

# ***STRIVE FOR EXCELLENCE***

## ***SPONSORSHIP PROPOSAL***



### ***K5 Motorsports 2021***



**Connor Kosowski**

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## 2017-2019

In 2017, we kicked off our racing career by purchasing a 1/2 scale NASCAR race car called a Super Cup. While we approached this challenging and new activity with little to no racing knowledge, we quickly found success with our sporty, little car. Between 2017 to 2019, we would continue to compete at tracks across the Midwest. We accumulated numerous accolades including many heat wins, feature wins, and the CSR Super Cup Championship in 2019.

## 2020

In 2020, we shifted gears a bit and purchased an INEX Legend car (pictured below) which we would race at various racetracks in Wisconsin. With COVID-19 being so prevalent, we didn't get a ton of racing in, but we found more success than we anticipated and gained an abundance of racing and race car setup knowledge.



### Career Stats:

- 2017– CSR Rookie of the Year*
- 2017– CSR 4th in Points*
- 2018– CSR Top Qualifier*
- 2018– CSR Hard Charger*
- 2018– CSR 2nd in Points*
- 2019– CSR Champion*
- 2019– CSR Record for Feature Wins in a Season– 10 Wins*
- 2019– CSR Top Qualifier*
- 2020– INEX Legend 2nd in Illinois*
- 19 Career Feature Wins*
- 23 Career Heat Wins*
- 18 Career Fast Qualifiers*

## 2021 AND BEYOND

After a strong season in our INEX Legend, we have decided to take another leap in the racing world. In 2021, we will be collaborating with Clemens Racing, as our driver, Connor Kosowski, will be driving a Mid-American Stock Car for that team. We plan to race primarily at Grundy County Speedway in Morris, IL, as well as make a few appearances in The Mid-American Racing Series at various tracks in Wisconsin. We look forward to building on our success and improving our performances every week with your help!

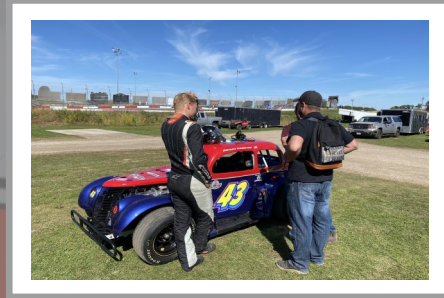


- **Our fans are educated, influential, and professional consumers from a variety of places and we meet and greet them annually at many venues**
- **You secure both a driver and team who will network and promote your business on and off the track.**
- **Motorsports sponsorship provides wide exposure in broadcast, print and electronic media.**
- **Sponsorship could potentially drive traffic to your business and social media.**
- **Create competitor differentiation; your company name stands out head and shoulders over the competition.**
- **Motorsports sponsorship is a powerful weapon against a competitor with a larger advertising budget. It can allow smaller companies to compete with industry giants, and consumers often perceive sponsorship in a positive way.**
- **We have a large social media presence, we have our own website, and we update/promote regularly.**
- **We do our own advertising in house. Our team does weekly targeted ads via social media, search engine, and PPC. We base this advertising on geographical, behavioral, and demographic data which is customizable to your target audience.**

## EVALUATING DRIVER PERFORMANCE:

Being a spokesperson for your business  
Continued performance on the track  
Social media engagement  
Networking your business  
Community involvement  
Interaction with clients  
Interaction with fans  
Advertising

Motorsports sponsorship increases name awareness through visibility in the community, improves revenue, and employee morale. Being a family sport there is a large potential for clientele. Even if you are not personally a fan of auto racing, take advantage of the promotional advantage it can provide for your business. Racing events are a great environment for prospective or existing clients. We encourage you to join us, see racing from a different perspective, and enjoy the show! This is a great opportunity to be different and creative from other companies in the same market.





