



*Jordan Anderson
Racing*

DRIVING
BUSINESS
FORWARD
THROUGH
 **NASCAR**





BREAKING THE MOLD

NASCAR driver and team owner Jordan Anderson is making his own mark in the sport with his hands on entrepreneurial approach and never give up attitude. Entering into his seventh full season in NASCAR, Anderson makes the most of the opportunities that racing provides and represents his team partners with excellence, honesty, and integrity all the while ensuring that they see a return on their investment whether through connecting B2B sales, brand exposure, or even employee programs.





THE DRIVER

JORDAN ANDERSON

NASCAR DRIVER AND TEAM OWNER

Having the ability to deliver on the race track with over 200 race wins and 10 championships has given Jordan the opportunity to have a great voice for any brand. A polished motivational and public speaker among schools, churches, and company events, he knows what it takes to succeed and tirelessly works all angles to deliver.

A graduate of Belmont Abbey College in Charlotte, NC with a Business Management degree, Jordan has used a natural ability of engaging brands and consumers to grow his star power in the sport among fans. He's one of very few drivers who still wears multiple hats when it comes to managing his racing career and team.

Originally from Columbia, South Carolina – Anderson has been driven throughout his journey by an incredible passion and love for the sport of NASCAR and the business that drives it. With a hands-on approach to racing, marketing, and sponsorship, he understands what it takes to connect businesses to consumers, why strong partnerships are key, and the importance of putting fans and sponsors first.

THE SERIES



The power of the NASCAR brand, combined with a worldwide passion for motorsports, has positioned NASCAR as one of the top sports entertainment properties in the world. Through the ever-growing NASCAR Xfinity Series, fans can connect to the drivers and their partners on an authentic level that allows companies to tailor fit their marketing campaigns in such a way that whatever specific marketing goals are desired to be achieved, it can be done with great success.

With extensive coverage of races, qualifying, and practice sessions through FS1, Fox and NBC, along with Sirius XM's NASCAR channel, fans stay tuned in and learn your brand while cheering for their favorite drivers as they compete at legendary tracks across North America.



THE OPPORTUNITY

1

PARTNER

Partner with Jordan Anderson Racing and allow us to develop innovative marketing solutions around your goals to help foster the success of your company, develop business to business relationships, and provide experiences that your guests will never forget.

2

CREATE

Create relationships founded on principles of integrity, excellence, innovation, and collaboration with a passion for continuous improvement through customer and client engagement. Build a platform with your company that delivers your desired results and meets expectations.

3

GROW

Receive significant brand integration and access to our NASCAR Sponsorship Program. Utilize marketing and promotional rights of driver Jordan Anderson and the team to help focus growth in your desired areas of concentration as an official partner.



WINNING WITH BUSINESS

With a 10 month long racing schedule stretching across the United States and Canada, NASCAR provides an extended amount of exposure during the year for companies to achieve targeted business and marketing objectives ranging from brand building opportunities to internal initiatives through VIP hospitality.

As the #1 Spectator sport in America, NASCAR has the ability to move the needle for companies looking for a new and better way of communicating with their key audiences as part of an integrated business to business marketing effort.





