LUCAS ASHE RACING

MARKETING PROPOSAL

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Hello,

First off on behalf of the Lucas Ashe Racing team, I would like to thank you for taking the time to review this exciting Marketing Proposal.

My name is Lucas Ashe, and I am a 16 year old racecar driver who hails from Cottonwood, CA. Racing is in my blood, and with your help it is my hope that we can continue to build up a great race team and continue to further my career.

After watching my first race at the age of 11, I knew racing was something I wanted to do, and with the help of my parents and family, Lucas Ashe Racing was born by the way of a QRC Outlaw Kart.

Learning the ropes quickly, I was able to capture the 2015 Open Intermediate Championship at Cycleland Speedway at the age of 14 years old. In 2016, I took the next step in my career and began my winged sprint car career under the direction of Brent Kaeding, and his speedshop, Kaeding Performance.

At only 15, I was limited in my opportunity so I bounced back and forth between the winged car and the Outlaw Kart as I continued to hone my skills. Turning 16 at the beginning of the 2017 season I had many more opportunities to race, and took full advantage as the team partnered with Harley Van Dyke and based just north of Sacramento, CA.

Running a mix of races with various sanctioning bodies including the King of the West 410 series, the Civil War Series, the Sprint Car Challenge Tour, and the Western Sprint Tour, I was also a frequent visitor at California tracks that included, Marysville Raceway (Marysville), Silver Dollar Speedway (Chico), Placerville Speedway, Petaluma Speedway, and many more. Honing my skills with some of the region's top drivers, I feel that 2017 was the best season yet, and I am excited for what is shaping up to be an even more busy 2018 season.

The tentative plan for 2018 is to tour the Western United States. Running the Sprint Car Challenge Tour, Civil War Series and the Lucas Oil ASCS Tour and fill in schedule with regional races. This is a great opportunity that could see our team run upwards of 80 races, and I truly hope that we can build a partnership and include you on this journey of ours.

Racing is my passion and I love meeting the fans and having conversations with everyone I meet at the track. It is my goal to be an extension of your company and a great ambassador for your brand.

Thank you again for the time,

Lucas Ashe

Lucas Ashe Racing
PO Box 1600
Cottonwood, CA 96022

LUCAS ASHE RACING

Meet Lucas

Name- Lucas Ashe

Hometown- Cottonwood, CA

Birthday: 02/14/2001

Height: 5’ 7”

Years Racing: 5

Car Number: 33

Education: Currently a Honors Student in my Junior High School Year at Shasta Charter Academy. I am also taking classes at Shasta College.

Charity of Choice: Make a Wish Foundation & Cottonwood Community Library.

Racing Goals: Fulltime World of Outlaws Competitor, Chili Bowl Champion, NASCAR Competitor

Hobbies: Outdoor activities and mentoring up and coming drivers on and off the track.

Marketing Experiences

Fast Moving World- Fast Paced and Unique Environment To Advertise.

Loyal fans contribute to companies supporting favorite drivers and teams.

Exposure for your brand in numerous ways

- Car
- Pit Equipment
- Merchandise
- Press Releases
- Video Package
- Handout Cards
- Helmet
- Hauler

Public Appearances, Tradeshows, Community Events, and Other Media Exposure.

Top Companies Act As Motorsports Sponsors By Way Of Financial Contributions Or By Providing Their Products Such as Craftsman Tools,Arctic Cat, Rockstar, Great Clips, Bad Boy, And Many More. We hope to build a great partnership with your company

Hero Cards

LUCAS ASHE RACING

Racing Career Highlights and Accomplishments

2017 as of 8/3

12th Speedweek Northwest Points
Civil War Series Hard Charger 4th of July Weekend.
1st Dirt Cup Appearance
30 Sprint Car Starts

2016

Rookie Sprint Car Year racing 360 under Brent Kaeding.
Finished 5th in Season Points at Ocean Speedway; Watsonville, Ca
4th Place at West Coast Nationals
Late Model Debut at Shasta Speedway. 2nd in Trophy dash.

2015

Cycleland Speedway Open Intermediate Champion
62 races , 46 A mains, 8 Main Wins, 8 Heat Race Wins
34 Top 10's - 23 of them were top 5's.
22 Trophy dashes, 6 Trophy dash wins and 6 quicktimes.
6 states, California, Oregon, Idaho, Montana,
North Carolina and Texas!

