

# *Doug* **HERO** RACING



2016 Partnership Marketing Guide



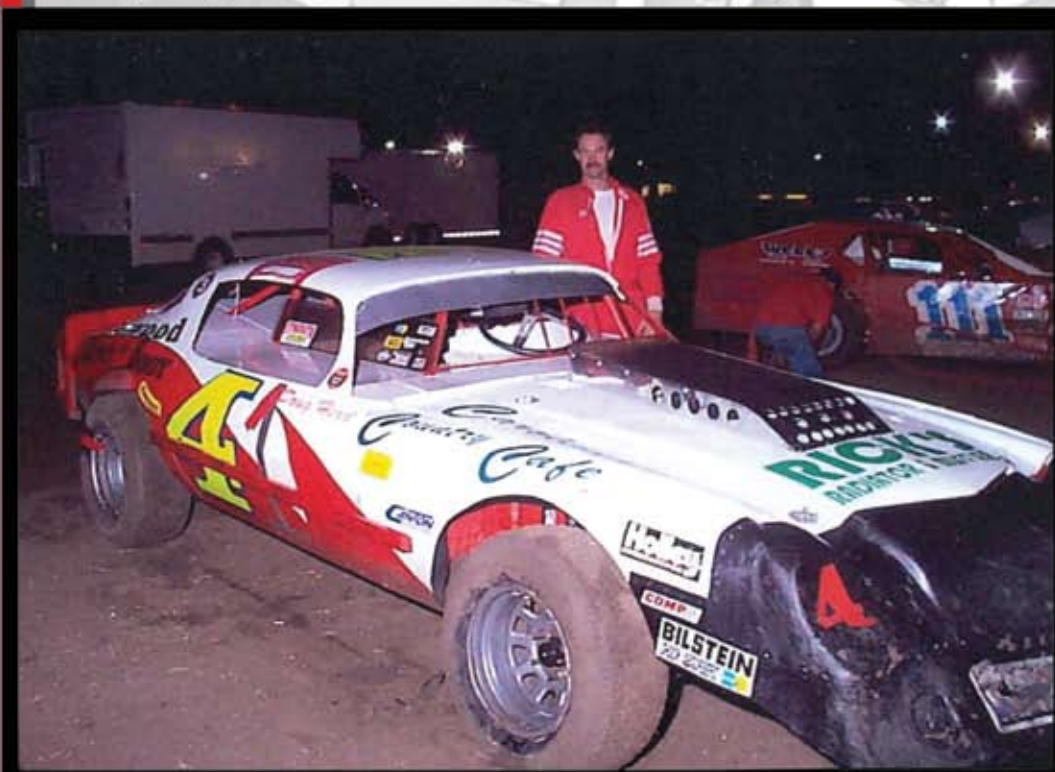


## Doug Herd Racing

Doug Herd Racing got its start on the hard scrabble dirt tracks of north central Texas, where the drivers are as tough as the tracks themselves.

Like many entrepreneurs, Doug Herd got his start working for someone else. In Doug's case it was serving as crew chief for what would become one of the Dallas - Ft. Worth area's most successful teams. Doug led Alexander Racing to victories in consecutive seasons, capping success atop the pitbox when the team won the much vaunted "King Of The Hill" event.

With those accomplishments behind him, Doug decided to start his own team and get behind the wheel himself. After competing in the NASTRAK Driver Search program, Doug and his team began racking up wins and they ventured out to larger and more difficult tracks.



Since that time, Doug Herd Racing has been a constant force at north central Texas race tracks. Their regional success has inspired the team to expand onto the ARCA Series' national stage.

To make this move, Doug Herd Racing has become an affiliate of Team BCR Racing, one of the ARCA Series' most successful teams. as our presentation details.