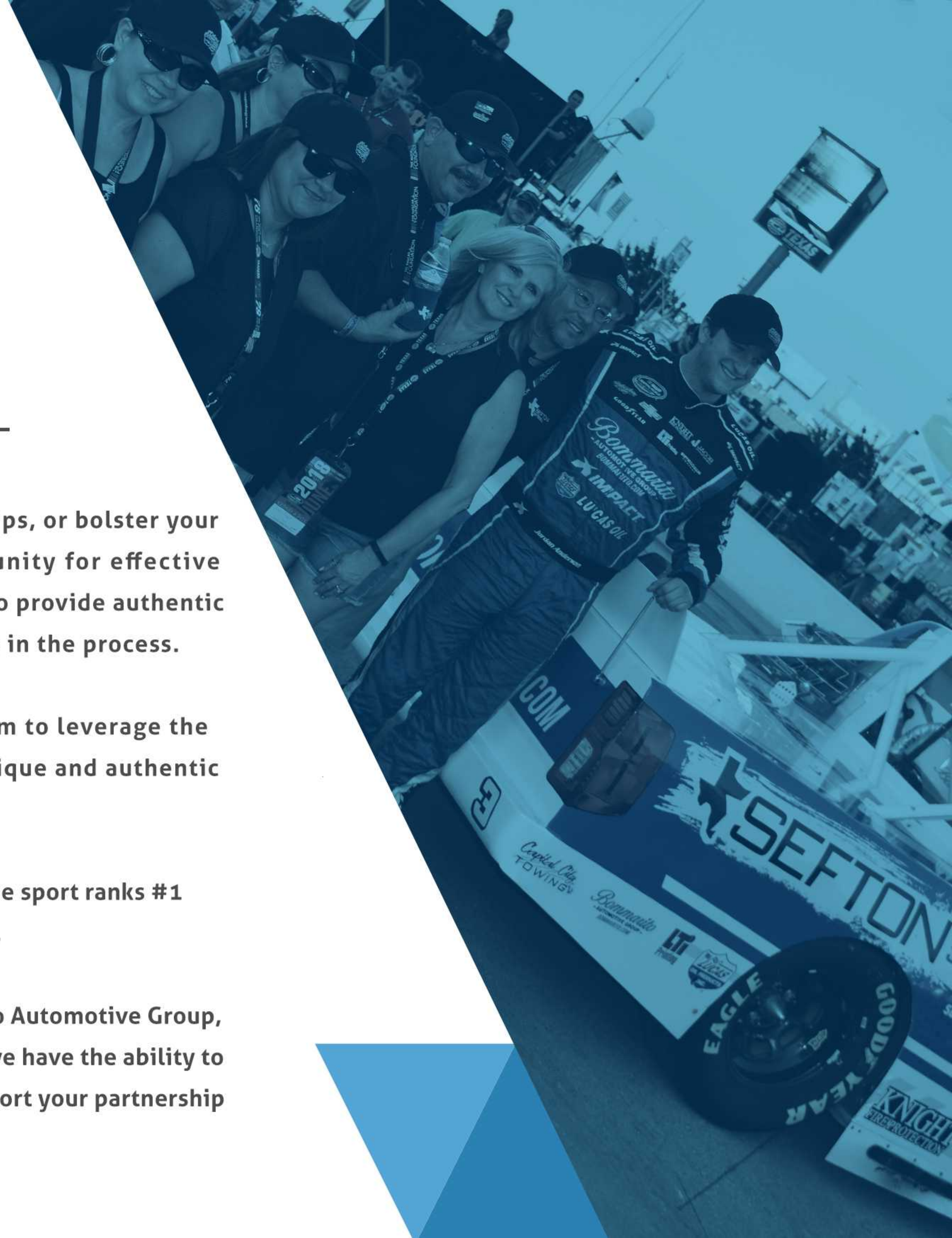
CONNECTING YOUR BUSINESS

Whether you're looking to boost sales, build client relationships, or bolster your brand's presence, our team provides the ultimate opportunity for effective business-to-business relationship marketing, and the ability to provide authentic at-track experiences for your employees, vendors, and clients in the process.

Competing in one of NASCAR's premier series allows the team to leverage the power of the sport to promote brands and companies in a unique and authentic way that moves the marketing needle.

Currently over 130 Fortune 500 Companies invest in NASCAR as the sport ranks #1 among major sports in sponsor loyalty and sponsor consideration.

Through our unique relationship with partners like the Bommarito Automotive Group, Lucas Oil, LTi Printing, and the NASCAR Pole Position Magazine - we have the ability to develop B2B relationships that drive sustainable business to support your partnership with our team.





