



Marketing & Advertising Excellence!!

Meet the Rocky Mountain Motorsports Super Late Model driven by Nick Cooper



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Click to add text



Mission Statement

To provide our marketing partners with the highest level of professionalism and commitment, while maintaining a competitive winning image

WHO IS ROCKY MOUNTAIN MOTORSPORTS



Owners – Kevin & Melissa Steinke

**Drivers –
Nick Cooper**



The Rocky Mountain Motorsports Team



<https://drive.google.com/file/d/1g1wDdGVOeOiqV4nIOziB9sKR3M34Qwuv/view?usp=drivesdk>



FULL THROTTLE EXCITEMENT

There is not a better return on your marketing dollar than the full throttle excitement of Stock Car Racing there are many key factors that set our marketing platform apart from other sports advertising opportunities:

Loyal Fan Base

Economical Opportunities

Focused approach

Flexible Programs

Professional Image



THE ROCKY MOUNTAIN MOTORSPORTS EXPERIENCE

- Hospitality events – Intimate and high impact events
- Mobile Marketing platform – On-site corporate appearances
- Public Appearances
- Strong Social Media presence
- Professional Print Media – Press releases and case studies
- The Coolest Billboard you will ever see! – Brand Recognition
- Unparallel branding opportunities – Hero Card & Apparel



ROCKY MOUNTAIN MOTORSPORTS EVENT EXPERIENCES

CUSTOMER APPRECIATION HOSPITALITY EVENTS



ON-SITE VISITS



PUBLIC APPEARANCES



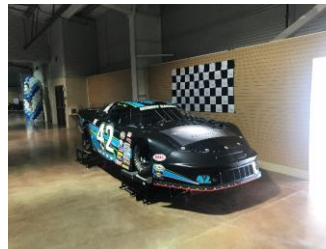
CHARITABLE INVOLVEMENT



Corporate Team Building



B2B Events



Other Advertising Included on the following:

**Multi-state OTR Advertising
Graphics on all team apparel
Track Announcements
Track Marketing Material**



INTERNET & SOCIAL MEDIA EXPOSURE

Coverage on the following Websites

WWW.SPEED51.COM

WWW.BIGWESTRACING.COM

WWW.COLORADOSPEEDWAY.COM

WWW.RMMRACING.COM

WWW.1FASTCAR.COM

WWW.SRLSOUTHWESTTOUR.COM

WWW.CRARCAING.NET

WWW.PROALLSTARSERIES.COM

WWW.NASCAR.COM



Look us up under Rocky Mountain Motorsports, Nickolas Cooper, and Cooper Racing



TWITTER HANDLE



INSTAGRAM ACCOUNT

@rkymtnmoto



Our very own You Tube channel



MULTI-FACETTED PRINT AND APPAREL

NATIONAL EXPOSURE SHORT TRACK



CHRISTIAN MOTORSPORTS ILLUSTRATED



Hero Cards



SALES PROMOTIONS



CASE STUDIES



PRESS RELEASES



Team and for sale apparel



THE FACTS OF BECOMING A PARTNER

- *More fortune 500 companies rely on racing to build their brands than in any other sport.*
- *Auto racing secures 75 million fans, making one in three adult Americans enthusiasts.*
- *The majority of racing fans are middle class, and 42% make over \$50,000 annually*
- *Racing fans are 3 times more likely to purchase NASCAR sponsored products/services.*
- *Auto Racing is the #1 sport in fan/brand loyalty.*
- *The racing season stretches over eight months, making it the longest of all sports.*
- *17 of the 20 highest-attended sporting events in North America are racing events.*
- *Auto Racing sponsored products account for more that \$2 billion in retail sales annually.*
- *“The sheet metal of a NASCAR race car is one of the most valuable properties in U.S. marketing.”
-Nelsen Media Services*





SHORT TRACK DEMOGRAPHICS

Based on Colorado National Speedway in Erie, CO

Fan Attendance

- * 4,000 to 7,200 on a regular night event
- * 8,400 to 12,100 on a special event night
- * 39 scheduled races in 2019

Average Age & Gender

17.9% = 0-17 years
19.7% = 18 - 25 years
11.3% = 26 - 34 years
23.1% = 35- 45 years
21.25% = 46 -54 years
7.75% = 55 & Up
40% have kids under 18
49% Male, 51% Female

Fan income

12.10% = over \$100,000
22.35% = \$75,001 - \$100,000
16.81% = \$50,001 - \$75,000
14.29% = \$34,001 - \$50,000
34.45% = \$0 to \$34,000