2014:

2nd in Points for Summer Sizzle, 1 feature win
Albany, Cottage Grove, Willimette
16 heat race wins
34 feature top 10's 8 Top 5's

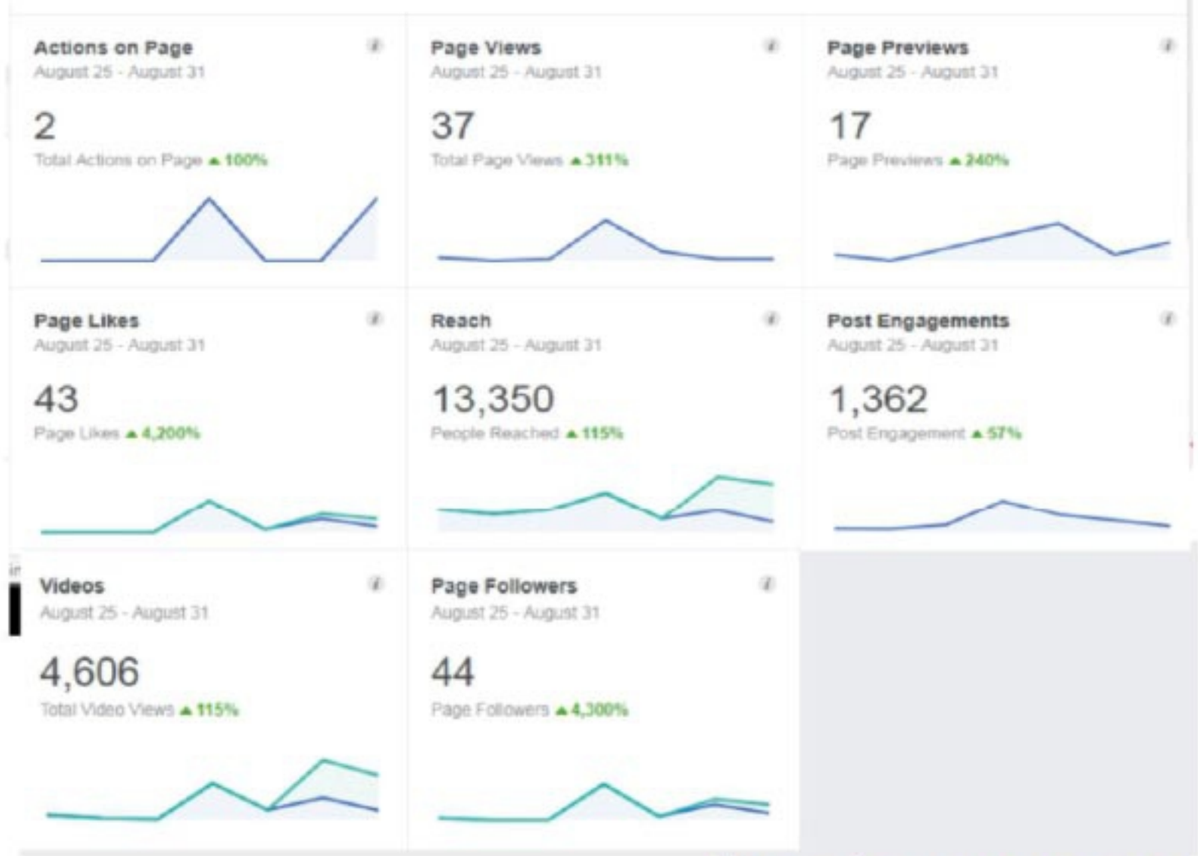
Dirt Racing Facts:

800 tracks in 48 states, 30 Million fans, and a Billion dollars a year in Revenue, Dirt track racing is the biggest Sport in the Country!

