

RICCARDI
RACING
2017
PROMOTIONAL PACKAGE
MAIL

Riccardi Racing
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Executive Summary

This proposal has been presented to you in hopes of generating an interest in sponsoring this team.

In order for you to make an informed decision we have provided you with a brief history on the growth of Drag racing and sponsorship as well as a brief explanation of the ASA American Speed Association.

Few spectator sports in the world today pack the excitement and thrills of auto racing. The close action of cars going side by side for a Quarter Mile at top speeds brings excitement to thousands every week.

What draws a spectator to a racing event? Is it the speed, thrills, glory, excitement, association with a driver, team or sponsor, the noise, colors or smell? Who knows? The point being that racing draws spectators by the thousand's, and it is a great opportunity to get them interested in your company.

At a given race event, you can see from 2000 to 5000 spectators. In one year, across the country, approximately 58 million people will attend a racing event. Sports Illustrated recently confirmed that Auto Racing is now the number one attended sporting event in the United States.

The popularity of Drag racing is steadily increasing as well as the amount of its exposure. (As in local cable TV coverage)

Riccardi Racing will have a logo of your Company name for the public to see at the race track events, as well as all the attention that a racecar draws on the way to the racetrack every week. Your company will constantly be in the public's eye.

To better meet the needs of your company I have put together a Sponsorship Proposal package.

The benefits and objectives of this proposal have been clearly outlined, showing the ability that sponsorship has to greatly enhance your company through exposure on local and national levels. After reviewing this proposal I am confident that you will choose to become part of our team and sponsor Riccardi Racing.

Sponsorship and Drag Racing at a glance

It is brand loyalty and brand awareness that has companies like Ford Motor Company contributing over 75 million dollars to see their advertisements on a moving billboard that goes over 200 mph. Racing events are credited with more television coverage, newspaper and magazine articles, and radio bits than ever before. This type of coverage allows for the promotional reach to be exponential. Even now, at a time when television ratings are at their worst, including prime time televisions, Drag racing ratings are astronomical. As popularity for the sport continues to skyrocket, companies that haven't considered the opportunity and benefits that racing provides may find themselves wishing that they did!



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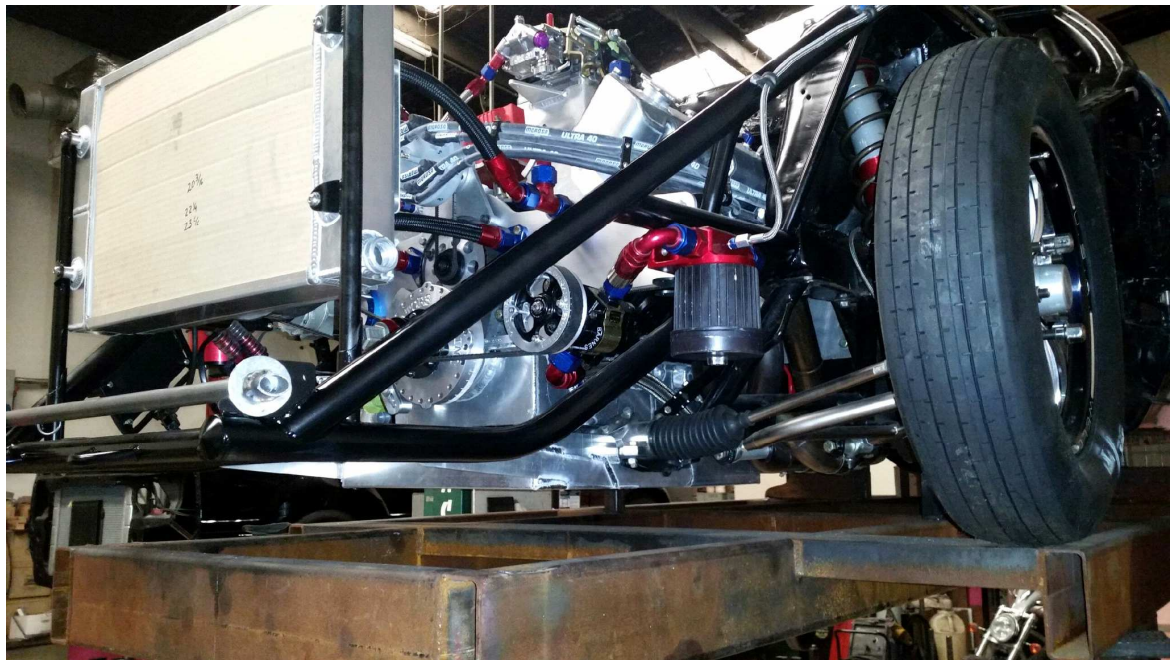
Advertising

