



842 Cody Road
Toms River NJ 08753
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teamasr.com



MARKETING GUIDE





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Marketing invitation,

Thank you for taking the time to review our proposal and for considering our race team as a marketing partner. I know you have many options in many markets when it comes to advertising your business. I am also aware that it is important for you to get the most out of your advertising dollars and to get a good return on your marketing investments. I feel our race team has marketing options that will suit both your budget and marketing demographics.

We are confident that our proposed program will build sales and market growth, as well as consumer awareness of your company.

TEAM/ASR has been connecting our marketing partners with race fans for 37 years and has a unique method for accomplishing our goals. We create a complete in house marketing and media relations program that will bring this promotion to your target audience.

We also urge you to allow us to work with your marketing and sales force teams so that TEAM/ASR will be most effective in bringing this promotion to your distributors and associates. This will allow us to be the liaison between your company, your distributors and the end user.

At the racetrack or viewing the races on national broadcast employees, retailers, distributors and consumers will experience a strong sense of pride and team spirit as they follow the events around the country. We also encourage the use of TEAM/ASR at trade shows, corporate events and distributor locations.

The cost effectiveness of having your company's name and logo displayed and broadcast to millions of people has its advantages, but this is not enough. TEAM/ASR knows that a professional motor sports organization is not only responsible for brand awareness through promotion, but also has to be able to relate this to your direct sales and marketing team.



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TEAM/ASR puts special emphasis on “at track entertainment” with grandstand seats, corporate suites, garage area and pit road access and race team credentials for your customers, employees, special guests, distributors and their families where they can spend the weekend as honorary team members. We will also set up a sponsor promotional booth in the spectator midway area so that fans and potential customers can learn about your products one on one and meet with driver Art Seeger for autograph sessions. We can also handle your company's merchandising of hats, shirts, jackets and other collectibles at the racetrack or through our websites.

In fact, we will establish links between your company's website and **teamasr.com** so that fans can follow the team and learn about your products!

(e = r) “Effort = Results;” this is what keeps us on the competitive edge at TEAM/ASR. Your company is invited to join us.

Regards,

Art Seeger

TEAM / ASR



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DRIVER/RACE TEAM PROFILE



Veteran race car driver Art Seeger has accomplished many goals in many forms of auto racing during his career. His talent and ability in both on track competition and race team marketing and sponsor service were evident almost immediately.

After serving as a crew member on SCCA Formula, Canadian Tire and KRACO Indy Car race teams Seeger advanced to behind the wheel competition in a NASCAR Late Model stock car in 1986 and won the first race he entered! During that initial season he won four races out of 16 starts, finished fourth in the season long point standings and won the prestigious SSRC Rookie of the Year award! Focusing on sponsor services he signed an amazing 22 local sponsors in his rookie season.

1987 was even more impressive for Seeger in NASCAR Late Model stock car competition as he earned four main event wins in 16 races and won the SSRC Driving Championship. He also signed and serviced an astonishing 32 local sponsors! Also in 1987 Seeger was the focus of a four-page feature article in the nationally distributed Stock Car Racing magazine. The feature article concentrated on Seeger and his professional work ethic and his approach to sponsor promotion.

Seeger continued in NASCAR Late Model stock car competition while also advancing to Modified and NASCAR Daytona Dash series racing. Racing for national sponsor Pontiac Motorsports, Seeger won eight times in 14 races while satisfying 25 regional sponsors.

Seeger won six times in 24 races in NASCAR Late Model stock cars while also setting a track record in the early 1990's. He also advanced to the ARCA Series and raced at the Atlanta Motor Speedway where he raced in the top five until cutting down a tire late in the event.



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Nine main event wins in 38 races were earned in NASCAR Late Model Stock car racing over the following years. Seeger also finished third in the season-long point standings on two occasions.

More success followed Seeger in the ensuing seasons as he raced in various ARCA and NASCAR Grand National events. Seeger has also served as a driving instructor for the Stock Car Racing Experience at the Pocono International Raceway, a high speed driving school that teaches super speedway stock car driving techniques and skills.



FACT: In every race car that Art Seeger has ever driven he has turned laps faster and finished higher than any other previous driver in that car at that track!

During his career Art Seeger has attracted many national and regional sponsors including Chase & Sanborn coffee, Nestles Quik, Franklin Electric Motors, W.A. Schmidt, Zima Clearmalt, Equipment Supply, Nestles Crunch Bars, Grundfos Pump Technologies, Gutter Guardian and Pontiac Motorsports.

Not only is Art Seeger popular because of his exciting driving style but also because of the time he devotes to personal and media appearances. Seeger enjoys the public relations aspect of the sport and is always prepared with plenty of photos and hero cards to autograph when meeting with customers and employees of marketing partners and fans.

Art Seeger also has experience conducting media interviews and has appeared on the live Sunday morning television show Fox and Friends as a featured guest, the Motor Racing Network, the New Jersey Network and has been featured in Stock Car Racing magazine and Ford Motorsports magazine, just to name a few.



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ART SEEGER AT A GLANCE

- Driver/Sponsorship Coordinator
- 37 years of professional Race Driving experience, with a strong background in chassis dynamics.
- Two years as an Indy Car crew member as well as 39 years of marketing and sales experience.
- Art has been a winner from his very first race.
- He is very relaxed in front of the television camera, radio microphone, or the reporter's pen. His peers regard him as a total professional.
- Art Seeger's Racing career began in 1986 and he quickly became a known individual on the national scene of Stock Car Racing.
- Race wins and sponsor brand awareness, as well as direct sales, are Art Seeger's trademark.



