



Sponsorship Opportunities



WHEN WE WIN, YOU WIN

**PROVEN
PERFORMANCE**

ACROSS **THREE
NATIONAL SERIES**

NASCAR GANDER RV & OUTDOOR TRUCK SERIES

37 WINS | 136 TOP-FIVES | 263 TOP-TENS | 13 POLES

2018 REGULAR SEASON CHAMPION

2016 & 2020 SERIES CHAMPION

NASCAR XFINITY SERIES

1 WIN | 12 TOP-FIVES | 38 TOP-TENS

ARCA MENARDS SERIES

ARCA: 14 WINS | 47 TOP-FIVES | 60 TOP-TENS | 4 POLES

ARCA EAST: 9 WINS | 17 TOP-FIVES | 20 TOP-TENS | 5 POLES

ARCA WEST: 1 WINS | 1 TOP-FIVES | 2 TOP-TENS | 2 POLES

2015 ARCA SERIES CHAMPION

2019 & 2020 ARCA EAST SERIES CHAMPION

2020 ARCA SIOUX CHIEF SHOWDOWN CHAMPION

Rollin' into race day like...
#WeAreGMS #NASCAR
#VetTixCampingWorld200



Atlanta Motor Speedway and 9 others

10:16 AM · 6/6/20 · Twitter for iPhone

View Tweet activity

111 Retweets and comments 948 Likes



@GMSRACINGLLC



18K FOLLOWERS



24K FOLLOWERS



23.7K FOLLOWERS



**BUSINESS TO BUSINESS
OPPORTUNITIES**

The infographic features a central orange box with the text 'BENEFITS OF PARTNERING WITH US'. Six lines radiate from this central box to six surrounding grey boxes, each containing a benefit. The background is a blurred image of a person in a white racing suit and a yellow and black racing helmet, with blue light trails.