For more information on Doug Herd Racing, please visit: [www.dougherd.com](http://www.dougherd.com)





## Driver Doug Herd

Nascar drivers used to say the legendary Dale Earnhardt could 'see' the air flowing over the racer cars. While that may sound kind of odd at first, it doesn't to Doug Herd. You see, Doug has established quite the career in the aerospace industry with some of its most famous firms, such as Northrup - Grumman, Aerospace Technologies and Bell Helicopter.

"Whether it's a fighter jet or a race car, both vehicles need to cut through the air with as little resistance as possible," notes Herd. "Just like the contours of a wing need to be finessed to find the right balance of lift and down force, so too must the sheet metal of a race car. The smallest differences can have a huge impact, especially on the super-speedway tracks."

Doug has been able to apply many aerospace concepts and applications to his racing career, both as a driver and a crew chief. In fact, Doug was a winning crew chief before moving into the drivers seat.

"In the aerospace industry, the most minute details can be the difference between a successful flight and disaster. When I became a crew chief I applied the same attention to detail to the race car as I did to the airplanes. When less than one second means the difference between being the fastest qualifier or one of the slowest, details are important."



When Doug transitioned from crew chief to driver, his methodical, technical mind set carried over as well. Says Doug, "Driving is one third instinct, one third technical and one third experience. My time as a crew chief allowed me to watch what lines drivers were most successful with and figure out what the race car was experiencing mechanically. My aerospace background comes in real handy when building and setting up the cars. As a driver I was able to combine that knowledge with the experience of actually navigating both the track and the other drivers."

All of this has led Doug to enjoy a winning racing career at tracks across central Texas. With the right marketing partners, Doug can take his many talents onto the national stage.





## How Your Organization Benefits

- Your brand is placed in front of the most loyal consumers in America.
- Being involved in motorsports creates / reinforces the perception that you are the leader in your industry.
- Your organization can network with the many corporate partners involved in motorsports.
- Motorsports Marketing creates an opportunity for your organization to team up with its partners to not only improve sales, but the business relationship.
- Differentiating your brand in today's marketplace, where consumers are inundated with messages and images, is key. In motorsports your brand is the focus of the targeted audience and becomes synonymous with the team and driver.
- Motorsports allows you the opportunity to target a specific demographic while employing a broad reach plan.
- Being a marketing partner allows you to use the excitement of 'behind the scenes' access to enthruse potential clients, partners and more. It also creates the opportunity to incentivize employees and create reward programs for them. While other sports let marketing partners have good seats and meet the players, in motorsports you get to join the team in the garage as though you are a member of the team- because you are.
- In other sports sponsorships, your brand is not integrated into the activity of the sport, it is always a peripheral add on. In motorsports, your brand is part of the action, it's on the race car, hauler, equipment and apparel, becoming integral to the identity of the team, which is promoted through television, radio, print, digital, social and other media.





## HHR- Hamilton Hughes Racing

Doug Herd Racing has aligned itself with Hamilton Hughes Racing for the 2016 ARCA Season. HHR is a joint venture between Bobby Hamilton, Jr., five time winner in the NASCAR Xfinity Series, teamed with long time ARCA Series team owner Jack Hughes to form HHR- Hamilton Hughes Racing. The team will be making its debut in the 2016 ARCA Series season opener at Daytona International Speedway.

"I'm real excited about this deal. I've spent most my whole life around race cars. Now seemed to be the right time to add owner to my resume," says Hamilton. "Doug Herd is a talented driver in our stable and although we've got a lot to do before the first test session at Daytona, I can't wait to get there."

"HHR- Hamilton Hughes Racing has so much to offer our organization," says Herd. "Bobby was winner in NASCAR and Jack has been a staple of ARCA for many years. Given our similar approaches to the business of racing, I expect good things in 2016."