Riccardi Racing will help achieve maximum value through:

- Advertising
- _Official_ team position
- Promotions
- Event photos are published in Race Page Magazine, Dragzine, with a short write up and Photo of car.
- Car displayed in every Internet Advertising Add under the Downs Ford Motorsport

Riccardi Racing can offer the following specific programs and services to a sponsor:

- Local, regional, and national advertising
- Promotional programs



Marketing Program

Attendance and Viewership

Spurred by the success of Drag Racing Series, attendance and television is at an all-time high, and continues to grow at an incredible pace. Million's of fans have attended all types of Drag racing events since the early 1990's and television ratings also set all-time records.

On-site attendance at all motorsports venues now exceeds 90 million and makes racing the number one spectator sport in America. That means more fans watch racing than baseball, football, basketball, college football, golf, tennis, and bowling.

Sponsorship / Justifications

Motorsport events have the attention of all successful sponsors with over one-third of all sports sponsorship dollars – about \$2 billion – being spent on racing. The reasons are simple as the sponsor gains advantages not available with any other advertising venue.

- Achievement of multiple goals
- Business to business marketing
- Combat advertising budget of competitors
- Drive sales
- Differentiate the product from the competition
- Entertain clients and customers
- Heightened visibility
- Merchandising opportunities
- Shape consumer attitudes
- Showcase product attributes
- Ability to attract retailers

Some Quick Facts about the Owner / Driver of Riccardi Racing

I am a fully certified Technician for Ford Motor Company
I am the Manager for Downs Ford Motorsport
Riccardi Racing has the potential of being a Winning Team
I grew up around a Racing Environment
I race what I build

2016 Runner up at Bowling Green NMCA & Winner at Indy NMCA

2015 Little heartbreak I rolled the car at NMCA event missed most of the year

2014 was our year to break into the 7second zone

In 2013 we ran the new NMCA Series NA 10.5 Drag and finished 6th in points

In 2012 we finished 7th in point dues to a late start on season and Won the NMRA

Bowling Green World Finals as well as set new 2012 Record 8.38 @159.95

2011 we weren't able to race the whole season but finished 10th in points

2011 Import Vs Domestic Street Fighter Class we won in the finals with an 8.46 @
158.95

2012 Import Vs Domestic Street Fighter Class we won in the finals with an 8.22 @
163.45

In 2010 NMRA Hot Street I started dead last in the field at #12 by the end of the Season

2009 finished 5th in points and received the Ambassador of the year award

In 2007, I received the NMRA Sportsman Award

Racecar is a 1981 Mercury Capri

Race Car has been in Racing Condition for 18 Years

Fully Certified by NHRA, NMRA, and NMCA.

Crew consists of the following people listed

Nelson Riccardi Owner/ Driver

Dennis Varga Crew Chief

Jenni Riccardi Crew

Car has gone best to date 7.95 ET at 169.96 Mph 1.13 60ft

2017 Race Season Update

We are looking forward to the 2017 we are currently in the process of building a new engine to be more competitive in the NMCA 10.5 Class. There are many changes being made to our program this year with the help of current sponsors on the team for 2017. Other upgrades being done for the 2017 season Matt Wirt Race Fab Engineering is constructing a removable transmission tunnel and dash so we can remove trans much easier in between rounds if needed to make any changes necessary. We are having Rossler Transmissions go thru the Transmission and make any necessary updates or changes to be more competitive. Riccardi Racing is striving to be the best we can be and with you help we can do it.



