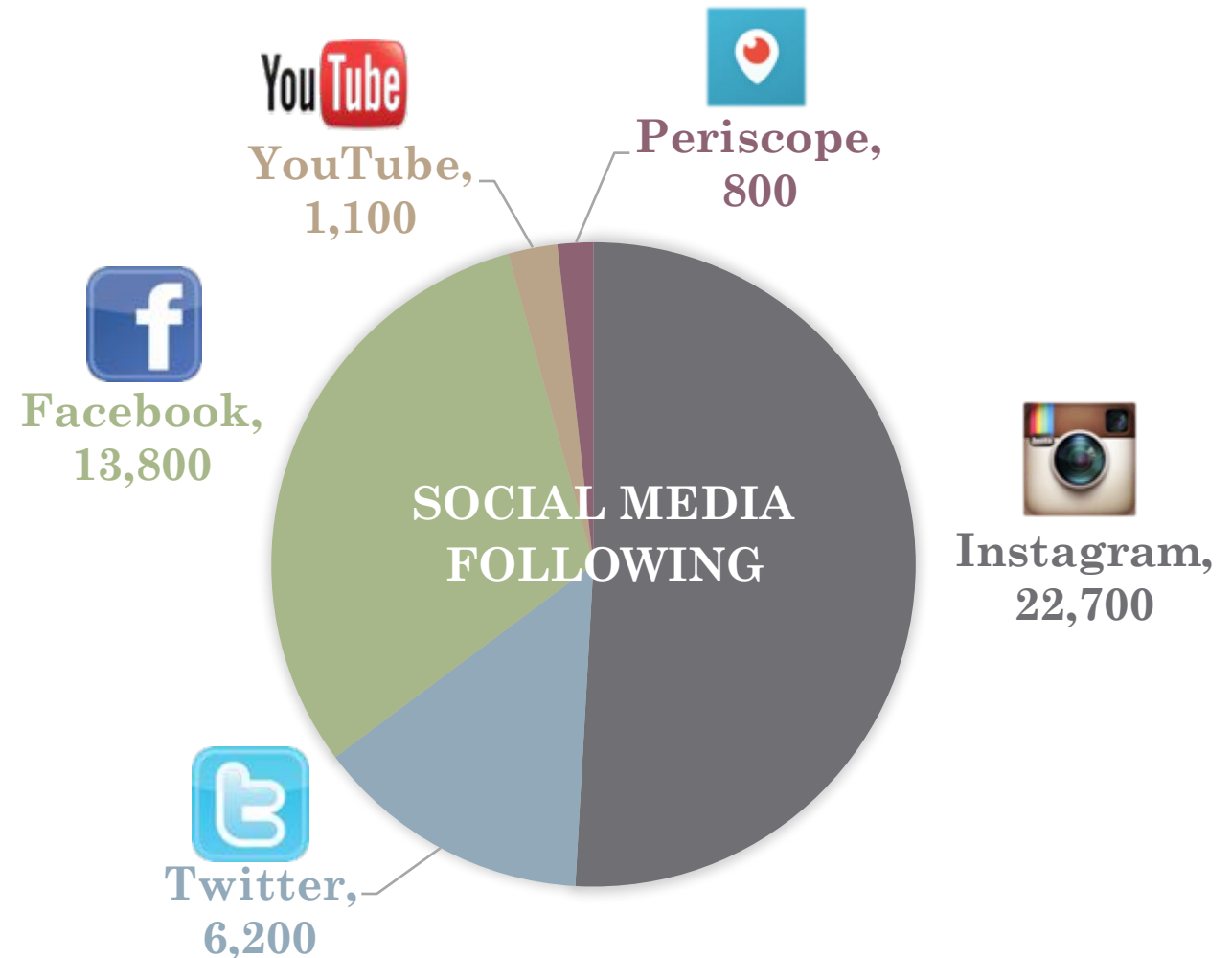
*“Racing is a business, and it is just as important what you do OFF the track as it is ON the Track”*

- **Bill McAnally** (Well Respected Owner of NASCAR K&N team)

# Market Reach

Amber's fan base has grown over 260% in 2015 with over 45,000 followers on Twitter, Facebook, Instagram YouTube and Periscope. This fan base will become your fan base and will only continue to grow with further success and a well-executed social media strategy.

In the past 5 years Amber has done 100+ media appearances on radio and television along with interviews in newspapers, magazines and online articles



# Lee Pulliam Performance

Amber Balcaen Racing will be teaming up with Lee Pulliam Performance in 2016. Lee Pulliam Performance (LPP) is an asphalt latemodel development team competing in the NASCAR Whelen All-American series. LPP is dedicated to providing their drivers with the best equipment possible in the short track racing world. LPP has one of the best driver development programs in the country as young racers aspire to move up the ladder in NASCAR. Their team is knowledgeable, dedicated and has decades of experience in multiple racing backgrounds. With so many previous racers working at LPP, the driver coaching is a valuable asset to what we bring to the table. Notable Drivers that have driven for LPP include Chase Elliot, Dalton Sergeant, and Lee Pulliam. LPP has an ARCA Team affiliate with Venturini Motorsports.



# Financials

Level		Investment
<b>Exclusive Sponsor</b>	Full rights to entire car, driver suit, helmet, branding & media, unlimited appearances	<b>\$200,000</b>
<b>Primary Sponsor</b>	Large portion of the car & large logo on suit & helmet, most media exposure, more appearances	<b>\$100,000</b>
<b>Secondary Sponsor</b>	Medium portion of the car & medium logo on suit	<b>\$50,000</b>
<b>Associate Sponsor</b>	Smaller portion of the car & smaller logo on Suit	<b>\$25,000</b>



# Contact Amber

Thank you for taking the time to read Amber Balcaen Racing's marketing proposal. For further inquiries please contact Amber directly.

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