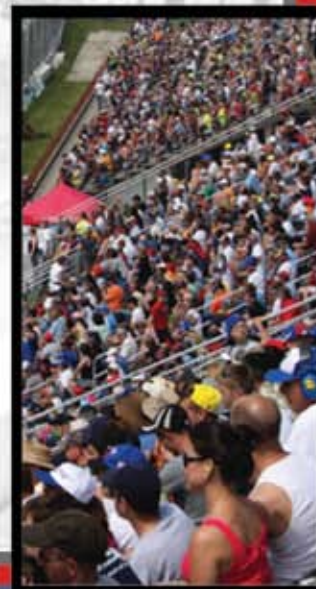


For more information on HHR- Hamilton Hughes Racing,  
please visit: [www.hamiltonhughesracing.com](http://www.hamiltonhughesracing.com)





## The ARCA Series





## Welcome to the Automobile Racing Club of America ...

Founded in 1953 as a Midwest-based stock car racing series, ARCA has grown to represent the most diverse nationally touring stock car series anywhere. ARCA is the second-longest running championship racing series in the country, and remains consistently dedicated to fans, competitors, and sponsors at the highest levels of the sport.

ARCA founder, John Marcum's association with NASCAR founder, Bill France Sr. predates the sanctioning body itself, and the two sanctioning bodies remain joined on companion weekends at the same high-profile racing venues that host NASCAR's most elite series. Our history is a celebration of integrity, stability, tradition, respect, and success.



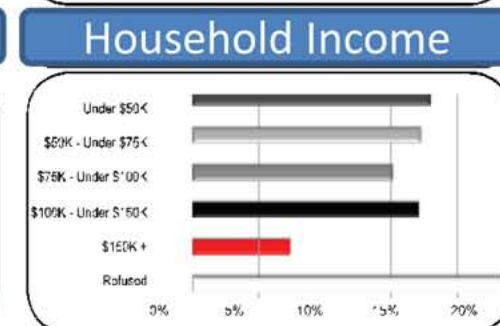
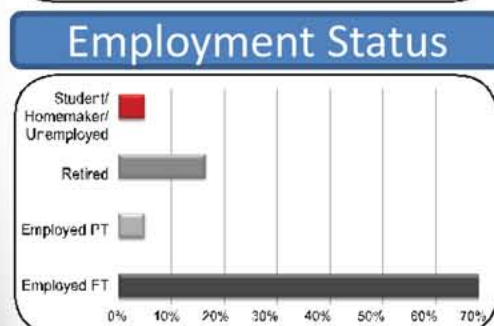
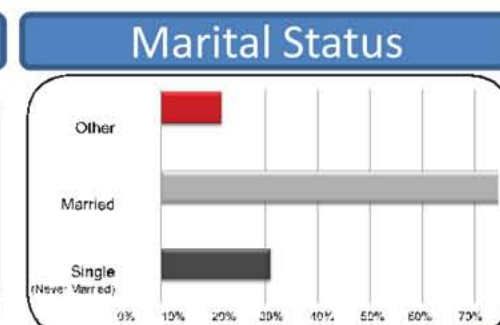
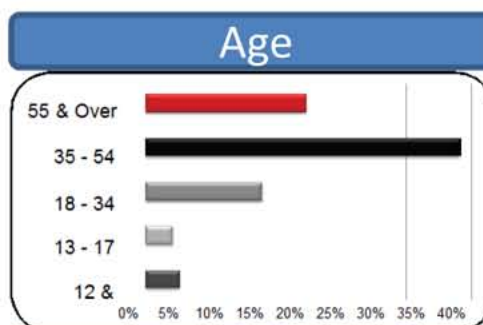
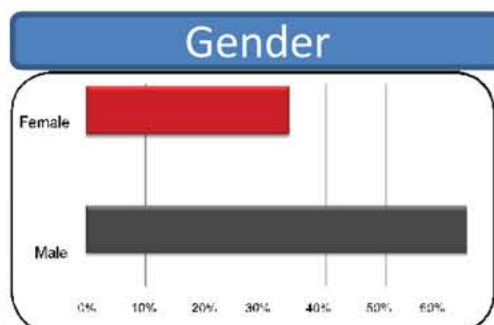
# 64<sup>th</sup> Season



## Fans...By The Numbers

Race fan attendance has been consistently strong for ARCA Racing Series events over the past three years, during which time the average annual attendance for nationally touring ARCA Racing Series has been 12,000 per event..