Sponsor Page

Currently for the 2017 Race Season

We have the following Companies that have continued to support our program

Throughout the years.

Bob Oster owner and operator of B&B Performance Machine

Dave Jack owner and operator of Dave Jack Cylinder Heads

Matt Wirt owner and operator Race Fab Engineering

Danny Vaca owner and operator of LAT Racing Oils

Edelbrock Race Team

Jim Craig at Weldon Fuel Systems

Ron Galbreath from Santhuffs Suspension

CP Pistons

Dale Cubic owner and operator of C.F.M Performance Carbs

Downs Ford Motorsport

Jesel Valve train

Creative Performance Racing

Being able to do work with all of these companies I have listed has been an awesome

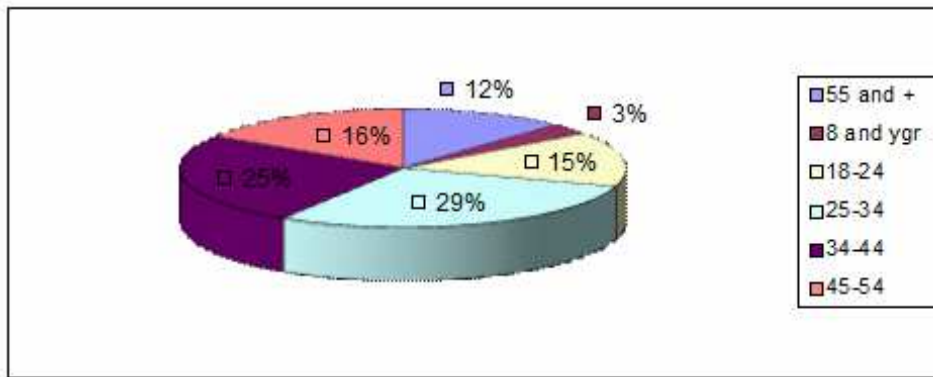
experience for our team!

Riccardi Racing hopes we can add your company to our list!

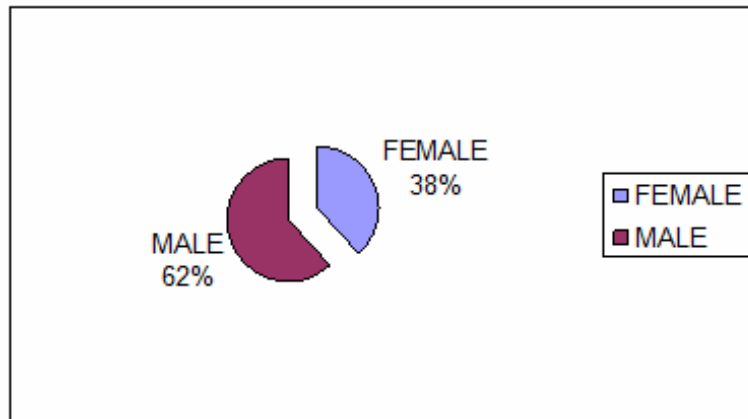
Race Fan Demographics

The most effective advertising and marketing programs connect with as much of the target market as possible with the least amount of effort. Sponsoring a race team is the most rewarding way to do this. Aside from your contribution being tax deductible, and having access to America's most loyal fans, your company will receive three types of media coverage all at one event. ASA has provided the following demographics, which apply to the ASA Local, Regional, and National Drag races.

