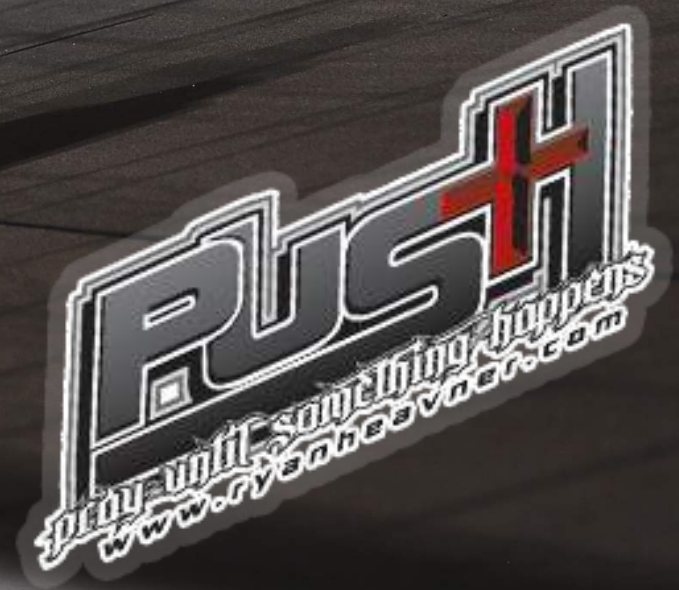


MOTORSPORTS MARKETING w/ RYAN HEAVNER



2015 Season

Why Motorsports Marketing?

- In many ways, racing is the perfect marketing platform. It's a sport that is all about the product, with incredibly passionate fans.
- *General Motors.*
- More Fortune 500 companies choose motorsports than any other sport.
- The fan base is the most loyal in the world and three times more likely to buy a product offered by a motorsports sponsor than a non-sponsor.
- If you want to build brand recognition and customer loyalty, and maximize your ROI, racing offers you the best value for your marketing budget.
- "The sheet metal of a race car is one of the most valuable properties in marketing." *Nielson Media Services*
- "Motorsports sponsorships are the best buy in marketing. The combination of awareness, favoritism, and effectiveness is unparalleled in the sports world. Our study shows that motorsports related advertising and promotions drive fans to the cash register." *Larry DeGaris, President of Sponsorship, Research & Strategy.*

Fan Base Demographics

- Over 70 million Americans are self-professed motorsports fans.
- 60% Male; 40% female
- 48% of motorsports fans are age 18-44.
- 47% of motorsports fans earn \$50,000+
- 44% of motorsports fans have children under the age of 18.

Neilson Media Research

Ryan Heavner Racing
Office: 704-732-8148
Roger: 980-429-0833

RACINGNEWSNETWORK.COM

The P.U.S.H. Kid
"Pray Until Something Happens"

Why Ryan Heavner ?

Hometown: Lincolnton, N.C.

- Education: Long Shoals Private Christian Academy – Straight A Student
- University Charlotte – Motor sports engineering
- Achievements At A Glance:
- 4 Time N.C. State Champion
- 1 Time National Champion
- Youngest in History to run USAR Pro Cup Series in 2010
- Humanitarian of the Year 2010 –Presented by USAR Pro Cup Series
- Racing since age six, Ryan Heavner is no stranger to success. Local, State, and National Championships trophies line the shelves Of the Heavner family home.
- In 2010, Ryan at age 14, became the youngest racer to ever compete on the USAR Pro Cup Tour.
- Ryan was awarded the 2010 Humanitarian Award by the USAR Pro Cup Tour, for his generosity to the racing community on and off the Track.
- In 2011, Ryan had the opportunity to do some Nationwide testing along with his ARCA Debut in October.
- From 2010-2013-Now 17 years old, Ryan has 28 Pro Cup Starts with 14 Top 10's and 4 Top 5 finishes.
- Ryan plans to move forward with his family owned team to the larger ranks of racing by running as schedule allows ARCA races looking Forward to the 2014 season.
- A devout Christian, Ryan quickly notes PUSH (Pray Until Something Happens), as the mantra that has afforded him success in life
- Both on and off the track.