TEAM BRANDING

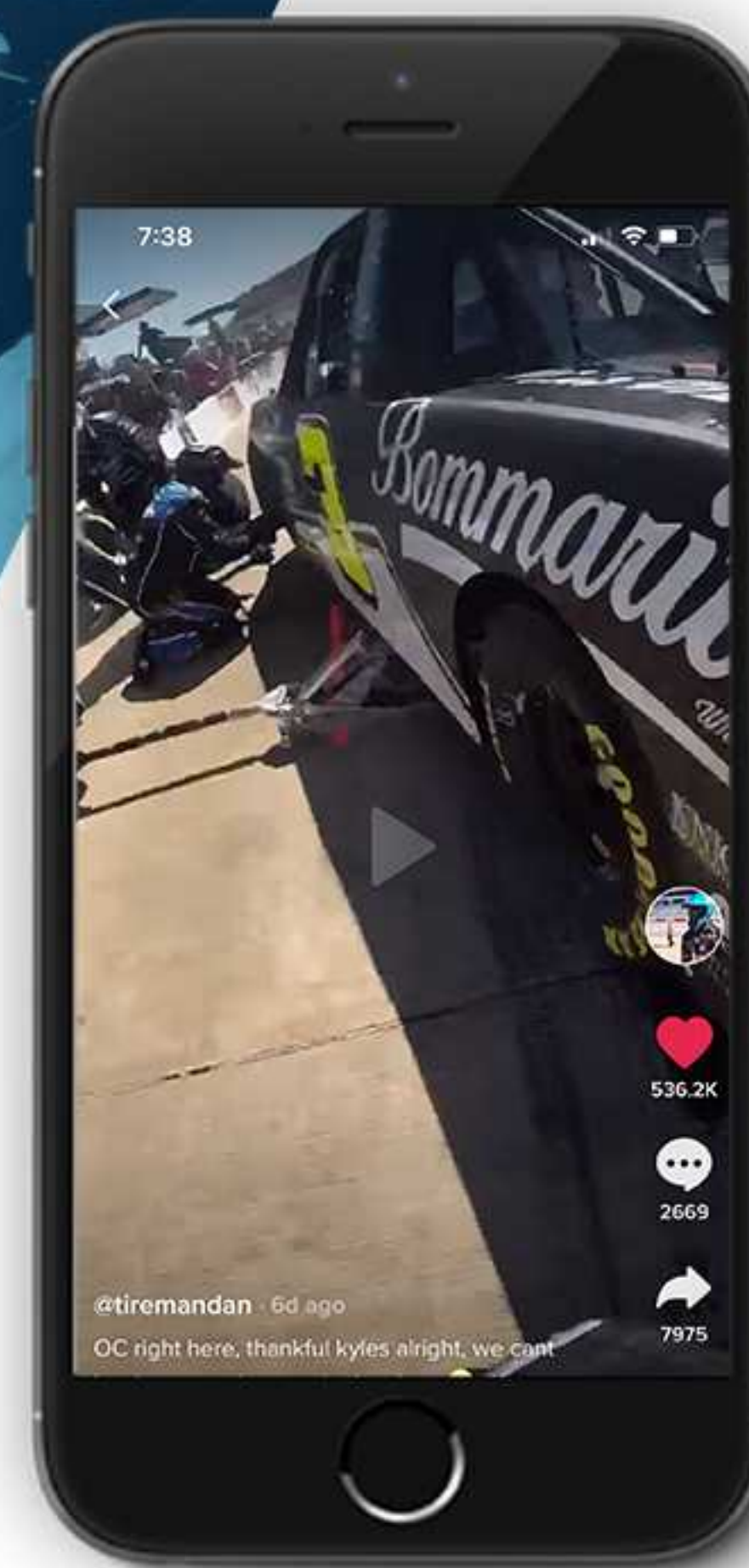
NASCAR TRACKS



Jordan Anderson
Racing

BY THE NUMBERS

Since his debut in the NASCAR ranks during the 2014 season, Anderson has grown a loyal following of fans that support his racing career and cheer the team on each race weekend. Thanks to sharing behind the scenes action, documenting the journey of preparing for each race, and serving as his own PR Rep, he has cultivated a popular online presence with the ability to support partner initiatives and objectives.



TIKTOK TALLADEGA VIDEO
3,500,000 VIEWS, 536,000 LIKES



INSTAGRAM
36,700 FOLLOWERS



TWITTER
28,700 FOLLOWERS



FACEBOOK
36,500 FOLLOWERS



CURRENT PARTNERS

Jordan Anderson Racing is fortunate to work with an amazing group of companies that believe in creating value in their motorsports involvement. This is achieved through developing successful marketing and media campaigns, unique hospitality experiences, vendor and client B2B opportunities for our partner family, and weekend packages to recruit new employees as well as a way to thank high yielding or loyal employees.





*Jordan Anderson
Racing*

HOSPITALITY



*Jordan Anderson
Racing*

HOSPITALITY



VIP RACE SEATING



Our team has the ability to produce custom small or large run quantity shirts and hats based on a partners needs in relation to team sponsorship or promotional campaign. Below are a few examples of our mass-produced fan shirts that were sold online and at tracks during the 2019 and 2020 seasons.

TEAM & FAN APPAREL



Through our strategic relationship with Lionel Racing, Jordan Anderson Racing has the ability to commemorate your company's partnership with our team by bringing the same paint scheme run on track into a die-cast produced version.



TEAM DIECAST



Each limited edition 1:24-scale collectible die-cast includes manufacturer-specific engine detail, die-cast body, and detailed interior. Each 1:24-scale collectible die-cast also features a DIN[®] (Direct Identification Number) for registration as well as a silver vicer with "1 of 0000" indicating production run size.

Action Racing Collectibles
1:24 Scale Collector Head Top
Suggested Retail \$45.99
Item Number TX23024079ARV
UPC Number 886154202312
Min. Order Case Quantity 12 pc

Action Racing Collectibles
1:18 Scale Die-Cast Truck
Suggested Retail \$99.99
Item Number TX23044872ARV
UPC Number 886154202329
Min. Order Case Quantity 12 pc

Anderson has long been a fan favorite, and now Lionel Racing is proud to offer his legend of support a race-version die-cast of the No. 3 K-Seal Chevrolet Silverado that finished second at Daytona. The die-cast will feature replicated damage, scuffs, and markings that appeared on Anderson's truck following the Daytona race. Available in Lionel Racing's hard top 1:24 and 1:64 scales, this die-cast will be a must-have for fans of Anderson's and fans of exciting NASCAR finishes.

Don't miss out. Order today!

DATE: 07/21/20
ORDER CUT DATE: 07/09/20
EXPECTED DELIVERY: OCTOBER 2020
MINIMUM ORDER QUANTITY MUST BE MET, ARE SUBJECT TO CHANGE



MEDIA SNAPSHOTS

POWERED BY BLUE-EMU FREE

NASCAR POLE POSITION

OFFICIALLY LICENSED NASCAR PUBLICATION

JORDAN Anderson

Driver Features
NATALIE DECKER
DANIEL SUAREZ
MATT DIBENEDETTO

GREAT AMERICAN TRADITIONS
NASCAR: The Quintessential American Sport

NASCAR Careers
Crew Member BREHANNA DANIELS

BLUE-EMU PAIN RELIEF

KANSAS

OLD SCHOOL VS. NEW SCHOOL | TAILGATING | FIVE HOT TOPICS | WHO DOES THAT? | SEAL THE DEAL
GROWIN' UP NASCAR | NASCAR EXPLORE | NASCAR BUZZ | FOR THE RECORD | NASCAR SPEEDWAYS | SPEEDWAY SUNDAY

WALMART FRAM ROXOR K-Seal

POWERED BY BLUE-EMU FREE

NASCAR POLE POSITION

OFFICIALLY LICENSED NASCAR PUBLICATION

JORDAN ANDERSON

NASCAR HISTORY REVISITING 1986
FRAME IT
NATALIE DECKER, CHASE ELLIOTT

DRIVER IN ACTION
DENNY HAMLIN
NASCAR ESPORTS OUT OF THE GROOVE

NASCAR ROOTS | FAVORITE FINDS | DRIVER PROFILES | SEAL THE DEAL | NASCAR BUILDS
ESPORTS | TAILGATING | BET YOU DIDN'T KNOW | ON THE ROAD | NASCAR NEWS | TOOLS OF THE TRADE