- **The business name will be placed on the race car, and can include contact information such as your email address, phone number, location etc.**
- **Feel free to use the space for special promotional advertisement or as a reward to your suppliers or customers. The size of the sign will coincide with the value of support given.**
- **Anyone interested in becoming more involved in racing is also welcome to become a part of our race team for any of the events as well.**
- **Print, apparel, and digital opportunities.**
- **Basic signage to appear on the race car comes at no extra charge. This includes the lettering and numbers for your signs. If you do have a logo or other advertising signage, it will be necessary to discuss how this will be provided, so we can get the proper decal made up in a timely manner.**
- **Advertising package. As mentioned above we do our own advertising in house. We can tailor any ad campaign to your requirements.**

## **FOR FURTHER DETAILS**



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## **2020 RESULTS AT A GLANCE:**

9 Starts (7 INEX Legend, 3 Super Cup)

3 Feature Wins

3 Heat Wins

1 Qualifier Win

5 Top 5

7 Top 10

2nd in Illinois for INEX Legends

## **INDIVIDUAL RACE RESULTS 2020:**

-Jefferson Speedway [Legend]- (7th Heat, 5th Feature)

-Dells Raceway Park [Legend]- (8th Heat, 5th Feature)

-Dells Raceway Park [Legend]- (7th Heat, 7th Feature)

-Jefferson Speedway [Legend]- (DNF-Engine Failure)

-Grundy County [Super Cup]- (1st Heat, 1st Feature)

-Grundy County [Super Cup]- (1st Heat, 1st Feature)

-Jefferson Speedway [Legend]- (1st Heat, 10th Feature)

-Grundy County [Super Cup]- (2nd Heat, 1st Feature)

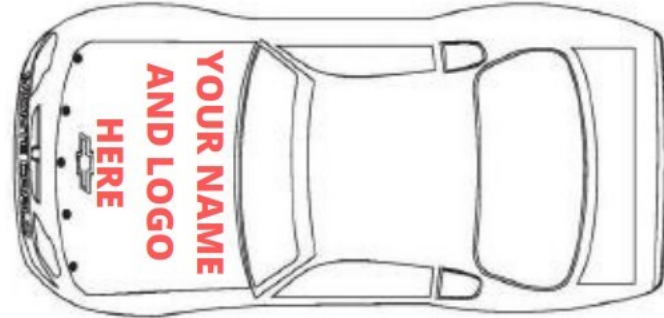
-Jefferson Speedway [Legend]- (1st Qualifier, 12th in

Wisconsin Championship Race)

# SPONSORSHIP LOCATIONS

## HOOD SPACE

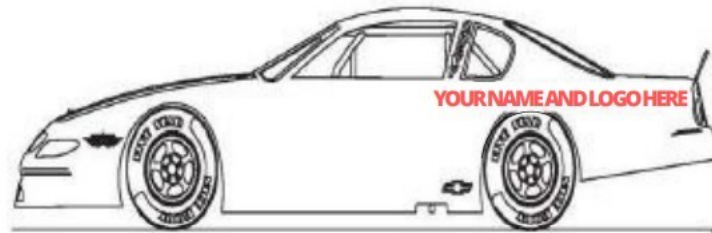
- Your company name and logo placed in the track program
- Your company name and logo are displayed for maximum fan viewership on race car
- Can be combined with other spots on the car
- Company name on "hero driver cards" passed out for autographs.
- Distribution of your company's promotional materials at the race track.
- 2 pit passes for any race (1 week notice required)
- 2 Tickets to join us at the championship banquet
- Can display car at business events (2 week notice required)
- \$1500 pre-season or \$75 per week (20 Weeks)



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## REAR QUARTER PANEL

- Your company name and logo placed in the track program
- Your company name and logo are displayed for maximum fan viewership on race car
- Can be combined with other spots on the car
- Company name on "hero driver cards" passed out for autographs.
- Distribution of your company's promotional materials at the race track.
- 2 pit passes for any race (1 week notice required)
- 2 Tickets to join us at the championship banquet
- Can display car at business events (2 week notice required)
- \$1600 pre-season or \$80 per week (20 Weeks)



