



# **WEERS MOTORSPORTS**

## **PROPOSAL AND MARKETING PLAN**

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**BEST OPPORTUNITY  
FOR YOUR BUSINESS MARKETING**

621 REDWOOD DRIVE  
LINCOLN, NE 68510

# PROPOSAL AND MARKETING PLAN

## BEST OPPORTUNITY FOR YOUR BUSINESS MARKETING

Marketing is an essential part of any successful business plan, nothing happens unless you get your name or your brand out to the potential customer. The traditional types of advertising, TV, radio, newspaper and direct mail can all be quite expensive. Motorsports advertising provides a high impact, fun, exciting and very cost effective way to reach your market not offered by the traditional methods. Have you ever considered how Motorsports marketing could benefit your business?

### WEERS MOTORSPORTS IS A FAMILY OPERATED SPRINT CAR RACING TEAM

Weers Motorsports is a family operated Sprint car racing team based in Lincoln, NE. Richard Weers is our team driver and 2015 will be Richard's third season behind the wheel of a sprint car and his fifth year of racing. Richard is well respected among the other drivers as someone you can race wheel to wheel with and know he will race clean. Richard has continued to improve as a driver each year, in 2014 we won multiple heat races and had a third place A Feature finish our best so far. We were consistently within 2/10 of a second of the track record during the season.

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As a sponsor the most important attribute of a driver is how he represents you, this is where Richard shines. He is very approachable and does a great job relating to the younger fans and has won over many youngsters with his interactions with them. The entire team is family focused and we maintain a kid friendly atmosphere at all times in our pit area.

We hope to inspire our fans to be a positive influence in the community. Our fans and our marketing partners have helped make it possible for our team owner and crew chief Dick Weers to live out one of his dreams, racing a sprint car with his son Richard.

***Being our marketing partner is not just your name on a car....***

We have been blessed and feel it is important to be involved and give back to the community with our time and resources. Weers Motorsports had the honor of being a corporate

sponsor for team “Brady’s Bunch” at the 2014 DASF *Step up for Down Syndrome* walk to raise money and awareness to support families of Down syndrome children in Nebraska. What a great cause and a great time!

## HOW WILL THIS PARTNERSHIP BENEFIT YOU?

Being our marketing partner is not just your name on a car...sure you will have your brand on our car, you will also get a driver and a team that will use our network along with all of our current and future connections to promote your business. Our partners all have a spot on our website and a link to their website. We push out weekly racing updates on Facebook and have gathered hundreds of followers. We will use every avenue to make sure the word gets out.

***Several of our races during the season are televised by Time Warner ...***



Our home track is Eagle Raceway one of the premier dirt tracks in the country; we race Saturday night from April to September. Our goal is to run 15-20 shows during the 2015 season, the average attendance at Eagle is 4,000 people with a few crowds of up to 10,000 for special

events. **You can expect to have your brand seen by more than 80,000 people during the season.** With an average night for us consisting of 2 to 3 races and a total of 30 or more laps gives your brand **as many as 2.4 Million exposures.** The track announcers also do a good job of mentioning sponsors as the cars are pushed out onto the track several times each night.

***We also have a 28' trailer that can serve as a large bill board rolling down the highway...***

## DEMOGRAPHICS

Motorsports fans are a very loyal group with surveys indicating 90% would be more likely to trade with a business that supports racing versus one that doesn't. According to the Eagle Raceway Website, "You can reach 140,000+ fans in a 6-month, 24-event race season. The demographics consist of a fan base from ages 18-49, with about 53% males, 47% female audience...you can cover all of the bases." (Eagle Raceway "America's Home Track" 2015)

***With Weers Motorsports, you can expect to have your brand seen by more than 80,000 people during the season...as many as 2.4 Million exposures.***



The loyalty of the fans and the large number of potential exposures makes this a very cost effective advertising method. Many businesses never explore motorsports marketing because they think it is too expensive...this is not true!

We aren't talking about tens-of-thousands of dollars, this isn't NASCAR! We can put together a marketing package to accommodate most any budget from a title sponsor package that includes the right to design the car as you wish (cost negotiable) to a modest \$500 commitment. We are happy to discuss spreading out the cost over the season, our season is 5 months long and we have ongoing expenses, a large amount up front is not necessary.

## CUSTOMIZED MARKETING PLAN FOR YOUR BUSINESS

Sprint car racing is the most exiting form of racing in existence. Fast, wild and loud, the car itself will draw a lot of attention with its 25 sq. ft. top wing and huge rear tires. Maybe we could park the car in front of your business. People will stop to look and will also come in and ask you about the car.

***A sprint car attracts a lot of attention with its big top wing...***



We also have a 28' trailer that can serve as a large bill board rolling down the highway, in addition to the car, photos, and videos. Several of our races during the season are televised by Time Warner and the Super National over Labor Day weekend is nationally televised by MAV TV.

We encourage you to become as involved with the team and the race car as you wish to be. Join us in the pits to get an up close and inside look at what goes on. Employee nights out at the track are lots of fun and good for employee morale.

We believe every business is different and has its own unique needs. We would enjoy the opportunity to meet and discuss your needs and put together a customized marketing plan for you to give you the return on investment you deserve.

We are looking forward to the 2015 season and hope to have you along with us when we get that first A Feature win!

Dick Weers, Team Owner and Crew Chief  
402-202-7008

Email: [mailto:dick\\_weers@hotmail.com](mailto:dick_weers@hotmail.com)

On the Web at: [www.weersmotorsports.com](http://www.weersmotorsports.com)

On Facebook at: Weers Motorsports