WWW.RYANHEAVNER.COM

The P.U.S.H. Kid
"Pray Until Something Happens"

Inside Ryan Heavner



"The one thing I will always remember since my racing career began is how I have been able to share it with my family, this has been a family adventure with a lot of sacrifices along the way"....

"Racing brings with it an opportunity to influence, I want people to see Jesus Christ in the way I present myself, along with Integrity, and a positive role model for future racers"....

P.U.S.H

"Pray Until Something Happens, is the motto by which I live my daily life and influence those around me".....

RyanHeavner.com

Ryan Heavner Racing
Office 704-732-8148



"Racing has never been a hobby for me, it is the foundation of which I base my lifestyle"....

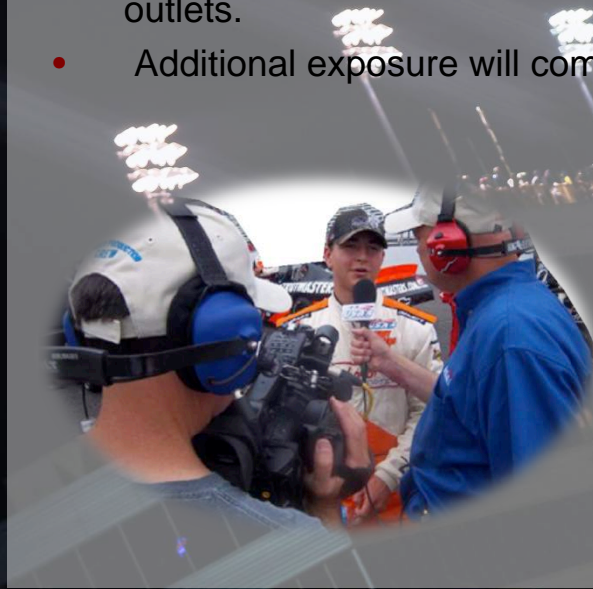


America's Place



Media Exposure

- Upcoming Events to be televised Via Nationally recognized Fox Sports Packages
- Each race will be available to DIRECTV Sports Pak and DISH Multi Sports Package subscribers nationwide via regional sports networks.
- For each event, pre and post race releases will be distributed to both local and regional media outlets.
- Additional exposure will come from radio, TV, and internet interviews throughout the season.



"The Media Loves Ryan Heavner"



The P.U.S.H. Kid
"Pray Until Something Happens"

No matter what age
Ryan Heavner
is surrounded during
autograph sessions
with fans!

Partnership Benefits

More than just a logo on a car ...

We can help you grow your business!

- Your company will be recognized as the Primary Sponsor of Ryan Heavner Motorsports for a mutually agreed upon number of events. Your graphics to include signage on the hood, upper right and left quarter panels, and the rear TV panel.
- Recognition as Primary Sponsor on all uniforms and crew attire including driver uniform, crew uniforms, and crew chief clothing.
- Recognition on the team support equipment including, but not limited to, the team hauler, Pit Box, and Pit Banners for all designated races.
- Recognition on all press releases, media kits, and hero cards.
- Recognition on all radio, TV, and/or internet interviews.

It's All About Activation!

- Ryan Heavner Racing will assist your company in creating a complete, customized marketing program. We will provide the following elements to assist you in activating your program!
- Use the Race Car
- Driver Appearances
- VIP Experiences for Customers / Franchisees
- Consumer Promotions for Database Generation
- Interactive Online Marketing
- Merchandising



Ryan Heavner Racing
Office: 704-732-8148
980-429-0833

Proposed Terms of Agreement

Ryan Heavner Racing offers a variety of motorsports marketing opportunities designed to meet your company needs and objectives.