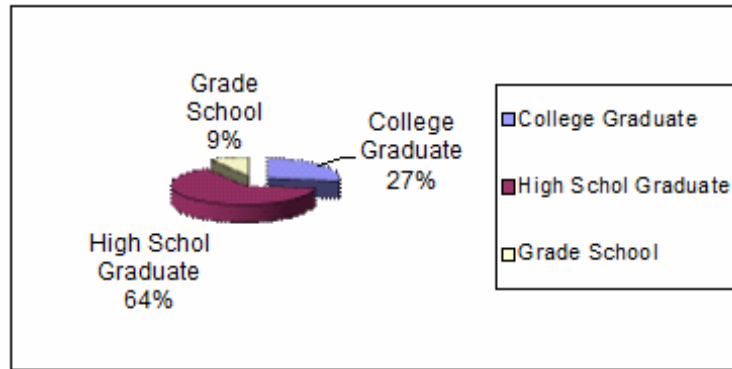
Age



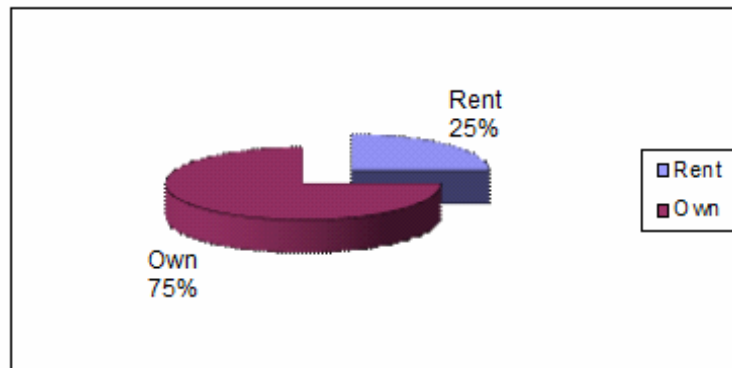
GENDER



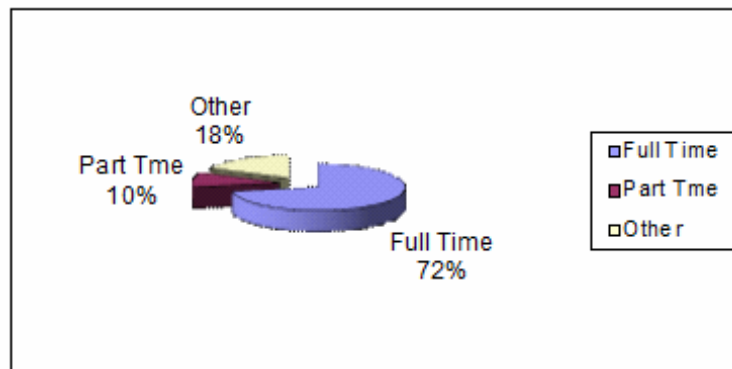
EDUCATION

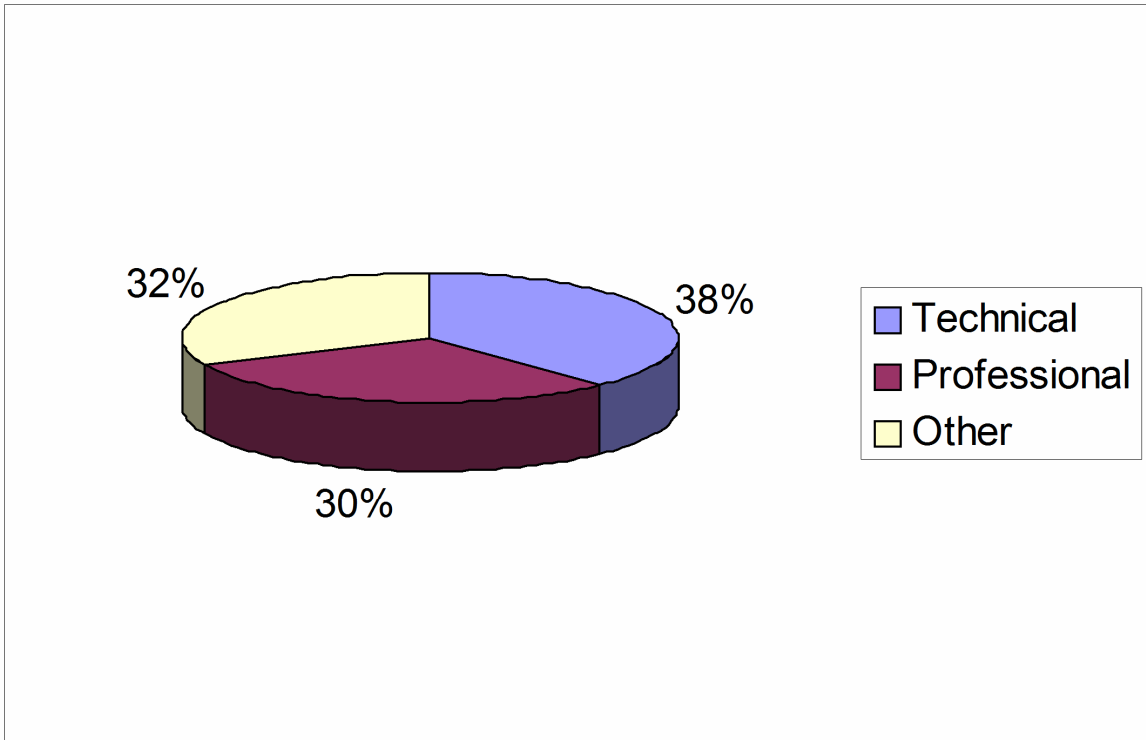


Residence



Employment





These demographics were provided by ASA and apply to Drag race fans for the ASA Local, Regional, and National ASA Series.

Event Attendance and Participation

The NMRA Ford Nationals attracts the most blue oval spectators and racers through aggressive promotion and solid rules.

Average Spectators Per Event	13,791	Average Race Cars	380
Average Show Cars Per Event	241	Average Vendors Per Event	48

Spectator Demographics

NMRA fans are quality consumers that actually support the performance aftermarket and represent hundreds of millions of dollars in parts sales annually.

Male / Female	79% Male / 21% Female	Average Age	37.5 Years Old
HHI More Than \$75K / Year	37%	Average HHI	\$53,500 Per Year
Races Attended Per Year	8.6		

NMRA's Family of Sponsors

The NMRA has the most sponsors because the series provides strong value and access to quality racers and fans for an affordable price. The following are just a few of the NMRA's major sponsors:

Keystone Automotive	Roush Performance	Edelbrock	Nitto Tire	Holley	Vortech	Ford Racing
Eibach Springs	ProCharger	Steeda	BFGoodrich Tires	MSD Ignition	Tremec	

National Event Coverage

The NMRA has developed strong editorial relationships with major media outlets that reach many millions of qualified Ford motorsport enthusiasts.

Inside Drag Racing	400,000 Viewers	Power TV Network	137,000 Viewers
