

Promotions, Appearances, Opportunities

Partnering with DDR Motorsports and driver, Derek Robbie can maximize your advertising budget to its fullest. Every dollar that you spend on advertising with DDR Motorsports assists you with gaining exposure to a market enjoyed by thousands of sport fans in the New England area. According to the Wall Street Journal - "There aren't any precise studies showing what sponsorship is worth but the rule of thumb is the putting of \$1,000 behind a sports event will generate the same exposure as \$10,000 of advertising".

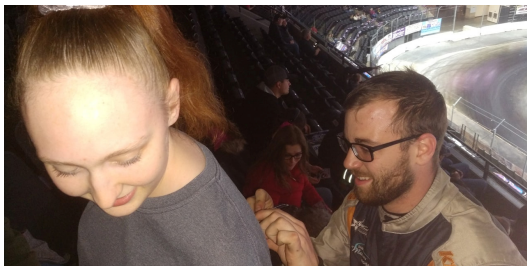
Racing fans are also considered to be one of the most brand loyal target audiences. It is well documented race fans will go out of their way to support a brand associated with a race car.

Why partner with DDR Motorsports ?

There is a multitude of advantages for using DDR Motorsports and driver, Derek Robbie as a portion of your advertising and marketing plans. These are just a few examples of how we can expand your exposure:

- Increased Media Exposure
- Distribution of Sales Literature at all Public Appearances
- Personal Appearances
- Employee Incentives
- Logo/Business Name displayed on Race Cars/Hauler
- Plus Many other Exciting Opportunities

Contact us to learn more.



Increase your Market Presence through Motorsports Marketing



Derek Robbie in the DDR Motorsports Tour Type Modified blasting down the front straightaway at Thompson Speedway (CT) (above) and a driver-crew chief debriefing after a practice run (below). Derek will again be the driver for DDR Motorsports in 2021 & beyond



DDR Motorsports

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Marketing opportunities



WWW.DDR-MOTORSPORTS.COM

Tour Type Modifieds

The Tour Type Modified race car is one of the oldest division or racing in America. Born out of people chopping down the bodies and hopping up the engines of the pre-war era coupes, the cars have grown into all out beasts with purpose built frames, specialize racing equipment and engines producing over 600 horsepower.

The cars run on race tracks from 1/4 mile in length where the excitement of running next to each lap after lap leave every fan on the edge of their seat to New England's only Superspeedway, New Hampshire International Motorspeedway where the cars will reach over 150 MPH and use drafting techniques similar to Daytona speedway.

The skill required to muscle these rockets on wheels is a sight to behold and it is no wonder they are New England's premier and most watched type of race car. Fans will travel several hours to catch a race knowing the best of the best are there to put a show on.



2021 Racing Season

For the 2021 Racing Season our team will have the opportunity to highlight your business several time in various New England areas including the following potential racing venues:

| | |
|-------------------------------|-----------------------------|
| Thompson Speedway | Thompson, CT |
| Seekonk Speedway | Seekonk, MA |
| Star Speedway | Epping, NH |
| Claremont Speedway | Claremont, NH |
| Stafford Speedway | Stafford Springs, CT |
| Waterford Speedbowl | Waterford, CT |
| Possible other as well | |



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Why you should become a Marketing Partner with DDR Motorsports

If you are looking to increase interactions with your customers, potential customers, and other businesses, using motorsports for advertising and marketing your product or service is an excellent choice.

It is documented that Auto racing is one of the most effective means of marketing. It achieves this by going beyond the traditional format of creating impressions or views of your ad and brings genuine interaction into your marketing plans. Interactions are longer lasting and more concrete, thus allowing you to drive more business.

Demographic studies show you can reach a large number of people because the experience is family-oriented, fun, exciting, and highly contagious. The events we attend have thousands of loyal fans who typically participate in multiple events throughout the year, giving you a chance for numerous strong interactions with your company or brand.

Visibility of your company brand is available in many ways, including the standard visual branding methods of logo display. However, motorsports marketing also adds a personal touch with the driver and car appearances, focused giveaway programs, employee incentives programs (i.e., it crew member for the day), and the use of our team resources in various ways. Your company's potential returns become limited by imaginative ways to promote your company or brand.

Contact us for details on how you can get started with growing your brand through a means many pass over.