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## WINDSHIELD

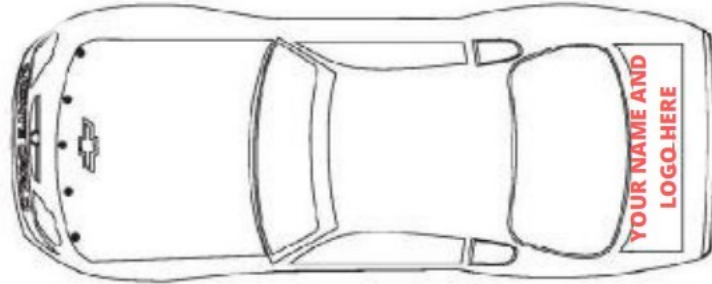
- Your company name and logo placed in the track program (Must have logo by March 1st)
- Your company name and logo are displayed for maximum fan viewership on race car
- Can be combined with other spots on the car
- Company name on "hero driver cards" passed out for autographs.
- 2 Pit Passes for any race (1 week notice required)
- \$520 pre-season or \$26 per week (20 Weeks)



# SPONSORSHIP LOCATIONS CONTINUED

## REAR DECK LID

- Your company name and logo are displayed for maximum fan viewership on race car
- Can be combined with other spots on the car
- Company name on "hero driver cards" passed out for autographs
- 2 Tickets to 1 week of your choice for Grundy County Speedway
- \$700 pre-season or \$35 per week (20 Weeks)



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## ROCKER PANEL

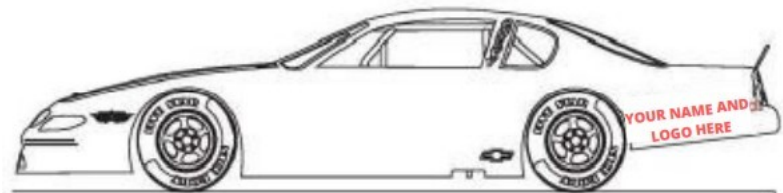
- Your company name and logo are displayed for maximum fan viewership on race car
- Can be combined with other spots on the car
- Company name on "hero driver cards" passed out for autographs
- 2 Tickets to 1 week of your choice for Grundy County Speedway
- \$800 pre-season or \$40 per week (20 Weeks)



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## LOWER REAR QUARTER PANEL

- Your company name and logo are displayed for maximum fan viewership on race car
- Can be combined with other spots on the car
- Company name on "hero driver cards" passed out for autographs
- 2 Tickets to 1 week of your choice for Grundy County Speedway
- \$500 pre-season or \$25 per week (20 Weeks)





# SPONSORSHIP LOCATIONS CONTINUED

## REAR BUMPER COVER

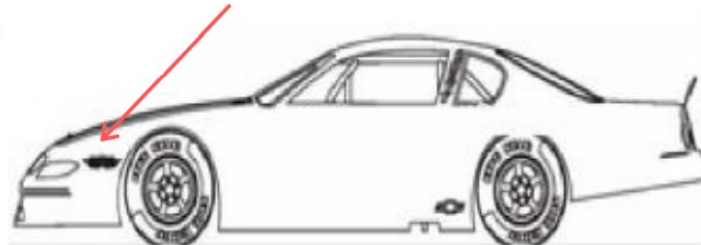
- Your company name and logo are displayed for maximum fan viewership on race car
- Can be combined with other spots on the car
- Company name on "hero driver cards" passed out for autographs
- 2 Tickets to 1 week of your choice for Grundy County Speedway
- \$700 pre-season or \$35 per week (20 Weeks)



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## FENDERS

- Your company name and logo are displayed for maximum fan viewership on race car
- Can be combined with other spots on the car
- Company name on "hero driver cards" passed out for autographs
- 2 Tickets to 1 week of your choice for Grundy County Speedway
- \$350 pre-season or \$60 per week (20 Weeks)



**FOR FURTHER DETAILS OR  
INQUIRES ABOUT SPONSORSHIP:**



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-THANK YOU TO MATT CLEMENS AND CLEMENS RACING FOR THE OPPORTUNITY!

-WE ARE CURRENTLY WORKING ON PAINT SCHEMES TO CORRESPOND WITH K5 MOTORSPORTS' TEAM

-PROMOTE YOUR COMPANY THROUGH K5 MOTORSPORTS IN 2021! JOIN US ON OUR 2021 RACING CAMPAIGN!

-SHOWN BELOW IS OUR MID-AM RIDE FOR 2021