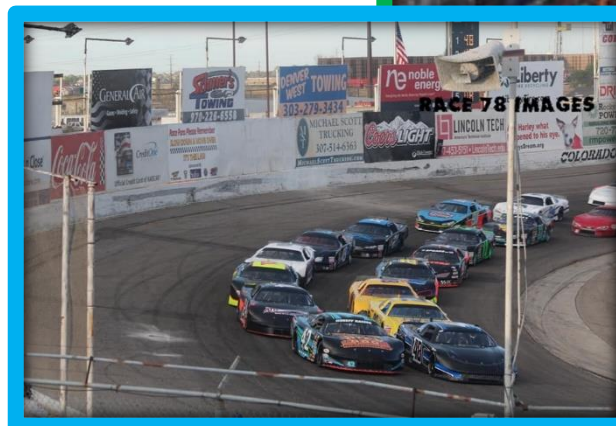
18,000+ Facebook Likes as of October, 2018



2,570 Twitter Followers as of October, 2018



2,040 Instagram Followers as of October, 2018



Regional Demographics

The Tracks (2021)

- All American Speedway in Roseville, California
- Irwindale Speedway in Irwindale, California
- Kern County Raceway in Bakersfield, California
- Madera Speedway in Madera, California
- The Bullring at LVMS in Las Vegas, Nevada

Attendance Per Race

1,500 – 6,500 Spectators

Series Website

12,500 Unique Visitors Per Year
1,300,000 Pages Per Year

SRLSouthwestTour.com



The Media

National Television – In 2019, the SPEARS Southwest Tour Series will have 6 nationally televised races on MAVTV

Race Webcast – Select SPEARS Southwest Tour Series races are webcasted on Speed51.com and LucasOil.TV

Series Website– The SPEARS Southwest Tour Series website (www.SRLSouthwestTour.com) informs and updates competitors, race fans, sponsors, etc. on event and series information. The website also provides insight on series drivers, links to series sponsors, race footage from previous races and much more.

Other Media –Dick Berggren's Speedway Illustrated, Circle Track Magazine, Speed51.com, Late Model Digest, Host Track Websites, Facebook (Spears Srl Southwest Tour), Twitter (www.twitter.com/SRLSWTourSeries), Local and Regional Media.

2020 Chilly Willy 150 –Tucson AZ.



* Posts on 7 main FB pages with over 130K likes *137K Followers



*Over 130 Shares of photos & Videos containing likeness of race car

Over 400 likes for Tucson posts



86 Tweets & Retweets



6K views of Videos and over 16K subscribers viewed the race

Social Media presence for the 3- day event generated over 300K in views of the race car, sponsors, and team! Additionally, over 100,000 viewers watched at least 1 day of the event on Lowbudget.tv!

THE NEXT GENERATION!!!!

Introducing the newest and youngest driver with RMM, Austin Steinke. Austin is 6 years old and has begun his Novice career in the RMQMA region of the National Quarter Midget Association. Austin has graduated to the Jr Honda division and is regularly competing for victories.



BASIC AGREEMENT INVENTORY LIST

All packages can include the following inventory check list items:

- Your company logo can be displayed in multiple ways depending on your investment.
 - Car
 - Driver suit
 - Pit crew uniforms
 - T-shirts and other racing apparel
- Race hauler signage (44ft enclosed trailer)
- Your company can be announced during the introductions each time the vehicle is on the speedway.
- Your company name/logo can be placed on hero cards that are autographed and handed out to thousands of fans after each race.
- Social Media presence on Rocky Mountain Motorsports accounts
- You will be provided the opportunity to join the team after each race to meet and greet fans and promote your business.