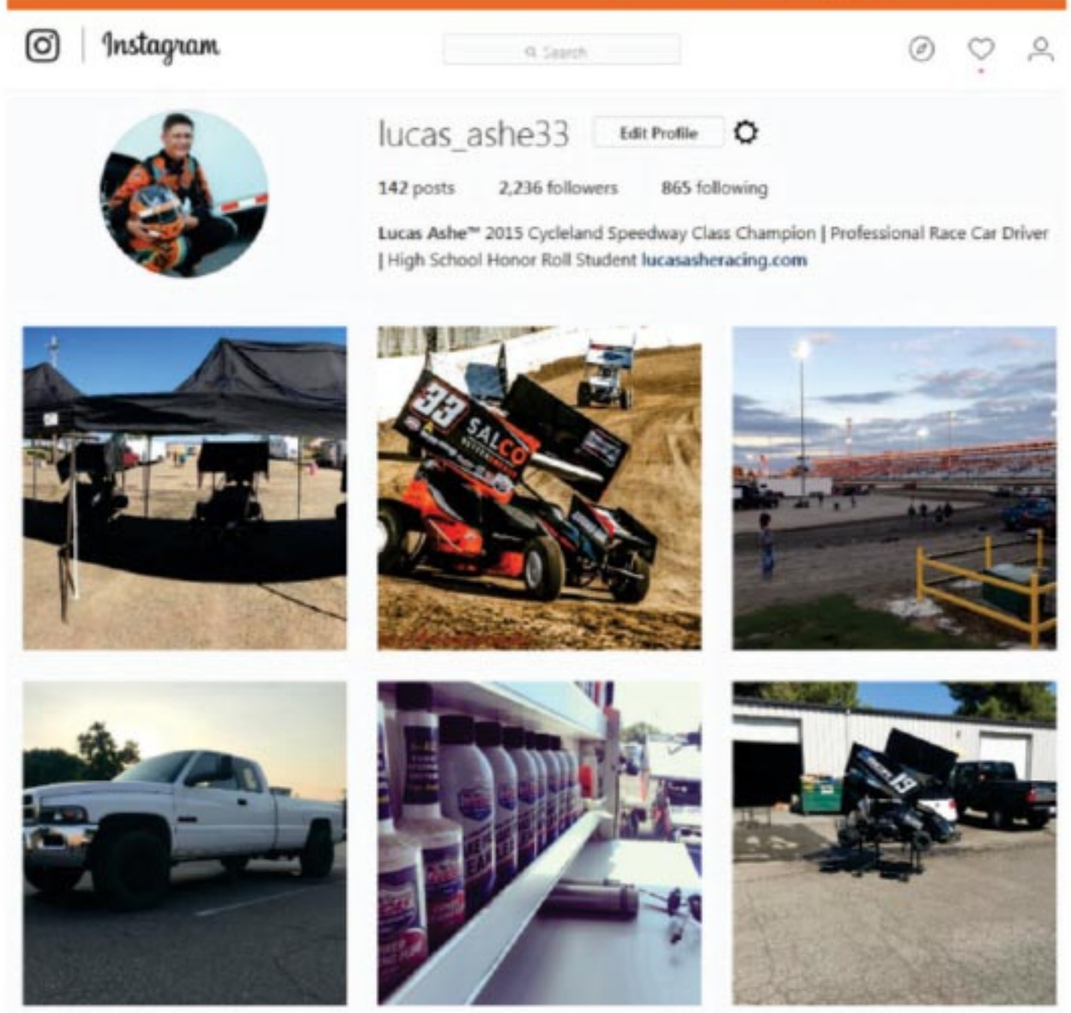
Social Media

In today's world, Social Media is a quick and effective way to engage in an audience and continue to grow both team and brand awareness. Lucas Ashe Racing prides itself on being extremely active on Social Media, and interactive with fans, and followers. Take a look at some of our current Social Network numbers and statistics.

Facebook



Instagram



Twitter

2018 Tentative Schedule

In 2018, Lucas would like to continue competing on the West Coast. Going into his third year of sprint cars 2018 should be a great year. 2017 schedules have not been released as of yet. We will update as soon as available. Lucas hopes to venture to the midwest to the heart of Sprint Car racing next summer for a few races as well.

