



JEFFREY EARNHARDT



***“It’s In The Genes.
With Earnhardt Nation
Waiting, It Will Be In
The Best Interest Of
All NASCAR Fans To
Remember The Name
Jeffrey Earnhardt”***

Terry Blount, ESPN

FAST FACTS

Jeffrey Earnhardt Is The Next Generation Driver To Come From The Legendary Earnhardt Family Of Racers. His Grandfather, Dale Earnhardt Sr., Is The Most Famous Driver Of All Time And His Uncle Dale Jr. Is This Generation's Most Popular Driver. It Is Only A Matter Of Time Before Jeffrey Takes His Place Beside Them

- **Born June 22, 1989**
- **Hometown – Kannapolis, NC**
- **Grandson Of Dale Earnhardt, Nephew Of Dale Jr.**
- **Busch East Top 5 Driver. *Received Most Popular Driver Award***
- **2011 Top 10 Finish in CWTS Daytona Debut**
- **Sporting News Selection As One Of NASCAR'S 50 Most Beautiful People**
- **Hobbies Include Fishing, Hunting, MMA & Fitness**



HERITAGE

Jeffrey Earnhardt Is The Only 4th Generation Professional Athlete In America And He Cherishes The Opportunity To Compete On The Same Stage As The Earnhardt Racers Before Him

We Guarantee That Jeffrey Will Work Tirelessly To Ensure That Your Customers Will Receive The Ultimate Fan Experience When Supporting Him And Your Team



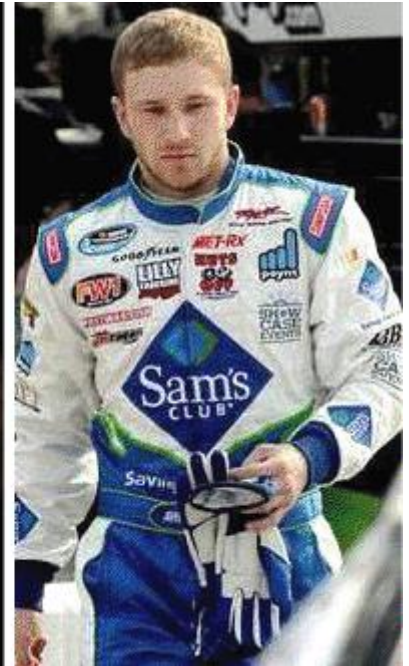
“The Winner Ain't The One With The Fastest Car, Son. It's Just The One Who Refuses To Lose”

Ralph Earnhardt *To Young Dale Earnhardt*

LEGACY

His Earnhardt Heritage Brings Jeffrey A Built In Fan Base. Fans Not Only Support The Earnhardt Family & Brand, Millions Have An Emotional Connection To Them. Older Fans Consider Jeffrey Family And Younger Fans Like Him Because He Is A Product Of Their Generation. His Racing Pedigree Along With His Passion For Mixed Martial Arts Bridges The Generation Gap and Makes Jeffrey An Extremely Relevant Talent In Todays Personally Driven Market

One Legacy His Grandfather Passed Down To Jeffrey Is Toughness, Dale Earnhardt's Monikers Were "*Iron-Head*" "*The Intimidator*" & "*Man in Black*" He Is Considered The Toughest Man In The History Of NASCAR And Fans Expect His Offspring To Be Rugged, Tenacious Individuals as well. Racing Cars At Speeds Close To 200-MPH & MMA Cage Fighting Qualifies Jeffrey. Fan Support Is Strong And Will Continue To Rise As He Keeps Displaying The Earnhardt Toughness On And Off The Track



"If You're Not A Race Driver, Stay The Hell Home. Don't Come Here And Grumble About Going Too Fast. Get The Hell Out Of The Race Car If You've Got Feathers On Your Legs Or Butt. Put A Kerosene Rag Around Your Ankles So The Ants Won't Climb Up There And Eat That Candy Ass"
Dale Earnhardt

GOALS

Jeffrey Wants To Partner With Companies Who Wish To Gain Exposure Through Motorsports And Assist Them To Promote & Cultivate Their Brand, Now And For Years To Come. Growing Up In The Most Successful Racing Family In History, Jeffrey Understands Racing Sponsorship Is More Than Placing A Logo Decal On A Race Car. A Simple Strategy For Accomplishing Team Goals Has Been Instilled In Him From Birth, It Is, Dedication, Hard Work, Honoring Your Word And Letting The Results Take Care Of Themselves. So What Can Jeffrey's Partners Expect From Him:



- Provide A Return On Investment That Is Unparalleled In The Racing Industry
- Supply Innovative And Creative Brand Activation Both Inside And Outside Of The Track
- Bring A High Level Of Quality, Commitment And Allegiance To Tour Team & Brand
- Exceed Expectations By Going Above And Beyond What Is Expected

“Jeffrey Earnhardt Is A Talented, Articulate And Great Spokesman For The Sponsors Who Support Him”
Ben White, Challenge Magazine

MARKETING

“If You're Attacking Your Market From Multiple Positions And Your Competition Isn't, You Have All The Advantage And It Will Show Up In Your Increased Success”

Jay Abraham

ABRAHAM MARKETING



- Access To One Of The Largest And Most Devoted Audiences
- Utilizing Media Trends Such As Facebook And Twitter To Connect And Communicate With Customers And Fans
- Invaluable Branding By Fans Wearing Hats, T-Shirts, Owning Bumper Stickers And Die-Casts With Your Organization's Brand
- Endorsement Opportunities Via Traditional Advertisement Such As Print, Radio, Television And Personal Appearances
- Products Pull Through As A Result Of A Comprehensive Marketing And Activation Effort
- Brand Affiliation & Sponsorship With The Newest Earnhardt Racer Will Create Enthusiasm With Your Employee And Customer Base

BENEFITS



JEFFREY EARNHARDT Inc. BENEFITS

- Team Branding
- Driver & Crew Uniforms
- Product Endorsement & IP Utilization For Packaging And Promotions
- Comprehensive Affiliation
(Internet, Social Media, Print, TV & Radio)

“A Brand For A Company Is Like A Reputation For A Person. You Earn Your Reputation Doing Hard Things Well”

Jeff Bezos

FOUNDER/AMAZON.com

WHY EARNHARDT



Ralph
1st Generation



Dale
2nd Generation



Dale Jr.
3rd Generation

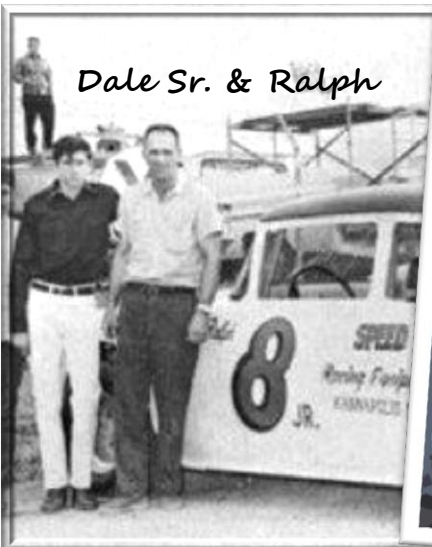


Kerry
3rd Generation

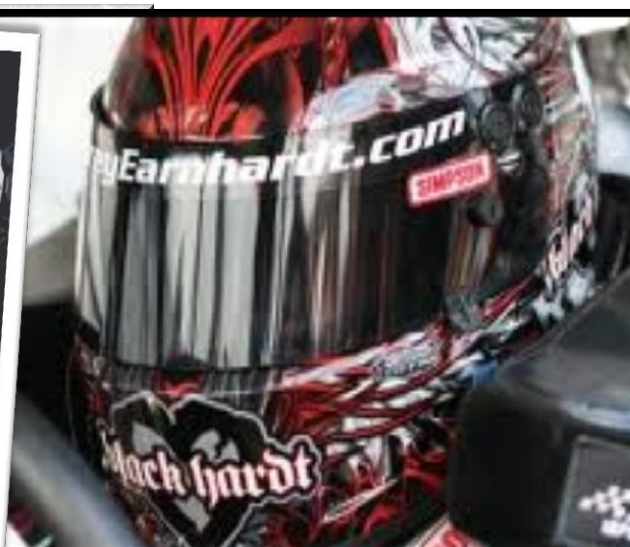


Jeffrey
4th Generation

The Earnhardt Name And Philosophy Of Hard Nose Toughness, Gritty Determination And Never Say Die Attitude, Captures The American Spirit Like No Other In The History Of Sports



Dale Sr. & Ralph



The Earnhardt Name Has 100% Recognition In NASCAR And 70% Name Recognition To The General Public, More Than Most Actors, Singers, Athletes, And Politicians. Become Part Of This Iconic Brand As Jeffrey Moves It Forward Into The Next Generation