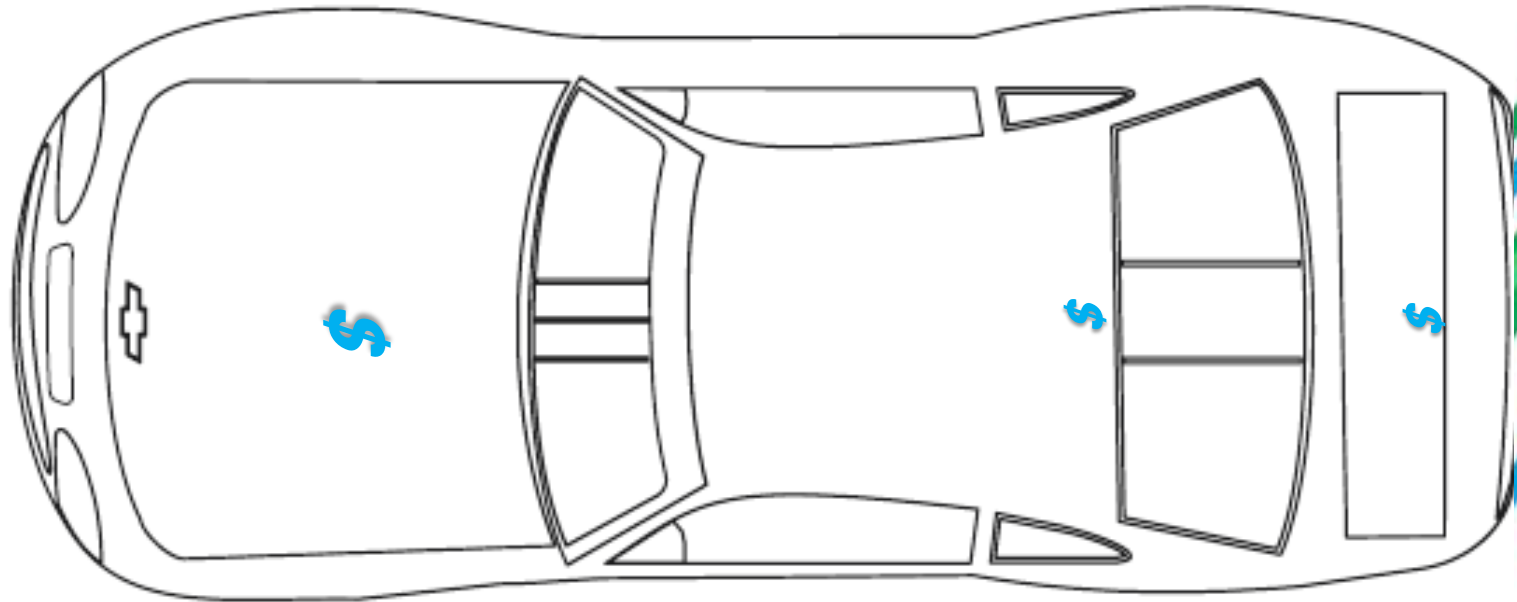


**Example of
representation on
the car**

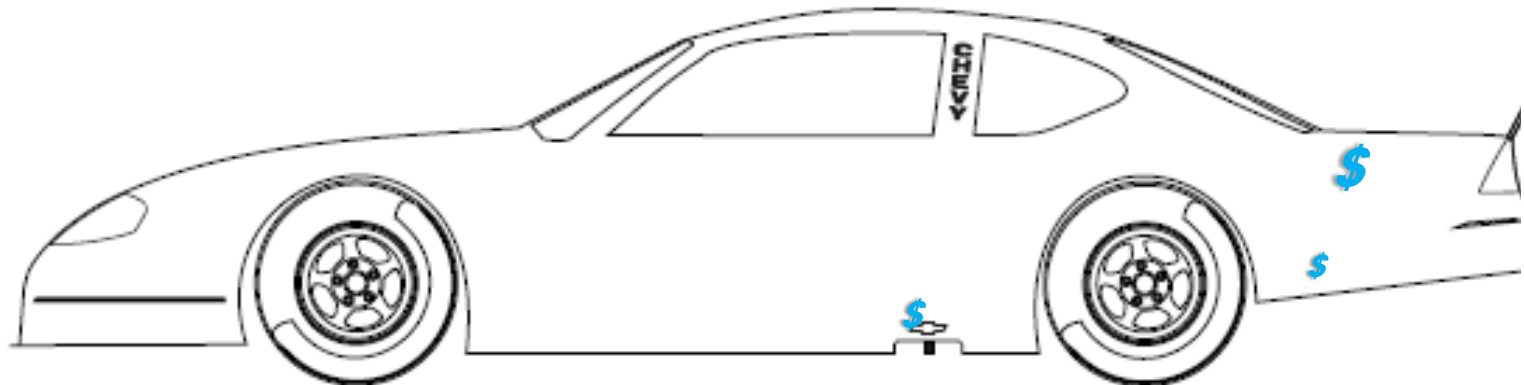
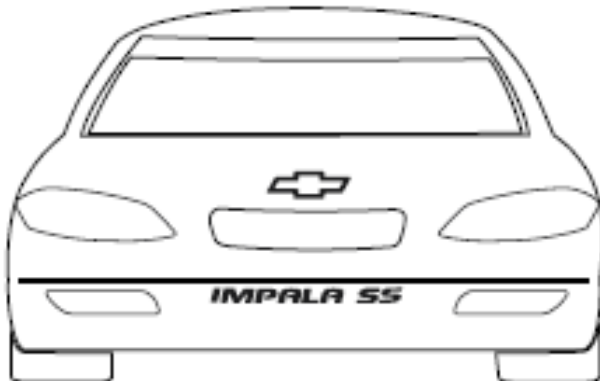