POWERED BY BLUE-EMU FREE

NASCAR POLE POSITION

OFFICIALLY LICENSED NASCAR PUBLICATION

JORDAN Anderson

2020 HOLIDAY GIFT GUIDE

SAFETY FIRST
The Evolution of Fire Safety in Motorsports

Hailie! Hailie! Hailie!
NASCAR'S NEWEST SENSATION

PAW PATROL
NASCAR DRIVERS, FANS & THEIR PETS

TAILGATING | GROWIN' UP NASCAR | FOR THE RECORD | NASCAR BUILDS | FAVORITE FINDS | SPEEDWAY SUNDAY
SELF | POLYMER | DOLLAR | ARCA SERIES DRIVER PROFILES | WAYN | DRIVEN | SIBBS

ClearTrac.com K-Seal WALMART FRAM ZYMOX

SPONSOR SPOTLIGHT

K-SEAL: THE NO. 1 MULTI-PURPOSE COOLANT LEAK REPAIR

BY JARED TURNER

A widely used and immensely popular permanent coolant leak repair product that has been around for two decades, K-Seal is sold in countries all over the world. However, its international reach being the great thing that it is, K-Seal is still made in America – specifically, in Medford, New Jersey. And Patrick O'Brien, the company's owner and co-founder, doesn't want that fact to be lost on anyone.

"It is very important to us that K-Seal was developed and is manufactured in the USA," O'Brien said. "The U.S. is the home of the automobile, and this is where the technology and innovation comes from that helped us create K-Seal. Plus, K-Seal requires some complex manufacturing techniques that we could only find here in the U.S."



*K-Seal sponsored Jordan Anderson Racing at Daytona in February. K-Seal CEO Patrick O'Brien and son, Declan, are pictured pre-race with Jordan RV & Outdoors Truck Series driver Jordan Anderson.

When K-Seal first went on the market, coolant leak sealer products and head gasket/block repairs in other places tended to use an old school-chemistry that in many cases wasn't antifreeze compatible. The K-Seal formula was engineered to be an effective and safe coolant leak repair but also easy to use as it mixes with all types of antifreeze and coolant. This made it an instant hit with motorists throughout the globe, so it's not surprising that K-Seal is now the No. 1 multi-purpose coolant leak repair product in the U.S.

"We may have sold millions of bottles around the world, but K-Seal is still owned and run by the same two friends who first met at college back in the '80s," O'Brien said. "We pride ourselves on offering a great product, at great value, backed up with personal customer service."

Available in three varieties – K-Seal Multi-Purpose One Step Coolant Leak Repair, K-Seal HD and K-Seal Ultimate – K-Seal uses a unique blend of ceramic microfibers that are specifically engineered

to seek out any leak, fix it fast and make a permanent repair. "Like Colonel Sanders (the well-known founder of Kentucky Fried Chicken), we can't tell you all the secrets of our formula, but we know you'll love it," O'Brien said. "K-Seal's original formula, the Multi-Purpose One Step Coolant Leak Repair, is often called 'The Miracle in the Little Blue Bottle' by professional technicians. Designed to address leaks in all hard parts of a vehicle's cooling system (metal or hard plastic), it's an ideal product to keep in your trunk in the event of an emergency. K-Seal HD is designed to fix coolant leaks in bigger, heavy-duty vehicles such as the largest trucks, tractors and agricultural vehicles. Meanwhile, K-Seal Ultimate formula is specifically engineered to permanently fix coolant leaks in head gaskets and blocks on all water-cooled engines."

"With a 100 percent money back guarantee, you can't lose," O'Brien said. "Plus, all K-Seal products have been university tested to comply with the tough ASTM standards for coolant leak repair products." Most other products that claim to function similarly to K-Seal use an outdated sodium silicate technology that isn't always friendly with coolants or water. If the wrong concentration of that chemical is in the same place, it tends to coagulate – gumming up parts of the cooling system, which causes problems. K-Seal and its ceramic technology don't allow for this.

"The worst K-Seal can do is simply not work," O'Brien said. "However, we have an extremely high success rate." #

K-SEAL IS SAFE AND EASY TO USE

GOOD LUCK FINDING A BRAND MORE perfect for the NASCAR enthusiast than K-Seal. "There's never been a product that NASCAR fans should love, it's K-Seal," O'Brien said. "The great thing about K-Seal is that it is so easy to use but, importantly, it's completely safe. We know NASCAR fans love their cars, and it is important to us that they can trust K-Seal to fix their pride

and joy quickly and safely." O'Brien enjoyed an up-close and personal view of the NASCAR action back in February at Daytona International Speedway where he attended the NASCAR Gander RV & Outdoors Truck Series race in support of driver Jordan Anderson. Anderson, who carries K-Seal as a sponsor on his family-run trucks, finished second after a memorable last-lap battle with Grant Enfinger. "We had an amazing time at Daytona where we were supporting Jordan," O'Brien said. "Jordan is a great guy with huge talent, and he made the K-Seal team feel completely at home with his team and family. And what a fantastic race. Jordan played it so cool and produced an awesome finish, only just missing out on the win by the smallest margin."