DATE	TRACK	SERIES	LOCATION
Saturday, February 25, 2017	Marysville Raceway Toller Memorial	360 Sprint Car	Marysville, CA
Friday, March 10, 2017	Silverdollar Speedway Silver Cup Night 1	360 Sprint Car	Chico, CA
Saturday, March 11, 2017	Silverdollar Speedway Silver Cup Night 2 Civil War	360 Sprint Car	Chico, CA
Friday, March 17, 2017	Red Bluff Outlaws West Coast Nationals Night 1	Salco Outlaw Kart	Red Bluff CA
Saturday, March 18, 2017	Red Bluff Outlaws West Coast Nationals Night 2	Salco Outlaw Kart	Red Bluff CA
Sunday, March 19, 2017	Red Bluff Outlaws West Coast Nationals Night 3	Salco Outlaw Kart	Red Bluff CA
Friday, March 31, 2017	Silver Dollar Speedway Civil War Race	360 Sprint Car	Chico, CA
Saturday, April 8, 2017	Placerville Raceway	360 Sprint car	Placerville, CA
Saturday, April 15, 2017	Placerville Raceway SCCT Race	360 Sprint Car	Placerville, CA
Saturday, April 29, 2017	Petaluma Raceway SCCT Race	360 Sprint Car	Petaluma, CA
Saturday, May 13, 2017	Petaluma Raceway	360 Sprint Car	Petaluma, CA
Saturday, May 20, 2017	Marysville Raceway	360 Sprint Car	Marysville, CA
Saturday, May 27, 2017	TBA Marysville Raceway Civil War / Or Stockton SCCT	360 Sprint Car	Marysville/Stockton
Sunday, May 28, 2017	Silver Dollar Speedway Civil War, Fair Race	360 Sprint Car	Chico, CA
Saturday, June 3, 2017	Placerville Speedway	360 Sprint Car	Placerville, CA
Saturday, June 10, 2017	Marysville Speedway	360 Sprint Car	Marysville, CA
Saturday, June 17, 2017	Antioch Raceway SCCT Race	360 Sprint Car	Antioch, CA
Thursday, June 22, 2017	Skagit Raceway Dirt Cup ASCS Race Night 1	360 Sprint Car	Skagit, WA
Friday, June 23, 2017	Skagit Raceway Dirt Cup ASCS Race Night 2	360 Sprint Car	Skagit, WA
Saturday, June 24, 2017	Skagit Raceway Dirt Cup ASCS Race Night 3	360 Sprint Car	Skagit, WA
Saturday, July 1, 2017	Marysville Raceway Civil War Race	360 Sprint Car	Marysville, CA
Sunday, July 2, 2017	Stockton Raceway SCCT Race	360 Sprint Car	Stockton, CA
Monday, July 3, 2017	Petaluma Raceway SCCT Race	360 Sprint Car	Petaluma, CA
Tuesday, July 4, 2017	Placerville Raceway	360 Sprint Car	Placerville, CA
Friday, July 14, 2017	Ocean Speedway Kaeding Classic	360 Sprint Car	Watsonville, CA
Friday, July 21, 2017	Silver Dollar Speedway	360 Sprint Car	Chico, CA
Saturday, July 22, 2017	Tulare Civil War	360 Sprint Car	Tulare, CA
Friday, August 25, 2017	Placerville SCCT	360 Sprint Car	Placerville, CA
Saturday, August 26, 2017	Stockton Raceway SCCT Race	360 Sprint Car	Stockton, CA
Saturday, September 2, 2017	Marysville Raceway	360 Sprint Car	Marysville, CA
Tuesday, September 5, 2017	Kyle Larson Outlaw Kart Showcase	Salco Outlaw Kart	Chico, CA
Wednesday, September 6, 2017	Silver Dollar Speedwar Gold Cup	360 Sprint Car	Chico, CA
Friday, September 29, 2017	Silver Dollar Speedway Fall Nationals	360 Sprint Car	Chico, CA
Saturday, September 30, 2017	Silver Dollar Speedway Fall Nationals	360 Sprint Car	Chico, CA
Saturday, October 7, 2017	Petaluma Speedway Adobe Cup	360 Sprint Car	Petaluma, CA
Thursday, October 19, 2017	Tulare Raceway Trophy Cup	360 Sprint Car	Tulare, CA
Friday, October 20, 2017	Tulare Raceway Trophy Cup	360 Sprint Car	Tulare, CA
Saturday, October 21, 2017	Tulare Raceway Trophy Cup	360 Sprint Car	Tulare, CA

DEMOGRAPHICS-

Take a look at some demographic numbers that are related to motorsports fans. These numbers are courtesy of the World Racing Group and Lehman Motorsports Services.