Full Season Advertising Commitment

(10 regional races & 5 local races)



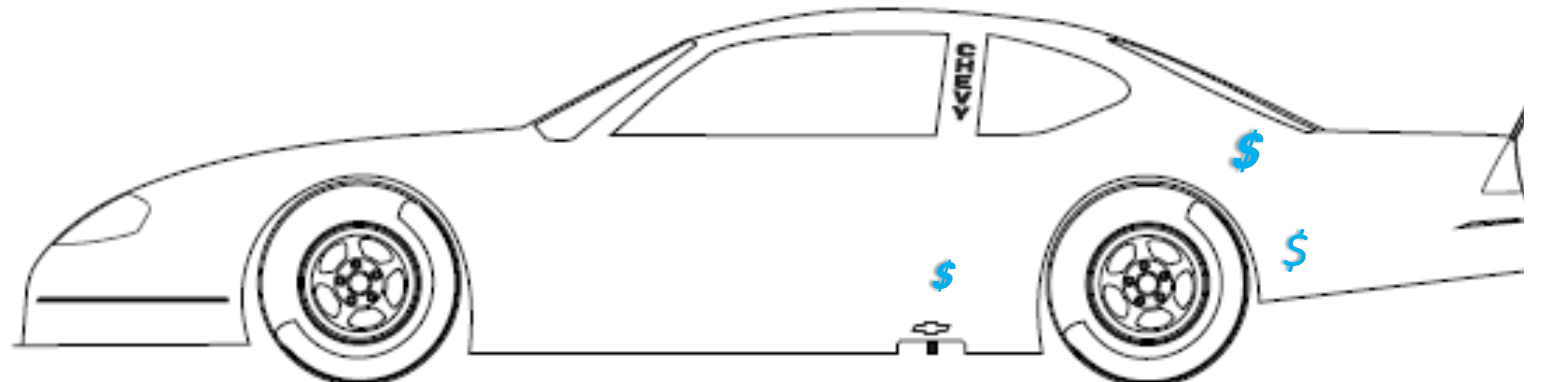
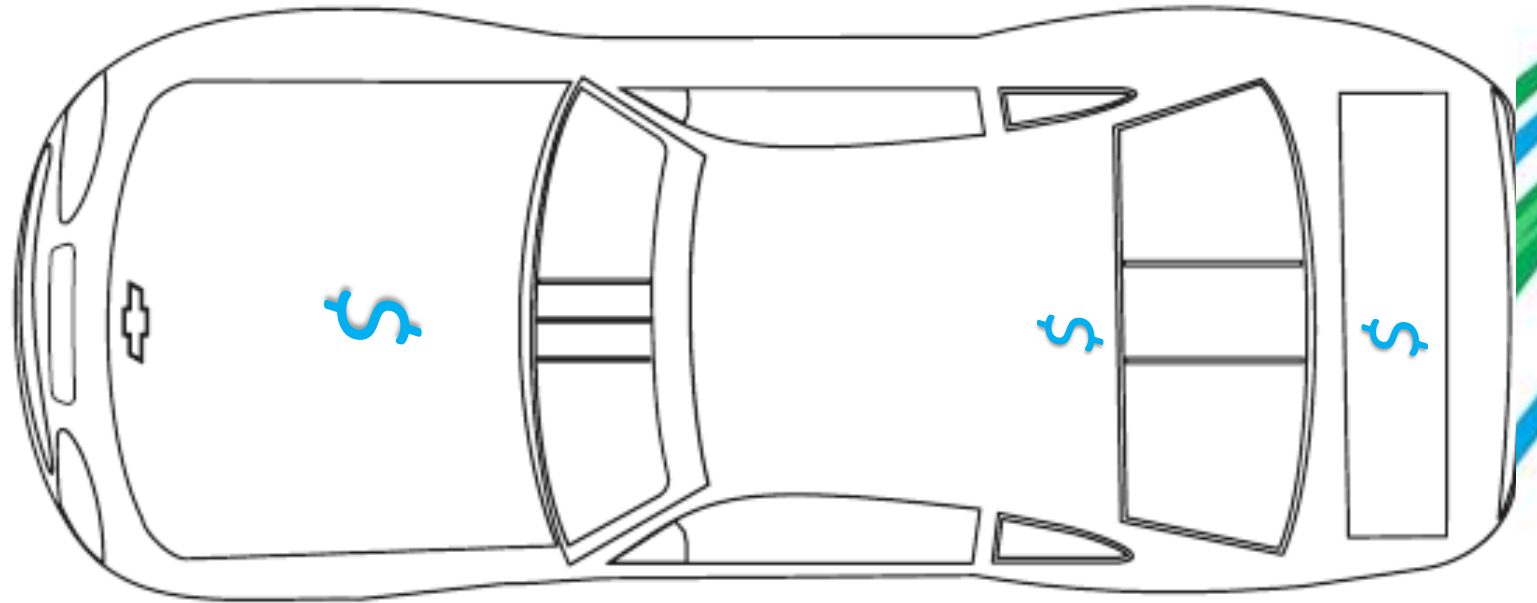
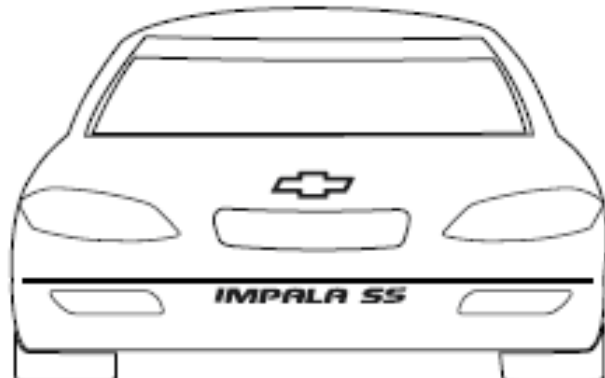
All full season advertising commitments are pro-rated to actual number of races run