K-Seal

FIX IT FAST WITH K-SEAL

FROM SPONSOR OF JORDAN ANDERSON RACING

Coolant Leak?

Just Shake, Pour & Go
Permanently Fix Leaks in the:

- Radiator
- Water Pump Casing
- Heater Core
- Freeze Plug
- Block / Head
- Head Gasket

Also Seals Cracked Heads & Cracked Porous Blocks

- Can Be Added to a Hot or Cold Engine
- NOT liquid glass / Sodium Silicate
- Can Be Added to the Overflow Tank

WORKS ON ALUMINUM HEADS | NO DRAINING | NO FLUSHING

K-Seal has been independently tested to meet ASTM D3147 works on hard plastic and safe for use with all water-cooled engines.

Don't Just Seal It, K-Seal It!

AVAILABLE AT: Walmart, Amazon, AutoZone, Pep Boys, Advance Auto, and most fine retailers.

MADE IN THE USA

kseal.com | info@kseal.com | 888.254.0150



Alejandro Alvarez | NASCAR Digital Media

Jordan Anderson dedicates career-best finish in Daytona thriller to the underdogs

By Zack Albert | NASCAR.com | February 15, 2020 at 12:22 AM

DAYTONA BEACH, Fla. — Jordan Anderson gambled big for the opportunity to open the NASCAR Gander RV & Outdoors Truck Series season strong, investing in a new superspeedway truck for Friday night's tilt at Daytona International Speedway. It's nothing new for the scrappy South Carolinian who has driven his own hauler to races, maxed his bank accounts to compete and has cultivated support from sponsors and fans drawn to his winsome personality.

Anderson not only survived but flourished, just missing his first win by a matter of inches but salvaging a career-best second place in a fender-scraper clash with race winner Grant Enfinger. Not surprisingly, the jovial 28-year-old



Jordan Anderson joins the show to talk NASCAR Truck Series, Daytona, and more!

5,299 views • Feb 7, 2020

379 6 SHARE SAVE

Jordan Anderson Riding With His First Mate, Brecks

FirstMate

The Best Nutrition is Simple™

FAMILY OWNED & OPERATED | **FUELED BY FIRSTMATE** | **VETERINARIAN FORMULATED**

FIRSTMATE.COM

NASCAR PETS

PRESENTED BY ZYMOX

Brecks: A 'Super-Cool' Companion

NASCAR Gander RV & Outdoors Truck Series driver Jordan Anderson spent a chunk of his teenage years living around a rescue dog, Toby, that wandered into his parents' yard in 2009.

These days, Anderson and his girlfriend are the proud owners of another canine – a roughly 65-pound Golden retriever named Brecks – that belonged to Anderson's girlfriend when the two started dating more than a year ago.

Now, Anderson is helping raise Brecks and loving every minute of it. "He's such a great dog," Anderson said. "He can come up here to the shop, and if I'm working late, I've got a couch in my office. He'll lay on the couch with me, or if we're working out in the shop, he'll wander around and disappear, and you'll try and find him and he's laying up underneath one of the trucks just taking a nap.

"He's a good little shop dog, and we've got a little bit of land where I live and have it all fenced in, and he just goes and runs around for about an hour, and then he'll sleep for the other 23 hours of the day. He's a pretty lazy dog, but he's super-cool." And spoiled, too.

"He's got it made," Anderson said of Brecks. "He's got his bed beside my bed back home, and he's just such a good dog."

This much is certain: Brecks doesn't like being away from his owners, especially after being with them pretty much 24/7 during the first couple months of the COVID-19 pandemic.