- ***Payment schedule available for two or more races and entire season package.***
- ***Associate sponsorship programs are available on an individual or multi race basis.***

Growing Your Business through Motorsports Marketing

- For additional information on this opportunity to join our team and develop a business partnership with Ryan Heavner Racing:



Ryan Heavner Racing Contacts:

Office: 704-732-8148

Email: lawingmarble@hotmail.com

Roger Heavner 980-429-0833



WGR

WES GONDER RACING



Welcome to WGR – Wes Gonder Racing and the 2015 racing season!

The WGR team will be competing in select ARCA Racing Series events presented by Menards.

Sponsorship is a crucial element in the ARCA Series. Each dollar received from our valued sponsors help cover many of the unavoidable expenses which are incurred during professional competition and pursuit of the winner's circle.

WGR's racing objective is based on a commitment to run for wins in the ARCA Series along with finding and developing promising racing talent. We know this is possible when surrounded by good people and good sponsors.

We invite you to continue reading about our company, our passion and the possibilities with WGR – Wes Gonder Racing!



Wes Gonder Racing
329C Rolling Hill Road • Mooresville NC 28117-6846 • USA
704.430.6498

WGR HISTORY

We're proud of our history!

Wes Gonder made his NASCAR debut in 2003 with the MacDonald Motorsports #72 Craftsman Truck Series and helped the team to a strong 15th place finish in the points race as a crew member mechanic.

The following seasons Gonder moved into the Busch Series helping veteran driver Kevin **LePage** with Matrix Motorsports. He then went with LePage as mentor, into the Sprint Cup Series with R&J Racing and onto Front Row Motorsports, helping those teams to be competitive.

In 2007, Wes worked with the famous **Wood Brothers** Racing #21 Sprint Cup and served as a Tire Specialist for driver Ken **Schneider** under owners Leonard and Eddie Wood, and Crew Chief Ernie Cope.

Wes returned to the Nationwide Series the following years during the 2008 decline in the economy and re-alignments at Wood Brothers. He gained a wealth of industry experience with Carl A. Haas, MacDonald Motorsports and K-Automotive with Bob and son Brian **Keselowski** in Nationwide during this time.

Gonder draws on years of experience in the nuances of preparing race cars, the insights into what is needed for shop efficiency and the leadership skills to produce cohesive trackside team work.

In 2011, after gaining much of his knowledge and experience as a crew member, car builder and former Crew Chief, Wes pursued his long-time goal to establish WGR - Wes Gonder Racing.

In 2012, his first full time season of Pro Cup competition as a Team Owner, while securing 3 pole positions in qualifying and numerous top 5 finishes, Wes and his WGR team were a close runner-up for the Owner's Championship. In that season, Jeb **Burton**, son of former Daytona 500 Champion Ward Burton, wheeled the WGR team's hot rod to their first Pro Cup victory and Late Model and Pro Cup veteran, Stacy **Puryear** won the team's second victory of the season.

Wes' racing career has spanned various industry series including USAR Pro Cup, NASCAR Camping World Truck Series, NASCAR Nationwide and NASCAR Sprint Cup.



Wes Gonder - Owner



Wes Gonder Racing
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WGR DRIVER:

Name: Ryan Heavner
Hometown: Lincolnton, North Carolina
Age: 18
Years Experience: 13

Racing History:

Ryan Heavner comes from an entire family of racers. Ryans' mother raced karts for several years and Ryans' father raced late models for around eight years until Ryan mentioned he had an interest in racing himself.

Ryan began racing at the age of 6 in the Dirt Naskart Kids Division with a replica of the Geoff Bodine Exide Kart. Ryan began a full season of racing in 2004 where he won the track championship with a total of 24 straight wins.