The core fan base for the ARCA Racing Series represents the most sought after demographic desired by marketers: adults between the ages of 18 & 54. Host speedway surveys reveal that 84 percent of at-track spectators fall into this category, and also detail a high likelihood of brand loyalty towards ARCA sponsor products.

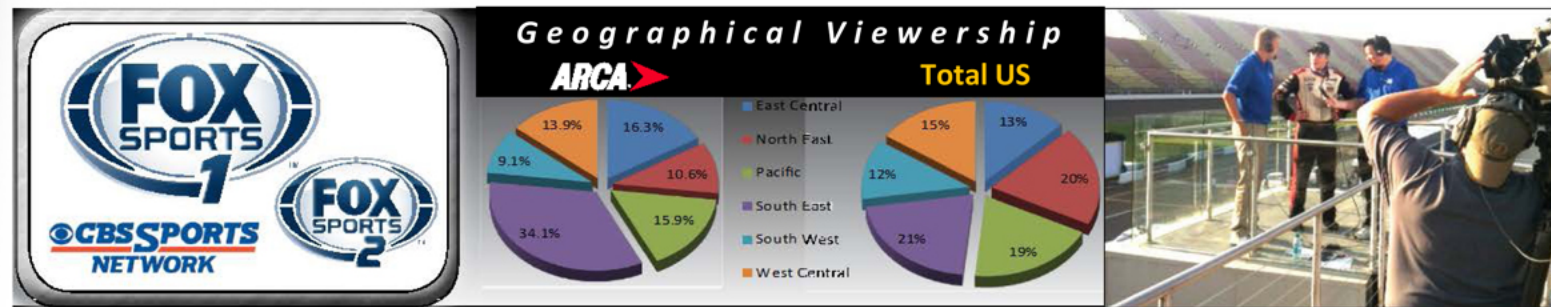


Reference: ARCA, ISC



# Media Metrics

The ARCA Racing Series visits a number of the top 50 TV Markets, including one of the top-five and four of the top 20. ARCA has been a top-rated series on FOX's motorsports programming outlet which is now FOX Sports 1. Combining the power of on-site marketing benefits with the reach of national television will provide your company with the opportunity to reach millions of consumers.



ARCA has extended its television broadcast package, adding CBS Sports Network coverage to the long-standing relationship with FOX Sports Media Group. In 2015, FOX Sports 1 aired five ARCA Racing Series presented by Menards events LIVE, with five additional events scheduled for live, flag-to-flag coverage on FOX Sports 2. ARCA races on FS1 in 2015 averaged 389,000 viewers, +6% more than ARCA's average on FS1 in 2014 (366,000). ARCA re-air on FS1 averaged 50,000 viewers this past season, +14% more than in 2014 (44,000). Additionally, a Talladega re-air on 5/3 (114,000 viewers) and a Kansas re-air on 10/18 (99,000 viewers) each posted a larger audience than any ARCA re-air last year. CBS Sports Network carried three live ARCA events, with each of the CBSSN races re-airing in prime time the following week.