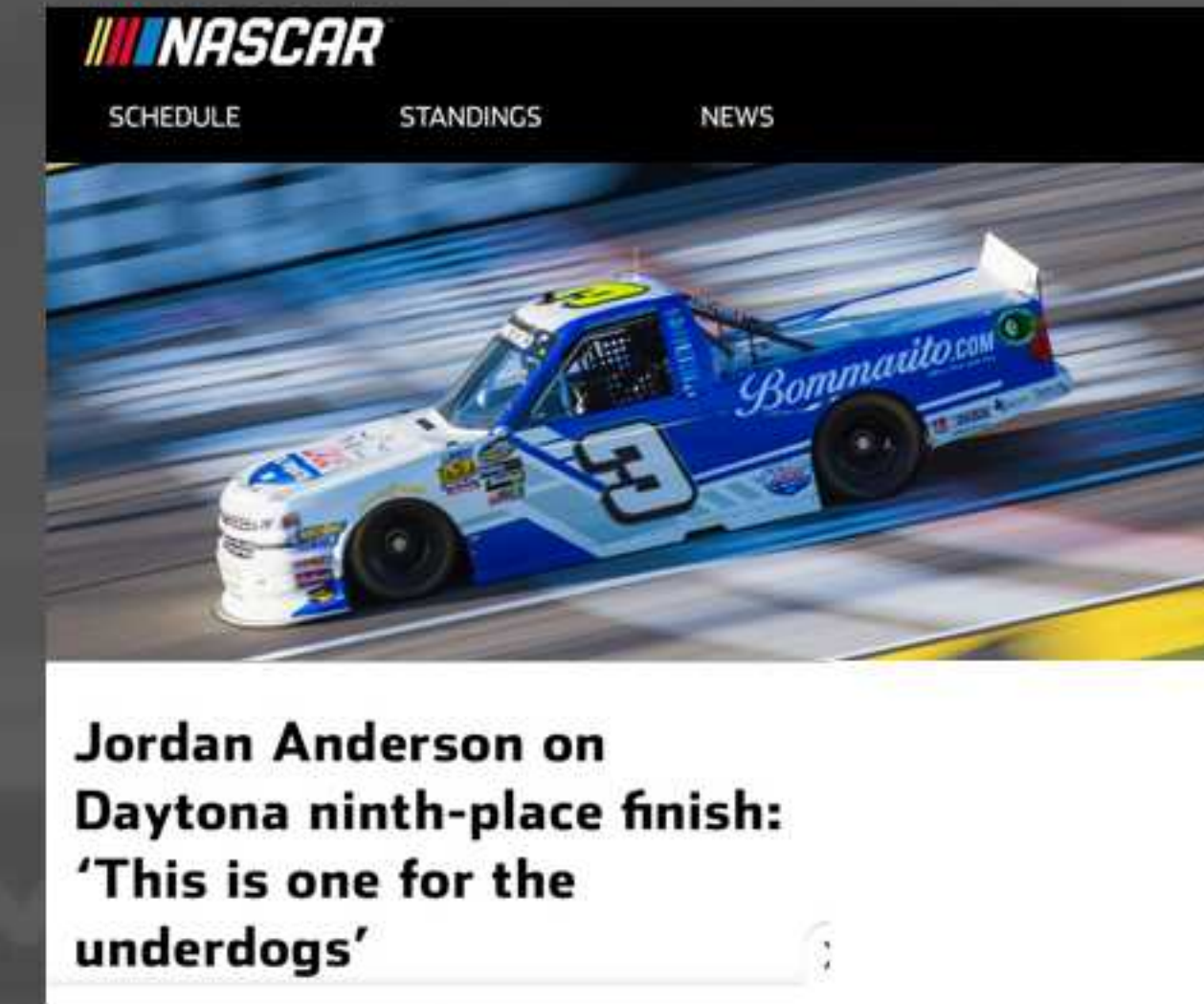
"I definitely think he got attached to us being home every single day during quarantine," Anderson said. "Even if you're gone for 30 minutes – you go outside and cut the grass and you come back inside to say hey to him – he acts like you've been gone for a week. He gets so excited he actually rolls over on his back and jumps all around when you come home. He definitely keeps a smile on your face and is just such a happy dog." # BY JARED TURNER

NEWS SNAPSHOTS

VISIT [FACEBOOK.COM/JORDANANDERSONRACING](https://www.facebook.com/jordanandersonracing) FOR MORE



Fox Sports 1
Atlanta Pre-Race Feature



NASCAR.com
Feature Story on Daytona



Atlanta - Nascar Press Conference
AP News/USA Today/Fox Sports



NASCAR Snapchat Takeover
Over 100,000 unique views



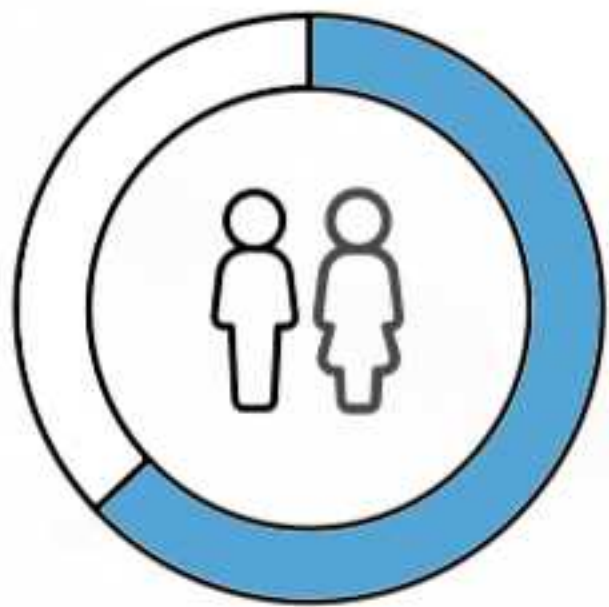
Fox Sports 1
Martinsville Pre-Race Feature



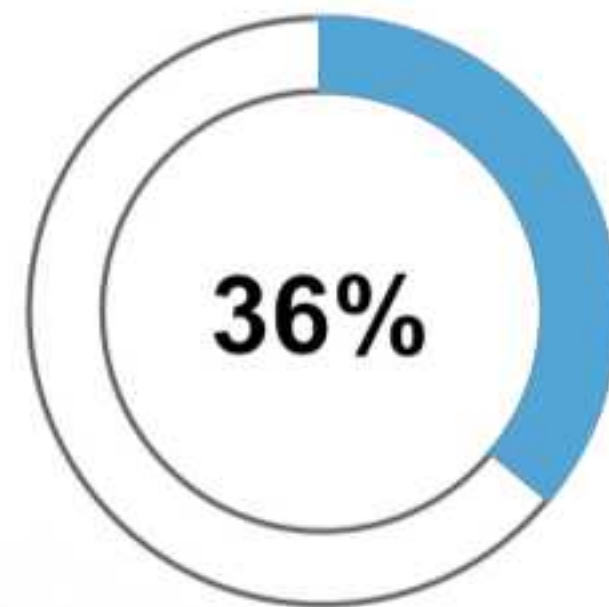
Racer.com
Feature Story with 800+ shares



NASCAR IS...