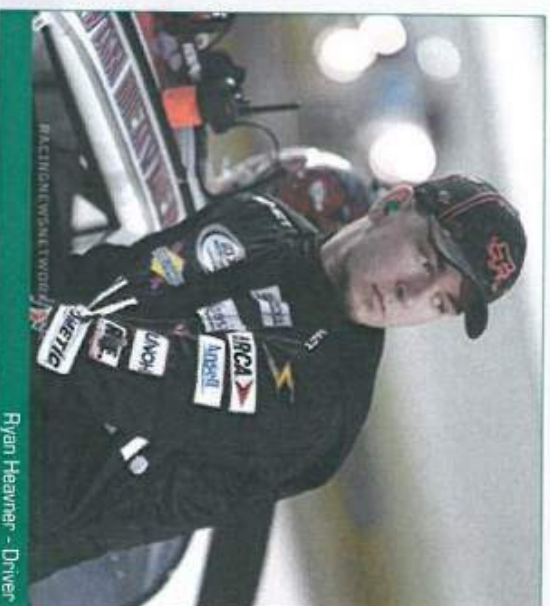
Ryan has been around racing since he was born, it is in his blood, and he is a natural at what he does.

ARCA/PRO CUP CAREER STATISTICS

Starts: 30

Top Fives: 4

Top Tens: 16



Ryan Heavner - Driver

2013 <ul style="list-style-type: none"> • 5 Starts: 2 Top Ten Finishes • 4 Starts in Pro Cup XTR Series and 1 in ARCA Series 	2012 <ul style="list-style-type: none"> • 6 Pro Cup Starts: 2 Top Five Finishes, 6 Top Ten Finishes 	2011 <ul style="list-style-type: none"> • 6 Pro Cup Starts: 1 Top Five Finish, 1 Top Ten Finish, Remaining top 15 except for Mechanical Issues • October 2011, Toledo Ohio (ARCA SERIES DEBUT). Qualified 16th, Finished 13th
2010 <ul style="list-style-type: none"> • USAR Pro Cup Rookie: 4 Starts with 6 Top 10 Finishes, Finished 2nd in Rookie Standing, 3 Rookie of the Race Honors • 2010 USAR Humanitarian of the Year Award 	2009 <ul style="list-style-type: none"> • Pro Challenge Series: 23 Starts, 4 Wins, 13 Top Five Finishes and 5 Top Ten Finishes 	2008 <ul style="list-style-type: none"> • Ran 58 races: 56 Top Ten Finishes, 50 of those were Top Five Finishes and 20 Wins

...and more history can be found at www.ryanheavner.com

Ryan Heavner currently competes in the ARCA Racing Series with Triple H Diesel as the primary sponsor. Ryan Heavner formed the PUSH foundation in 2012 with plans to spread his message. Ryan's racing career and accomplishments began when he was 5 and through "Prying Until Something Happens" he has established priorities for what has been a successful and valuable new ministry.

