

# ***Lynnsee Provence Racing***

## ***Sponsorship Objective***

To develop a sponsorship program that mutually benefits the marketing goals of your organization through a partnership with Open Wheel Modified Racer Lynnsee Provence, as well as implementing a branding program which will co-exist with the rapidly growing popularity of Lynnsee Provence and racing throughout the mid-south.

## ***Who Is Lynnsee Provence?***

Lynnsee is a veteran of the open wheel modified scene in the mid-south. He has notched multiple feature wins, top five, and top ten finishes in both sanctioned and non-sanctioned events across the area.

Lynnsee is the nephew of dirt late model racer "Fast" Eddie Provence, and has learned a wealth of knowledge from Eddie, as well as his own knowledge and experience he has learned on the track.

Justin plans to not only race his open wheel modified with the USCS Modified Series as well as several other local shows in the mid-south area.

## ***Sponsorship Benefits***

Auto racing continues to grow in popularity. With this popularity, racing venues are seeing larger spectator crowds. Larger crowds equate with greater identity awareness for your products or services.

Lynnsee has a growing fan base throughout the mid-south. He is well-spoken, educated, and fan-friendly. He makes a great spokesperson for your product line.

Professional team representation. Lynnsee Provence's team is first-class and will represent your company on and off the track. Lynnsee can do show appearances with the car, radio and television interviews, and print advertisements promoting your products.

## ***Sponsorship Implementation***

Each sponsorship program should be carefully crafted to meet the goals of your company and those of Lynnsee Provence and Team. Please use the list of potential promotions, events, and marketing particulars listed below as a guide in planning how you would like to proceed with a racing sponsorship program. We can discuss these items and discuss costs following your review.

Sponsorship Components (check those of interest)

Recognized as an Official Sponsor of 2010 Open Wheel Modified racer Lynnsee Provence

Company outing(s) at one or more racing events in 2010

\_\_\_ Lynnsee Provence available for photo shoots with the team car (based on scheduling availability)

\_\_\_ Lynnsee Provence available as a spokesperson at trade shows (based on scheduling availability)

\_\_\_ Company logo on the team car(s). Location is negotiable.

\_\_\_ Listing as a sponsorship partner on all team marketing materials (website, brochures, hero cards, stationery, apparel)

These items are just a brief list of options available through motorsports marketing. We are willing to work with you to customize a program that will meet your goals and budget.

### ***Thank You for Your Consideration***

We would like to thank you for the opportunity to present a sponsorship proposal which puts the fastest growing spectator sport and one of the top Open Wheel Modified racers in the mid-south. Together in what can ideally be a winning business relationship for your business and the customers who are our weekly fans.

Lynnsee Provence

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