

AD RACING

ANDREW DOBBIE RACING



Proposed Partnership Opportunity

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Marketing Package Brief

Partnering with the ADR Team is not about funding a driver up through the ranks; it is focused purely for the benefit of our partners through mutually beneficial opportunities.

Motorsports marketing is becoming more prevalent because it is naturally engaging and has high visibility. Consumers are surrounded by advertisements in their daily lives and thus have developed a tendency to tune most of them out. While companies are trying harder and harder to be noticed by potential consumers in traditional forms of advertising, a racing car inevitably becomes a focus for attention, creating a high visibility marketing vehicle that effectively captures an audience. Companies that look to capitalize on motorsports marketing benefit from the numerous ways that their brand becomes seen, and they also receive supplementary benefits that come from being associated with the sport locally.

With rising attendance at racing facilities and increased media exposure, many companies are finding that their company's involvement in marketing through motorsports makes very effective use of their company's dollars. Excellent exposure of your company's name or logo is priceless. By partnering with the ADR team, your company can reach thousands of people throughout the year locally, across the Pacific Northwest, and into California. Many race fans are loyal to those who sponsor their sport and they will seek out who is sponsoring them.

Race cars themselves naturally attract certain viewers. In addition to your logo being on the car and visible to spectators on race weekends, it will also be on the trailer as we travel to and from races in the Pacific Northwest. Other benefits include being able to promote giveaways/sweepstakes featuring the team, displaying the race car in front of your business for scheduled promotions and demo's, free tickets to see the races, brochures placed at your place of business and in our paddock space every weekend, etc.

We would welcome the opportunity to create a proposal for you. We aren't expecting your company to just be a decal on the car. We want to work with you to come up with a plan that is right for your business. To make things simpler, we have a partner who has come on board to provide decals and vinyl wraps at cost, so for the most basic partnership package all we would need is a logo file to get started. For more encompassing promotional efforts we will need to discuss your business and marketing objectives.

The Benefits

To summarize, there are 5 reasons below why you should consider partnering with ADRacing.

- **Increase awareness of the company's products and services.** Each package has benefits for the sponsor built in: logos on both the race car and the team trailer, website advertising, company name on race suit, etc. Through a sponsorship, a company's brand will be in front of the crowd that contains racers, fans, family, organizers, etc.
- **A welcomed form of advertising.** In most settings consumers are inclined to tune out advertising. Although many traditional ways of reaching consumers are failing, motorsport marketing is a positive, exciting, and engaging way to market a brand.
- **Outstanding value for the dollars invested.** Although sponsorship package costs vary from organization to organization, they commonly range from \$500 up to \$5,000 or more. When comparing the cost of other marketing outlets like print, television and billboard advertising, this form of sponsorship can be a great value and a smart option to include into the marketing mix. Especially considering how a race car naturally engages and interests people.
- **Build goodwill & employee morale.** Companies that sponsor local racing teams become positively associated with the close-knit racing community we have in BC. This feeling can instill loyalty among a business' current and future patrons. In addition to this, being involved in the local community increases employee morale throughout the entire organizational chart
- **Possible tax incentive.** As an added benefit, it is possible for the sponsorship to be written off.

The Driver

My name is Andrew Dobbie. I was born and raised in Langley, BC and I have always been captivated with cars and motorsport. From the day I lined up my Hot Wheels collection end to end across the living room floor as a toddler, my parents knew I was going to be obsessed with cars.

At 22 years old, I jumped head first into what I believe is my true passion. I purchased a car from Ottawa, earned my Race License and went racing. During my first year I raced in the CACC and SCCBC championships which hold events locally at the Mission Raceway Park Road Course. I was awarded Rookie of the Year by the Confederation of Auto Sport Car Clubs (which governs multiple forms of racing in BC from Karting to Road Racing), and also by the Sports Car Club of BC (SCCBC) and finished 5th in both the CACC and SCCBC Formula Ford Championship – a very respectable result considering rookies are ineligible to collect points in their first few races. I also visited the Ridge Motorsport Park in Washington where I took 1st place in the final race of the weekend. In the off-season I travelled to Florida for the Lucas Oil Formula Car Winter Series, where I captured 2 podiums and finished 5th overall in the series.