5.0 Mustang & Super Fords	89,000 Circulation	Muscle Mustangs	93,000 Circulation
Mustang Monthly	46,839 Circulation	Modified Mustang & Fords	56,774 Circulation
Race Pages	25,000 Per Issue	NMRADigital.com	47,854 Visitors Per Month

Sponsorship Benefits

Sponsorship of Riccardi Racing will provide the sponsor some or all of these benefits:

- 1 Advertising
- 2 Corporate logo on the race trailer, driver's suits, the driver's helmet, and other equipment as agreed.
- 3 Marketing support
- 4 Show car program (if desired)



Summary

Riccardi Racing will use all the sponsorship funds to make it possible to race in our region and these funds will allow for most incurring expenses to remain at least even providing that we can accrue an agreement. . There is always “Luck” as a variable for the Team’s success so please understand that we will always do our very best in every facet including the promos but we cannot make an accurate assessment due to all the dozens of variables from misfortune and breakage as well as personal injury. All revenues obtained from the racing purse and contingencies will be placed into the Racing Team. Past performances and experience indicate a very strong and obvious path to success for the Racing Season of 2017. We fully expect to win many more races this year and we are hopeful to compete for the prestigious NMCA Class Championship. Please give this proposal serious consideration and remember we are always flexible. Thank you for the opportunity to serve your business using Riccardi Racing Advertising.

Respectfully Yours

Nelson A. Riccardi III