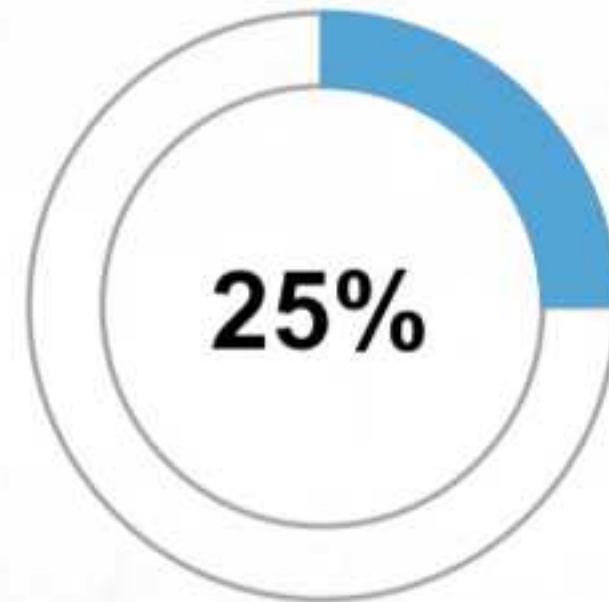
63% MALE /
37% FEMALE



36%
YOUNG ADULTS
(18-44 YR OLDS)



1 OUT OF 3
HOUSEHOLDS WITH
CHILDREN



25%
MULTI-CULTURAL

TELEVISION

RATINGS +5%
YEAR-OVER-YEAR

NASCAR BROADCASTS HAD AN AVERAGE OF
3.44
MILLION
VIEWERS TUNED IN PER MIN.

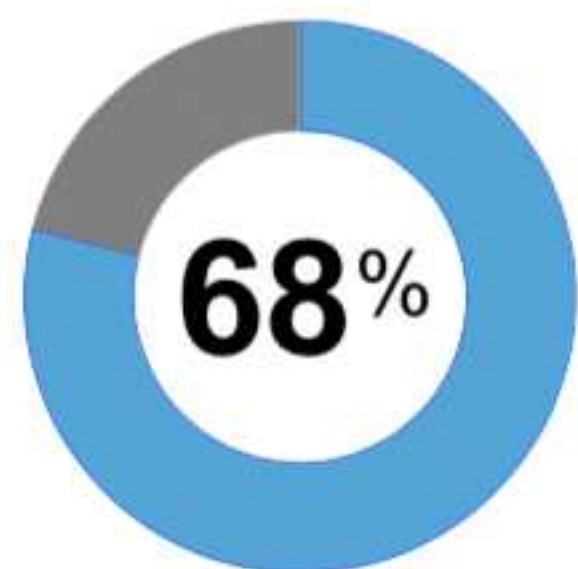
VIEWERS ARE WATCHING MORE OF EACH RACE +3%
YEAR-OVER-YEAR

#1 SPORT IN PERCENT OF EVENT VIEWED
SPORT IN ADULTS VIEWING TOGETHER
(EXCLUDES NFL BROADCASTS)

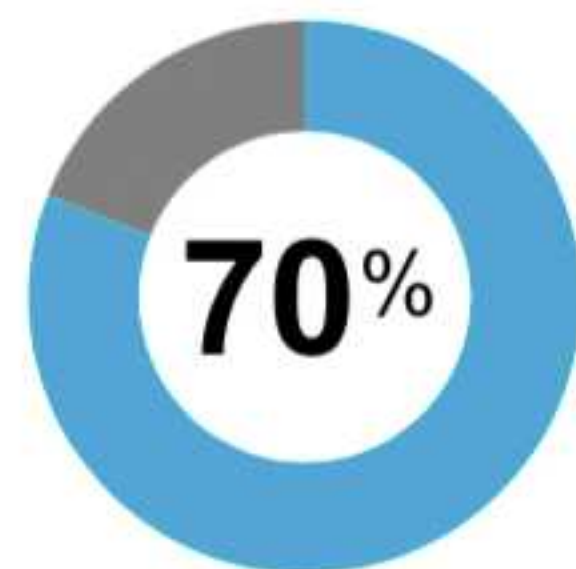
NASCAR AVERAGES THE **2ND LARGEST**
AUDIENCE TUNED IN BEHIND THE