WHY NASCAR



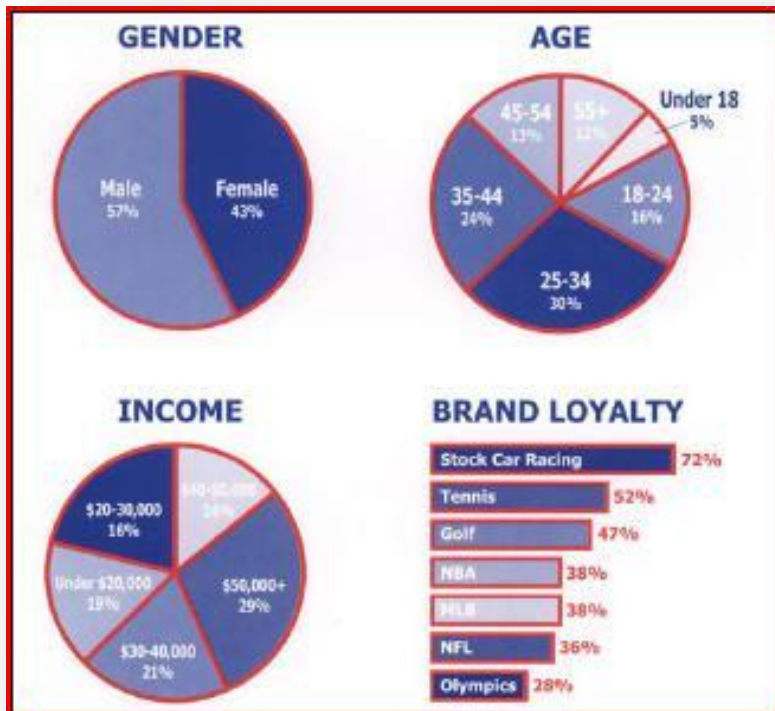
THE POWER OF NASCAR, EXPOSURE FOR PARTNERS AND EXCITEMENT FOR FANS

- An Average Of 4.6 Million Households And 6.5 Million Viewers Tuned In For Each Event
- NASCAR Events Are Held In 19 Different States Across The Country
- Long-Term Household Viewership For NASCAR Events Is Up 24% Versus 2010
- Top 10 Largest NASCAR TV Markets Are Spread Across The U.S. And Include Atlanta, GA - New York, NY - Tampa, FL - Charlotte, NC - Orlando, FL - Los Angeles, CA - Dallas TX - Greenville NC – Indianapolis, IN and Philadelphia PA, With Each Averaging Approximately 80,000 Households Or More Tuned In For Every Race



DEMOGRAPHICS

A JAMES MADISON UNIVERSITY STUDY SHOWS UNPARALLELED FAN AWARENESS OF NASCAR-RELATED SPONSORS



- **75%** of NASCAR Fans Can Identify Top-30 Driver Sponsors
- **83%** Of Fans “Like” Corporate Sponsorship Of NASCAR
- **78%** Of Fans Feel They Are Contributing To The Sport When Buying NASCAR Sponsors’ Product
- **91%** Of NASCAR Teams Could Not Run Their Cars Without Sponsors’ Support
- **76%** Of NASCAR Fans Know Which Companies Sponsor NASCAR Teams And Drivers
- **38%** Of The Entire US Population Are NASCAR Fans
- **40%** Of NASCAR Fans Over 18 Are *Women*
- **40%** Of NASCAR Fans Have Attended College
- **48%** Of NASCAR Fans Earn Over **\$50K** And **19%** Earn Over **\$80K** Per Year

THE FANS

NASCAR RACING IS A WAY OF LIFE

- Fans Are Part Of A Community With Shared Values And A Passion For Racing
- They Are Among The Most Passionate Fans In All Of Sports
- They Are By Far The Most Brand Loyal And Sponsor Supportive

Half Of NASCAR Fans Say That During Tough Economic Times, They Will Continue To Support NASCAR Sponsors More Than Other Brands Because Of The Commitment They Show To The Sport



MERCHANDISING



The Earnhardt Brand Enjoys More Than Half Of The Merchandise Sales In NASCAR. Participation In The Early Stages Of Jeffrey's Career, Ensures Long Term Returns On Investment To Our Marketing Partners

NASCAR FACTS:

- Second Sport To NFL On Television In U.S. And Broadcast In Over 100 Countries In 21 Languages
- Industry Estimates Of Over **\$2 Billion*** In Licensed Product Sales Annually