www.ryanheavner.com

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WGR ADVERTISING ACTIVATION

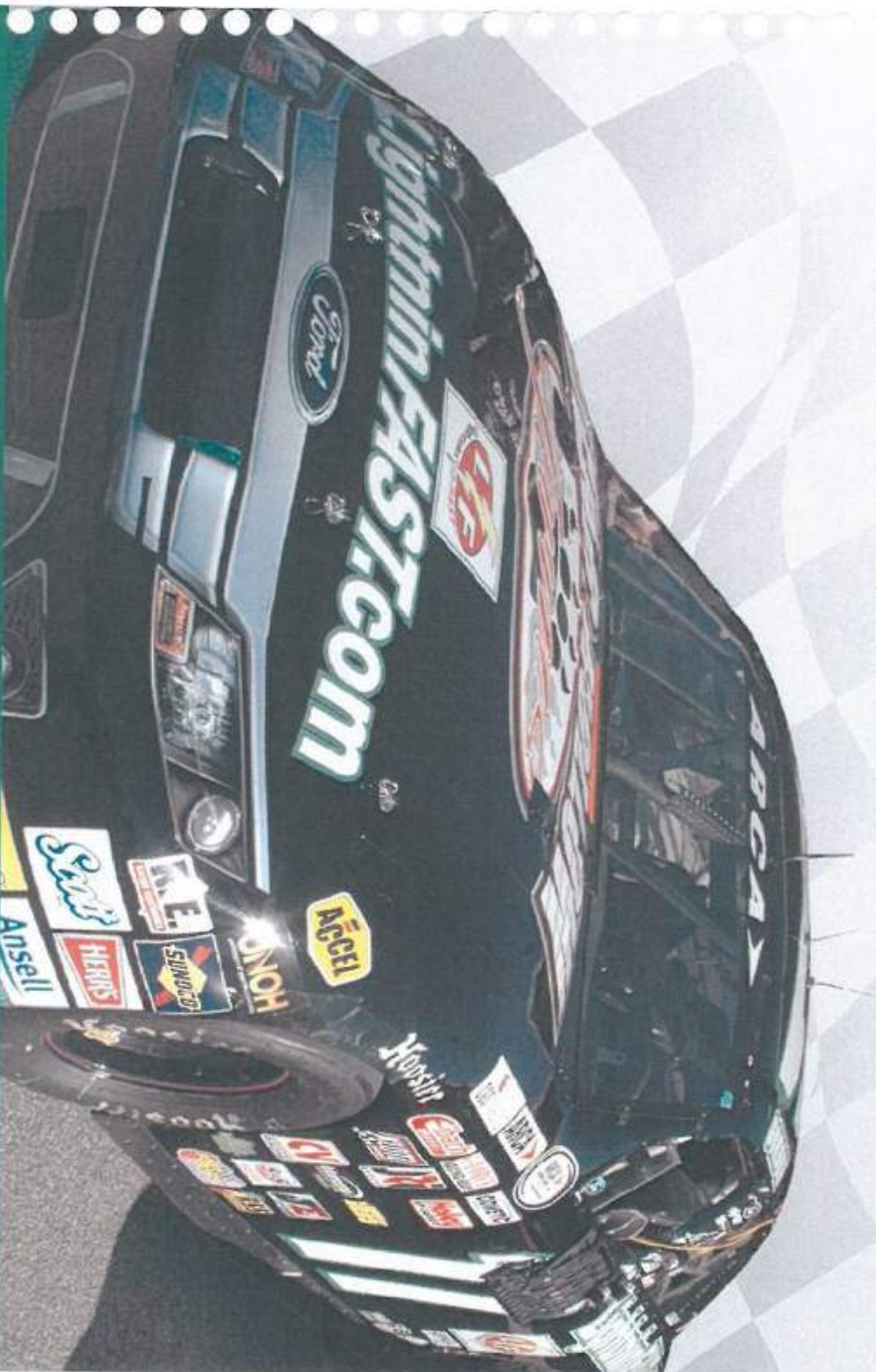
Helping your company or organization achieve your advertising goals in exchange for the sponsorship WGR receives is incredibly important to us. That's why we make every effort to place your identity with prominence on our vehicles* and mention your support whenever and wherever possible. We actively *encourage* people to support those who support us!

Your sponsorship support will be promoted by WGR to the masses in the following ways:

- Talk Radio (as scheduled and impromptu appearances allow)
- Official WGR Press Releases
- Representation on WGR print Hero Cards
- Social Networking (Twitter, Facebook, Instagram...)
- Access to ARCA race passes and hospitality opportunities as appropriate throughout the 2014 season
- Access to driver appearances and show cars throughout the 2014 season, for autograph sessions and fan programs by WGR (as appropriate for your company)
- Race Car Decoration (individual body panel placements or entire vehicle wrapping)

*according to Sponsorship Level agreed upon (shown on following pages)

*Car will have number 11 which is guaranteed to start races (points eligible) if there are any weather issues