NASCAR FAN LOYALTY

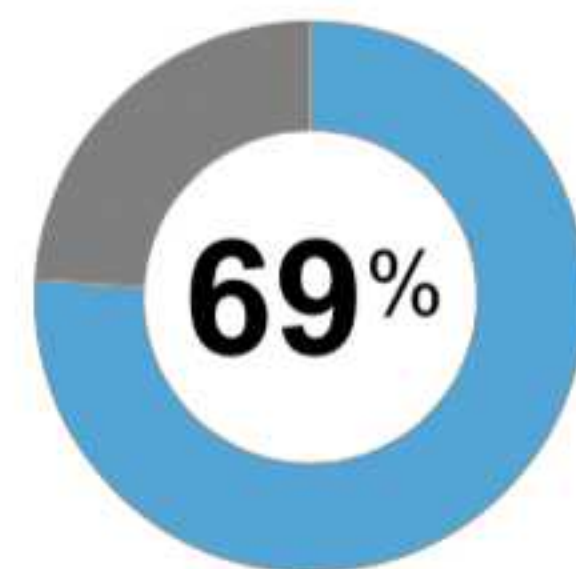
NASCAR FANS ARE MORE LIKELY TO BE RESPONSIVE AND SUPPORT TEAM SPONSORS



68%
CONSIDER TRYING

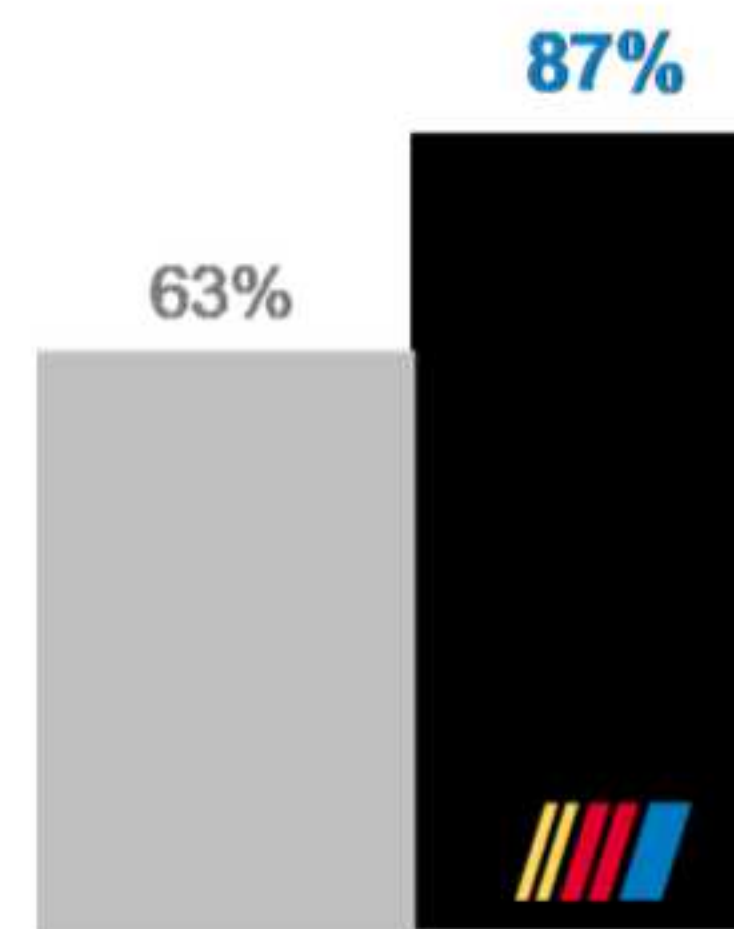


70%
CONSCIOUSLY SUPPORT



69%
RECOMMEND

39% MORE LIKELY TO BE LOYAL
WITH A SPONSOR BRAND



Loyal to



PARTNER LOCATIONS



BOTH CAR SIDES



CAR ROOF



REAR BUMPER

CAR HOOD



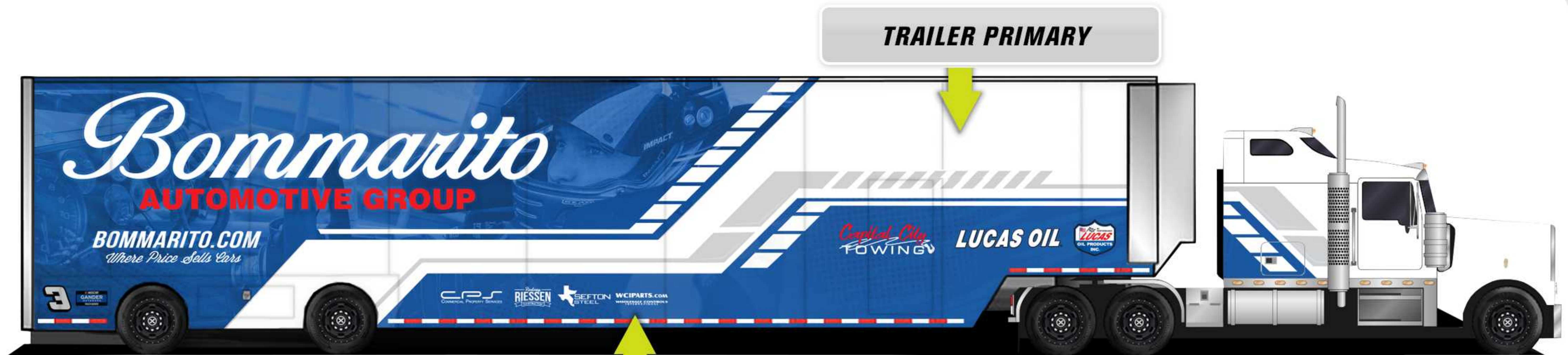
CAR DECKLID

BOTH LOWER SIDES



PARTNER LOCATIONS

The larger-than-life 53 foot rolling billboard that Jordan Anderson Racing travels to and from every track holds two race trucks, pit equipment, spare parts, and will serve as team headquarters while in the garage area each week.



TRAILER ASSOCIATE

TRAILER ASSOCIATE