2014 NCR Viewership Data				2015 NCR Viewership Data				2014 Attendance			2015 Attendance		
Date	Event	Rating	Est. Viewers	Date	Event	Rating	Est. Viewers	Date	Event	Attendance	Date	Event	Attendance
2-15	Daytona	.95	829,000	2-14	Daytona	1.05	1,047,000	2-15	Daytona	42,000	2-14	Daytona	45,000
5-3	Talladega	.32	237,000	5-1	Talladega	.55	622,000	3-22	Mobile	8,500	3-14	Mobile	8,600
5-18	Toledo	.12	98,000	5-17	Toledo	NCR Cume	N/A	4-27	Salem	7,000	4-11	Nashville	6,500
6-7	Pocono	.43	346,000	6-6	Pocono	.21	140,000	5-3	Talladega	13,000	4-26	Salem	5,200
6-13	Michigan	.29	246,000	6-12	Michigan	.17	94,000	5-18	Toledo	8,500	5-1	Talladega	15,000
6-21	Elko	NCR Cume	N/A	6-20	Chicago	.19	157,000	6-1	New Jersey	4,500	5-17	Toledo	6,900
7-6	Winchester	NCR Cume	N/A	6-28	Winchester	NCR Cume	N/A	6-7	Pocono	22,000	5-24	New Jersey	3,500
7-19	Chicago	.32	206,000	7-17	Iowa	.20	188,000	6-13	Michigan	19,000	6-6	Pocono	25,000
7-25	Lucas Oil	.22	187,000	7-24	Lucas Oil	.20	196,000	6-21	Elko	5,700	6-12	Michigan	17,000
8-1	Pocono	.36	287,000	8-1	Pocono	.23	159,000	7-6	Winchester	2,500	6-20	Chicago	12,000
8-24	Madison	NCR Cume	N/A	8-23	Springfield	NCR Cume	N/A	7-19	Chicago	13,500	6-28	Winchester	2,800
9-20	Kentucky	.35	300,000	9-20	Kentucky	.04	31,000	7-25	Lucas Oil	6,500	7-17	Iowa	12,500
10-4	Kansas	.24	185,000	10-4	Kansas	.28	288,000	8-1	Pocono	5,000	7-24	Lucas Oil	6,000
Avg. Cume Viewers: 293,600				Avg. Cume Viewers: 292,200				8-10	Berlin	8,400	8-1	Pocono	21,500
Avg. NCR Cume Rating: .36				Avg. NCR Cume Rating: .31				8-17	Springfield	10,000	8-8	Berlin	8,700
								8-24	Madison	3,000	8-23	Springfield	11,000
								9-1	DuQuoin	11,500	9-1	DuQuoin	9,500
								9-13	Salem	9,600	9-13	Salem	8,900
								9-19	Kentucky	11,500	9-19	Kentucky	22,500
								10-3	Kansas	18,500	10-3	Kansas	15,500
								Total	230,200	Total	263,600		
								Avg. Attendance	11,510	Avg. Attendance	13,180		



# 2016 Schedule

2/13	<b>Daytona Int'l Speedway</b> Daytona Beach, FL
4/9	<b>Fairgrounds Speedway Nashville</b> Nashville, TN
4/24	<b>Salem Speedway</b> Salem, IN
4/29	<b>Talladega Superspeedway</b> Talladega, AL
5/22	<b>Toledo Speedway</b> Toledo, OH
5/28	<b>New Jersey Motorsports Park</b> Millville, NJ
6/3	<b>Pocono Raceway</b> Long Pond, PA
6/10	<b>Michigan Int'l Speedway</b> Brooklyn, MI
6/19	<b>Madison Int'l Speedway</b> Madison, WI
6/26	<b>Winchester Speedway</b> Winchester, IN
7/9	<b>Iowa Speedway</b> Newton, IA
7/22	<b>Lucas Oil Raceway</b> Brownsburg, IN
7/29	<b>Pocono Raceway</b> Long Pond, PA
8/6	<b>Berlin Raceway</b> Marne, MI
8/21	<b>Illinois State Fairgrounds</b> Springfield, IL
9/4	<b>DuQuoin State Fairgrounds</b> DuQuoin, IL
9/10	<b>Salem Speedway</b> Salem, IN
9/15	<b>Chicagoland Speedway</b> Joliet, IL
9/23	<b>Kentucky Speedway</b> Sparta, KY
10/14	<b>Kansas Speedway</b> Kansas City, KS

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## Sponsorship Packages

Doug Herd Racing has created five sponsorship packages for the 2016 ARCA Series season.