The Car

The car is a 2005 Van Diemen Formula Ford with a 1.6L Ford Kent engine that produces approximately 120hp. With the appropriate gearing, a Formula Ford can accelerate from 0 to 60 mph in less than 5 seconds and can reach speeds in excess of 130 mph (210 kph). It weighs 1,100 lbs with the driver sitting in the cockpit in ready to race condition. Formula ford has been a stepping stone for many drivers

looking to launch their career in motorsport. The cars do not have wings or downforce so they rely solely on mechanical grip and the driver's ability to keep the car on the track.

2017 Results

- Rookie of the Year – in both the Confederation of Autosport Car Clubs (CACC) & the Sports Car Club of British Columbia (SCCBC)
- 1st place – ICSCC Thunder on the Ridge (The Ridge Motorsports Park)
- 2nd place – ICSCC Can-Am Triple (Mission Raceway Park)
- Numerous 2nd and 3rd place finishes in the CACC Championship at Mission Raceway Park

2018 Results (so far)

- 3rd place – Sebring International Raceway (Lucas Oil Formula Car Series)
- 3rd Place – Palm Beach International Raceway (Lucas Oil Formula Car Series)

2018 Plans

- Contest the Lucas Oil Formula Car Winter Series in Florida
- Contest the CACC and SCCBC Championship at Mission Raceway Park
- Contest the ICSCC events at the Ridge Motorsports Park in Washington
- Contest the SCCA Majors and Hoosier Super Tour events held in Seattle, Portland and California
- Qualify for the 2018 SCCA National Championship Runoffs at Sonoma Raceway in California

Media Exposure

- **Vancouver International Auto Show**
 - Car will be on display at the large CACC racing booth March 28th-April 1st 2018
- **SCCA Runoffs National Championship**
 - Via SCCA.com, and televised via MotorTrend OnDemand and CBS Sports Network
- **Instagram**
 - @andrewdobbie93 and @formulafordbc
- **Newspaper**
 - Article previously featured in the Langley Advance in September 2017
- **Sccbc.net**
 - Sports Car Club of BC website
- **Formulafordbc.com**
 - Website for the formula ford group in BC
- **AndrewDobbieRacing.com**
 - Personal website
- **Victory Lane Magazine**
 - Previously featured in the BCHMR article in the October 2017 Issue



Previous Partners

- Dowco Group of Companies
- BRG Projects
- Trading Post Brewing
- Jared Gibbons Real Estate (Royal LePage)



Proposed Partnership Levels & Activities

Primary: \$3500 – 1 available per season

- Logos to be the largest and most prominent on the ADR Team: Race car, Enclosed trailer, Driver's gear & fire suit, Official website, Pit apparel, etc.
- Company to be listed as the primary partner on all race results, websites, timing & scoring sheets, Instagram posts, and print media when featured
- 2 scheduled promotional visits where the race car can be on display at your place of business for promotional events or otherwise
- Marketing Brochure created to be on display at your place of business
- Free Entry for local races (up to 4 people)

Secondary: \$1500 – 2 available per season

- Large logos on the ADR Team: Race Car, Enclosed Trailer, Driver's gear & fire suit, Official website, Pit apparel, etc.
- Company to be listed as a main partner on all race results, websites, timing & scoring sheets, Instagram posts, and print media when featured
- 1 scheduled promotional events for the race car to be on display at your place of business
- Free Entry for local races (up to 2 people)

Product: \$500 – 4 available per season

- Logos on the ADR Team: Race car, Enclosed trailer, Official website
- Company to be listed as a sponsor on all race results, websites, and timing & scoring sheets
- 1 scheduled promotional event for the race car to be on display at your place of business

Vancouver International Auto Show Partnership – TBD

- Primary Logos on the ADR Team car at the Vancouver International Auto Show from March 28th-April 1st. Car will be on display at the large CACC Racing presentation booth for the entire show.
- **There is a possibility to create a promotion around this event with coupons that will drive customers to your store so you get a return on your investment as well as exposure.**
Ex. For a tire shop – coupon for discounted mounting & balancing, oil change, brake/tire inspection, etc (to be redeemed at your location only)