***50%+ Of All NASACR Merchandise Is Earnhardt Tagged Merchandise**

MEDIA

THE MEDIA INTEREST IN JEFFREY EARNHARDT IS IMMENSE, COVERAGE OF HIM IS AT A PREMIUM AND GROWING FAST, HE IS ABLE TO CARRY A SPONSOR'S MESSAGE TO THE PUBLIC IN A FASHION SECOND TO NONE



SCHEDULE

2012 NASCAR NATIONWIDE SCHEDULE

- | | |
|-------------------------------------|------------------------------------|
| February 25 – Daytona, Fl. | July 22 - Joliet, Ill. |
| March 3 - Phoenix | July 28 - Indianapolis |
| March 10 - Las Vegas. | Aug. 4 - Newton, Iowa |
| March 17 - Bristol, Tenn. | Aug. 11 - Watkins Glen N.Y. |
| March 24 - Fontana, Calif. | Aug. 18 - Montreal |
| April 13 - Fort Worth, Texas | Aug. 24 - Bristol, Tenn. |
| April 27 - Richmond, Va. | Sept. 1 - Atlanta |
| May 5 - Talladega, Ala. | Sept. 7 - Richmond, Va. |
| May 11 - Darlington, S.C. | Sept. 15 - Joliet, Ill. |
| May 20 - Newton, Iowa | Sept. 22 - Sparta, Ky. |
| May 26 - Charlotte, N.C. | Sept. 29 - Dover, Del. |
| June 2 - Dover, Del. | Oct. 12 - Charlotte, N.C. |
| June 16 - Brooklyn, Mich. | Oct. 20 - Kansas City, Kan. |
| June 21 - Elkhart Lake, Wis. | Nov. 3 - Fort Worth, Texas |
| June 29 - Sparta, Ky. | Nov. 10 - Phoenix |
| July 6 - Daytona Fl. | Nov. 17 - Homestead, Fl. |
| July 14 - Loudon, N.H | |





SPONSORSHIP

2012 Primary Sponsorship **\$80,000** Per Race

Your Company Will Receive The Following Exposure In The NASCAR Nationwide Series:

- Your Company Will Be Designated As The Primary Sponsor
- Company Decal Placement On Hood, Quarter Panels, & TV Panel
- A Custom Designed Paint Scheme
- 10 VIP Pit And Garage Passes For The Race
- Media And Press-Release Distribution
- Rights To Use Of Race Car And Team In All Company Publications
- Driver Access Prior To The Event & Appearance Package At Desired Venues
- Full Promotional Support Designed To Leverage The Power Of NASCAR

Don't Hesitate To Contact Us To Discuss Other Levels And Options Of Sponsorship



PRIMARY SPONSORSHIP

2013 NASCAR Nationwide Series *Primary Sponsorship Packages*



**DREAM AND DESIGN AS YOU DESIRE
YOUR IMAGINATION IS THE ONLY LIMIT**



1 Race Plan ...	\$95,000
5 Race Plan ...	\$410,000
10 Race Plan ...	\$780,000
17 Race Plan ...	\$1,950,000
35 Race Plan ...	\$2,100,000

Your Company Will Be Designated As The Primary Sponsor And Receive Company Decal Placement On Hood, Quarter Panels And TV Panel - A Custom Designed Paint Scheme- 10 VIP Pit And Garage Passes For Each Race- Media & Press Release Distribution, Rights To Use Race Car And Team In All Company Publications, Driver Access Prior To The Event, Appearance Package at Desired Venues And Full Promotional Support Designed To Leverage the Power of NASCAR

ASSOCIATE SPONSORSHIP

2013 NASCAR Nationwide Series Associate Sponsorship Packages



7 Race Plan ...	\$28,000
14 Race Plan ...	\$53,000
21 Race Plan ...	\$73,000
28 Race Plan ...	\$84,000
35 Race Plan ...	\$100,000

ASSOCIATE SPONSORSHIP POISTIONS

Your Company Will Be Designated As The Associate Sponsor And Receive Company Decal Placement On Lower Rear Quarter Panel, Front Of Rear Front Tire Or Deck Lid – Four VIP Pit and Garage Passes For Each Race- Media And Press Release Distribution, Rights To Use Race Car & Team In All Company Publications- Driver Access For The Race - Promotional Support Designed To Leverage The Power Of NASCAR

CONTACT

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www.JeffreyEarnhardt.com