### PRIMARY SPONSOR LOGO LOCATIONS

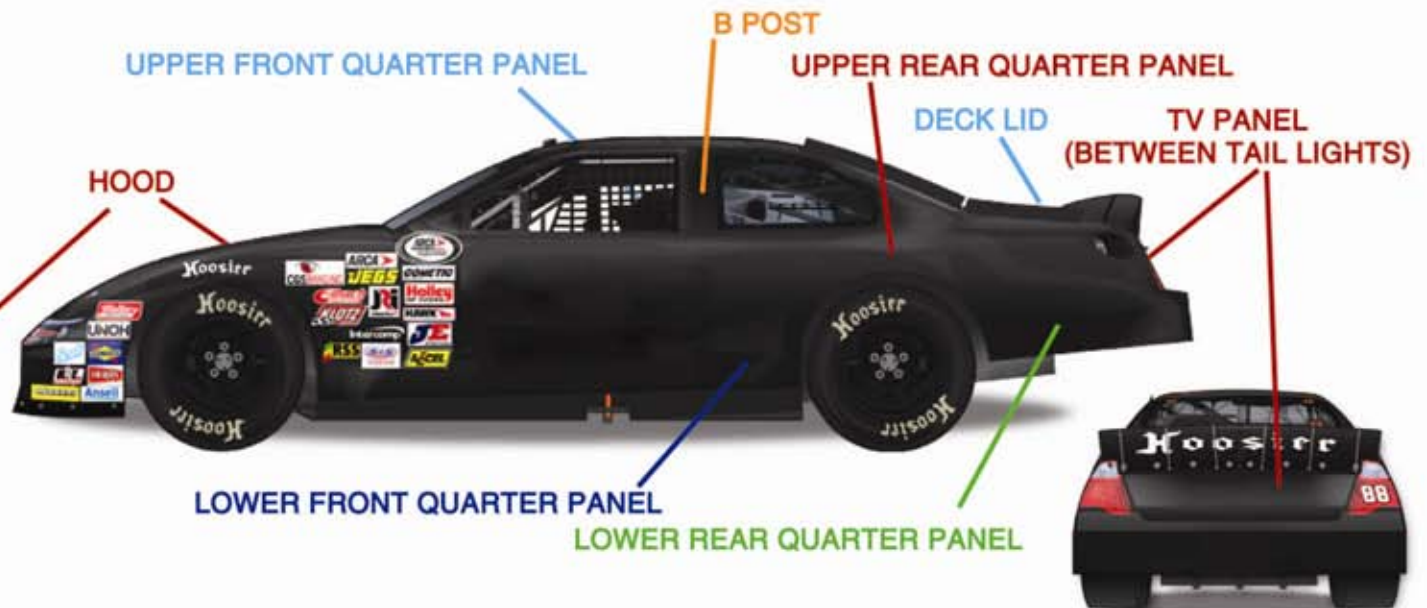
### ASSOCIATE SPONSOR LOGO LOCATIONS

### PARTIAL ASSOCIATE SPONSOR 'A' LOGO LOCATIONS

### PARTIAL ASSOCIATE SPONSOR 'B' LOGO LOCATIONS

### PARTIAL ASSOCIATE SPONSOR 'C' LOGO LOCATIONS

ITEM	PRIMARY SPONSOR	ASSOCIATE SPONSOR	ASSOCIATE SPONSOR 'A'	ASSOCIATE SPONSOR 'B'	ASSOCIATE SPONSOR 'C'
Logo On Uniforms	YES	YES	NO	NO	NO
Logo On Hauler	YES	YES	NO	NO	NO
Pit Wall Banner Logo	L	M	S	NO	NO
Garage Passes- Qty.	10	6	4	2	NO
Tickets- Qty.	20	15	10	8	4
Hero Cards- Qty.	1000	500	250	100	50





## Contact Us

For more information on how Doug Herd Racing can help your organization reach both consumers and potential business partners, please contact us today.

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