Gender
Male 76%
Female 24%

Marital Status
Married 59%
Single 41%

Employment Status
Full Time 72%
Part Time 10%
Other 18%

Residence
Own 70%
Rent 30%

Education Level
High School Grad 72%
College Grad 24%

Employment
Managerial 27%
Sales 21%
Craft - Precision 13%
Unskilled Labor 10%
Retired 12%
Other 17%

Age Breakdown
Under 18 14%
19-25 29%
26-35 28%
36-45 19%
46 and over 9%

Household Income
Up to $15,000 17%
$15,000-$25,000 16%
$25,000-$35,000 20%
$35,000-$45,000 19%
$45,000 and above 27%

Here are demographics for the Lucas Oil ASCS Tour aired on MAVTV.

30 events in 2016 75% Male / 25% Female
152 registered competitors Average income $66,576
132,585 spectators in 2015 Average age 44 years
22 hours on MAVTV Motorsports Network
67% of event spectators change their own automotive air filters
58% of event spectators change their own car/truck oil
79% of event spectators do their own basic household repairs
77% of event spectators use power tools
65% watch automotive or motorsports on television weekly; 9% watch daily
Spectators' average annual spend for automotive parts and accessories is $1,252

LUCAS ASHE RACING

Partner Packages

We have outlined the great benefits of partnering with Lucas. After an impressive 5th place in points his rookie year at Ocean Speedway, we are preparing for an action packed 2017. While continuing under the direction of renowned Sprint Car Champion Brent Kaeding, Lucas is planning on traveling and competing in the; 360 Civil War Series, 410 King of the West Series, Gold Cup, and 360 Fall Nationals totaling over 50 races.

To make this happen, Lucas needs to bring funding to the program. The funding may come in the form of a marketing partner, who will in return get advertising and promotional benefits as follows:

Platinum Partnership:

Full Season Presenting Title Partner Benefits:

- Full co-branding with Lucas on all Sprint Cars raced and displayed
- Licensing rights to Lucas, the race car and his likeness to use in all your own advertising or to produce your own merchandise
- Team will be titled Lucas Ashe Presented By"Your Company" in all marketing , PR and promos
- Sprint Cars driven by Lucas, will have your custom colors with wrap design on all cars
- Race trailer to be branded in your colors and logo for on and off track company representation
- Custom designed race suit in your colors and primary logo placements on team uniforms and helmet design
- Opportunity to create your own merchandise for sale using Sprint Car and Lucas
- Custom Hero Cards/Handouts by Lucas and your representatives on site
- Sales of products on Lucas Ashe Racing website
- Full Social Media Campaign before, during and after event
- Bring your guest, employees and customers to the event to entertain/reward them and see "your race car and your driver"
- Promotional use of Race Car and Lucas at events at your location.
- Commericals and YouTube Videos using Lucas and Race Car.
- At track hospitality, pit tours, entertaining clients and customers.

Partner Packages

Gold Partnership:
Prominent Logo Placement

- Logo/advertisement placement on Sprint Car and trailer
- Prominent logo placement on drivers uniform/ team shirts
- Hero cards, promotional material, online promotions
- Twitter, Facebook, Instagram, Website YouTube
- Logo placement on T-shirts and other promotional items
- Appearances with Sprint Car up to 5 events per year
- Custom Promotions can be negotiated to fit partners needs

Silver Partnership:
Prominent Logo Placement

- Logo/advertisement placement on race car and trailer
- Prominent logo placement on drivers uniform
- Hero cards, promotional material, online promotions
- Twitter, Facebook, Instagram, Website YouTube
- Appearances with Sprint Car up to 2 events per year
- Custom Promotions can be negotiated to fit partners needs

Bronze Partnership:
Prominent Logo Placement

- Logo/advertisement placement on race car
- logo placement on drivers uniform
- Hero cards, promotional material, online promotions
- Twitter, Facebook, Instagram, Website, YouTube
- Appearances with Sprint Car up to 1 events per year
- Custom Promotions can be negotiated to fit partners needs

Additional Partner Promotional Benefits:
Partners of Lucas Ashe Racing have additional opportunities to work creatively by offering race tickets, pit passes, promotional booth space, business to business relations, coupon distribution and more.

Partner Packages

All associate partnership levels receive logo/advertisement placement on race car, hero cards, and online promotions (website, Facebook, Twitter, YouTube).
Decal sizes and promotions will be determined by value of the product or services supplied to the team.