**GRAPHICS & VIDEO
CONTENT TO HIGHLIGHT
YOUR PARTNERSHIP**

**DRIVER
STARPOWER**

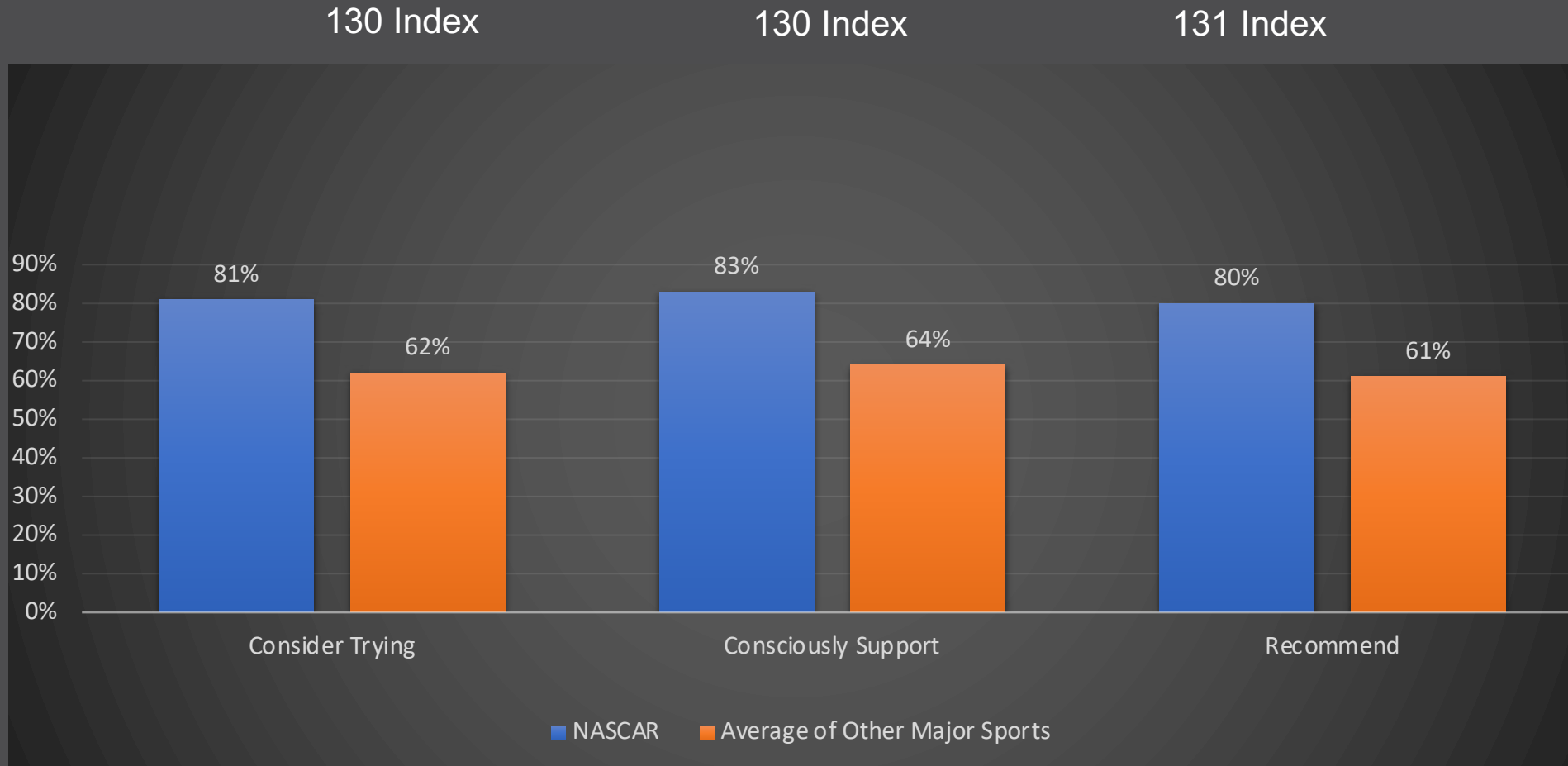
**BENEFITS OF
PARTNERING WITH US**

**CONNECTION TO
NASCAR MEDIA**

**A UNIQUE AT TRACK
EXPERIENCE**

**AT TRACK EXPOSURE FOR
YOUR BRAND**

NASCAR Leads All Major U.S. Sports in Fan Loyalty



Q: Are you more or less likely to [INSERT LOYALTY METRIC] a product / service if that product / service is an official sponsor of [INSERT SPORT]?

SPONSORSHIP PACKAGES

INDIVIDUAL

Logo on hood and/or rear quarter panels

Pre and post race communication

Team social media post

MULTIPLE

Logo on hood and/or rear quarter panels

Driver & team social media posts

Hero cards highlighting brand

Inclusion in all pre and post event communications

PRODUCT

Supply product at negotiated value

Logo placement on lower rear quarter panel & hauler

Two social posts per month from GMS

Two videos showcasing product for use on social.

SPONSORSHIP PLACEMENT OPTIONS



PROJECT:

VERSION: V. 1A

ARTIST: Dc2

COLOR PALLET





GMS JOYCE JULIUS REPORT



Sponsor	Exp. T	Mentions	Exp. Value	Sightings
Chevrolet Accessories	1:28:08	11	\$710,458.22	1,385



Sponsor	Exp. Time	Mentions	Exp. Value	Sightings
ON THE HOUSE	0:14:26	2	\$107,529.42	350



Sponsor	Exp. Time	Mentions	Exp. Value	Sightings
LIUNA!	1:55:41	2	\$959,747.77	2,397

2021 TRUCK SERIES SCHEDULE

Friday, February 12	Daytona International Speedway
Friday, February 19	Daytona Road Course
Friday, March 5	Las Vegas Motor Speedway
Saturday, March 20	Atlanta Motor Speedway
Saturday, March 27	Bristol Dirt
Saturday, April 17	Richmond Raceway
Saturday, May 1	Kansas Speedway
Friday, May 7	Darlington Raceway
Saturday, May 22	Circuit of the Americas
Friday, May 28	Charlotte Motor Speedway
Saturday, June 12	Texas Motor Speedway
Friday, June 18	Nashville Superspeedway
Saturday, June 26	Pocono Raceway
Friday, July 9	Knoxville Raceway
Saturday, August 7	Watkins Glen International
Friday, August 20	World Wide Technology Raceway
Sunday, September 5	Canadian Tire Motorsport Park
Thursday, September 16	Bristol Motor Speedway
Friday, September 24	Las Vegas Motor Speedway
Saturday, October 2	Talladega Superspeedway
Saturday, October 30	Martinsville Speedway
Friday, November 5	Phoenix Raceway