Individual Event Advertising

Commitment

*does not include hospitality cost
(regional/local)*



PAST AND CURRENT MARKETING PARTNERS



ALTEN



DENVER SEMINARY



HOT WATER NOW! 720-934-8711



march of dimes®
march for babies™



TixNix



Rinnai®



syncroness™
AN AFM GROUP COMPANY

TAPPAN
Heating and Cooling Products



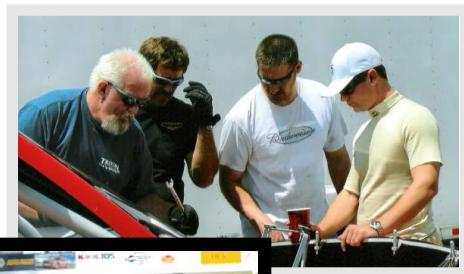
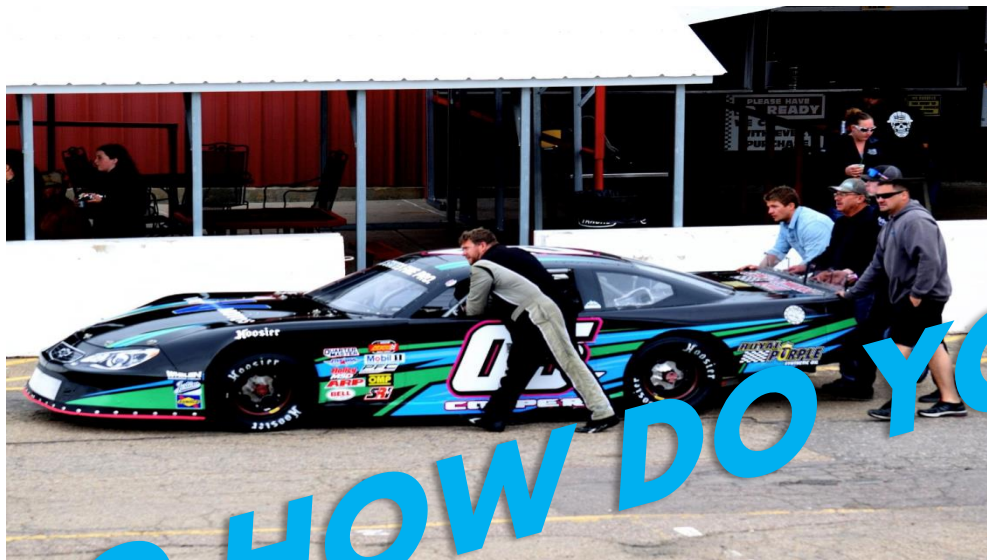
WinWholesale®
THE WIN GROUP OF COMPANIES


WINDSOR
PERFORMANCE & EXHAUST

SO HOW DO YOU GET INVOLVED?

IT'S SIMPLE!

Don't hesitate to contact Rocky Mountain Motorsports (RMM) in order to set up a conference call or meeting so we can begin to learn about your company strategies, target customer demographics and goals going forward. Let us put our minds to work and create a package that becomes a component of your overall marketing and advertising plan.





THANK YOU AND SEE YOU AT THE TRACK!

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