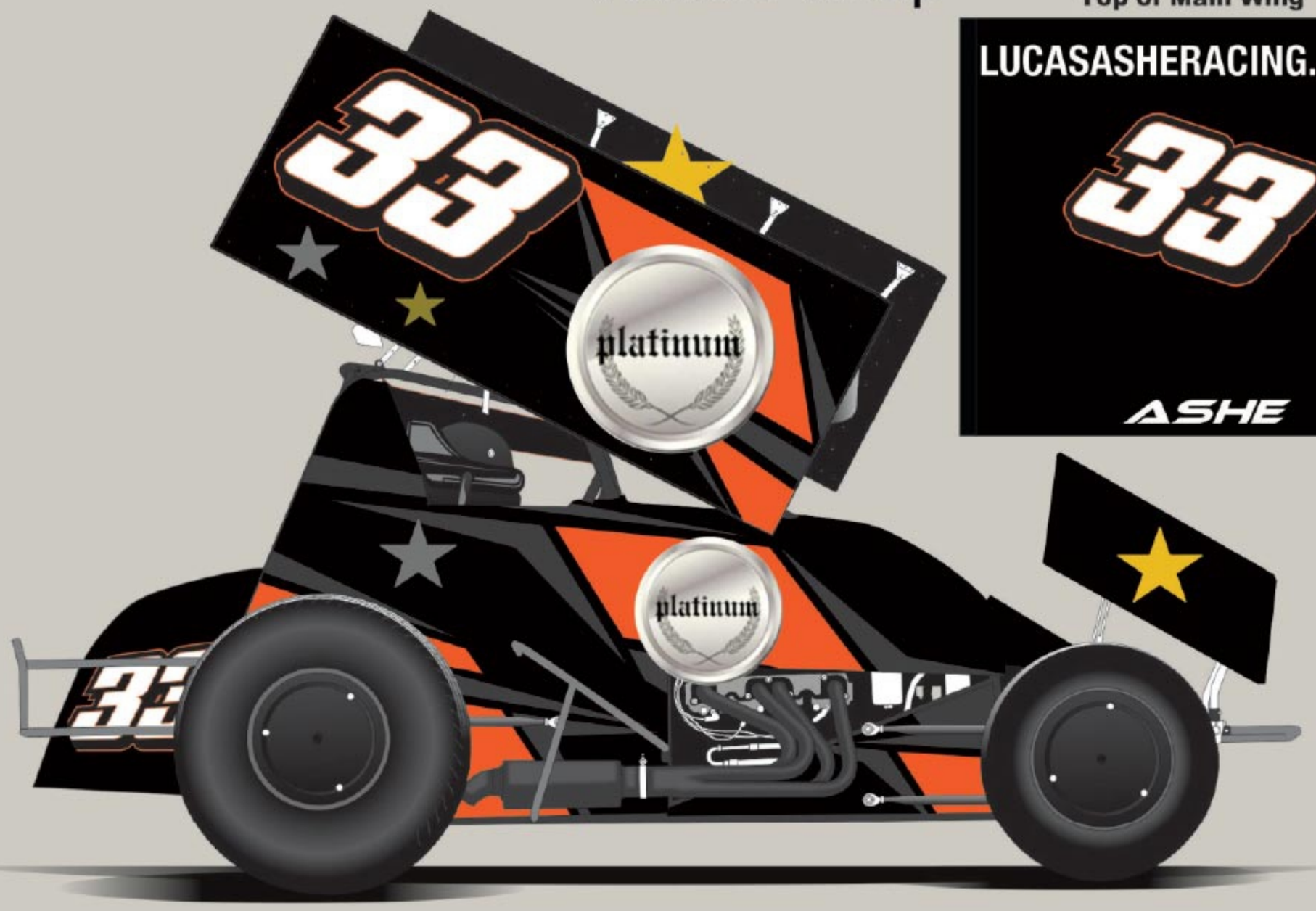
Associate/Entry Level Partnership

Full Season Logo Placement Associate Areas

- **Associate Level #1:**
- **Associate Level #2:**
- **Associate Level #3:**
- **Associate Level #4:**
- **Associate Level #5:**
- **Product and Service Partnership: Starting at $200 value (yearly)**
- **Additional/custom associate level pricing upon requst**

Marketing Partner Logo Placements

Vehicle Wrap



Top of Main Wing

Top of Nose Wing

Custom Fire Suit

Packages

- PLATINUM
- Gold
- Silver
- Bronze