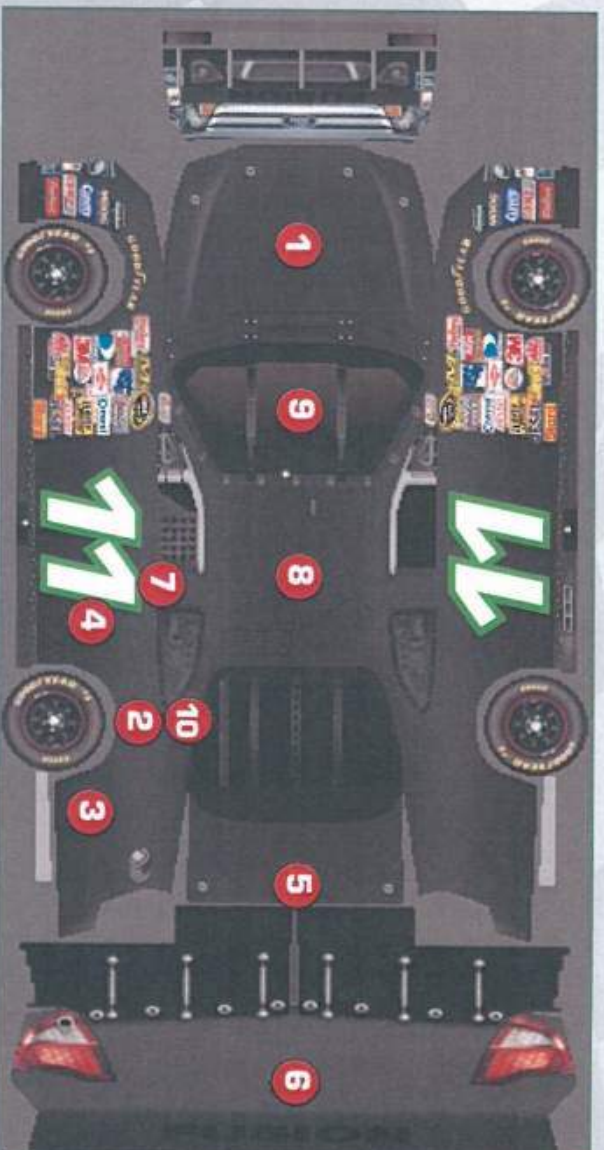
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WGT

SPONSORSHIP OPPORTUNITIES

ARCA SERIES 2014

Vehicle Placement	Description	Max. Dimensions	Sponsorship Required
1. Front Hood	- Entire hood - 1/3 of hood	48 x 50" 8 x 50"	\$25,000 \$8,000
2. Centre Quarter Panel	Above Rear Wheel (both sides)	60 x 10"	\$15,000
3. Lower Quarter Panel	Behind Rear Wheel (both sides)	12 x 24"	\$5,000
4. Lower Quarter Panel	Ahead of Rear Wheel (both sides)	5 x 3"	\$500
5. Deck Lid	Top of Trunk Lid	48 x 20"	\$5,000
6. Back Bumper Cover	Rear Bumper Cover	12 x 48"	\$10,000
7. B-Post	Behind Driver Window	5 x 3"	\$500
8. Top of Roof	Ahead of Rear Window	40 x 7"	\$5,000
9. In Car Camera	Forward Facing Dash/Windshield		\$10,000
10. C-Post	Behind Rear Seat Window	4 x 6"	\$1,000



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WGR SPONSORSHIP OPPORTUNITIES

ARCA SERIES 2014

If you would like to join our team, please inquire via:

Wes Gonder

Team Owner

phone: 704-430-6498

email: wes@wgrmotorsports.com

Bill Gonder

Public Relations

phone: 705-932-2078

email: bill@wgrmotorsports.com

THANK YOU to our current 2015 Marketing Partners!



COMPETITIVE EDGE
RACING SOFTWARE



ROUSHAYATES
PERFORMANCE PRODUCTS



*Give us a call!
Let's work together!*

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On the fast track to success....

Thank you in advance
for your time and
consideration!



Ryan Heavner Racing
Office: 704-732-8148

WWW.RYANHEAVNER.COM