- In-house staff handles accounts from every aspect of this promotion.
- Sales, marketing, and advertising agencies are also welcome to participate

132 Races Total
36 Wins (28%) - 73 Top 5 (56%) - 92 Top 10 (71%)



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LEAD MARKETING PARTNER PROGRAM DETAILS

The opportunity to be a sponsor for a ARCA (Automobile Racing Club of America) Series Race Team, on the full circuit, will be offered only to "Industry Leaders", who both as a group and individually, will reap the benefits of this association and of the tremendous exposure of the TEAM/ASR program.



As a Lead Sponsor, you will receive all of the following benefits:

- Participation in a full race schedule
- Identification on race car
- Identification on team transporter and race vehicles
- Identification on pit wall, banner, and pit items
- Identification on driver race cards
- Race recaps e-mailed or faxed to your designated locations
- National TV, radio, and press exposure
- Participation in trade/advertising/publicity
- Opportunity to take part in customer participation at the track
- Opportunity to use show car under the show car program
- Exposure on promotional clothing and items
- Exposure to major trade shows
- Identification on driver and pit crew uniforms
- Participation in track side hospitality events when available
- Tickets to race/pit/garage area
- MARKETING at 200-MILES PER HOUR
- The Biggest Bang for the Buck in advertising today!





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ASSOCIATE MARKETING PROGRAM

The opportunity to be a sponsor for individual ARCA (Automobile Racing Club of America) races will be offered to major "Partners" of the TEAM/ASR Program, who both as a group or individually, will reap the benefits of this association and exposure.



As an Associate Sponsor, you will receive all of the following benefits:

- Identification on race car for specified events
- Race recaps emailed to your designated locations
- National Media exposure
- Opportunity to use show car and driver at place of business
- Exposure on National Television
- Exposure at major trade shows
- Tour of garage and pit area before the race with picture/autograph opportunities with customers
- Participation in trackside hospitality events with your customers when available
- Outstanding opportunity to "Partner" with your customers
- Tickets to race event
- Race day give-a-ways for customers
- Help in planning your customer program
- MARKETING at 200 MILES PER HOUR
- The Biggest Bang for the Buck in advertising today!





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SPONSOR REPORT (Sent to you after Each Event)

After each event you will receive a detailed report with the following information:

- Television Neilson ratings
 - Number of radio affiliates that broadcast the event
 - Number of product mentions, television and radio
 - Number of minutes of television camera time
 - Synopsis of any promotional activities that pertain to our advertiser
 - Actual value of the event for advertiser as reported by Sponsors Report, Inc.
- Attendance at the racing event
 - Qualifying speed
 - Starting position
 - Finishing position
 - Synopsis of racing event





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CONCORD, NORTH CAROLINA FIVE BUILDING HEADQUARTERS



Building #1 - 23,000 square foot race car shop.

32 ARCA Series race vehicles

8 NASCAR Truck Series vehicles

Building #2 - Fabrication, paint and body shop

Building #3 - Engine shop

Building #4 - Glass bead shop

Building #5 - Operations office



country.

2020 Kenworth W900 Tractor with fully equipped 53 foot Featherlite 2 car trailer with lounge. Trailer can be emblazoned with your company's logo and corporate colors as the race team hauls the car and tools across the



2024 ARCA MENARDS SERIES SCHEDULE

<i>Date</i>	<i>Track</i>	<i>Start time</i>	<i>TV channel</i>	<i>Live stream</i>
Saturday, Feb. 17	Daytona International Speedway	1:30 p.m. ET	FS1	Fox Sports App
Friday, March 8	Phoenix Raceway	8 p.m. ET	FS1	Fox Sports App
Saturday, April 20	Talladega Superspeedway	12:30 p.m. ET	FS1	Fox Sports App
Friday, April 26	Dover Motor Speedway	5 p.m. ET	FS1	Fox Sports App
Saturday, May 4	Kansas Speedway	2 p.m. ET	FS1	Fox Sports App
Friday, May 24	Charlotte Motor Speedway	6 p.m. ET	FS1	Fox Sports App
Friday, June 14	Iowa Speedway	8 p.m. ET	FS1	Fox Sports App
Friday, June 21	Mid-Ohio Sports Car Course	6 p.m. ET	FS2	FloRacing / Fox Sports App
Saturday, June 29	Berlin Raceway	8 p.m. ET*	FS1	FloRacing / Fox Sports App
Friday, July 19	Lucas Oil Indianapolis Raceway Park	5:30 p.m. ET	FS1	FloRacing / Fox Sports App
Saturday, July 27	Salem Speedway	8 p.m. ET	FS1	FloRacing / Fox Sports App
Saturday, Aug. 3	Elko Speedway	9 p.m. ET	FS2	FloRacing / Fox Sports App
Friday, Aug. 16	Michigan International Speedway	6 p.m. ET	FS1	FloRacing / Fox Sports App
Sunday, Aug. 18	Illinois State Fairgrounds	2 p.m. ET	FS1	FloRacing / Fox Sports App
Sunday, Aug. 25	The Milwaukee Mile	1 p.m. ET	FS1	FloRacing / Fox Sports App
Sunday, Sept. 1	DuQuoin State Fairgrounds	8:30 p.m. ET	FS1	FloRacing / Fox Sports App
Friday, Sept. 13	Watkins Glen International	5 p.m. ET	FS1	Fox Sports App
Thursday, Sept. 19	Bristol Motor Speedway	5 p.m. ET	FS1	Fox Sports App
Friday, Sept. 27	Kansas Speedway	5:30 p.m. ET	FS1	Fox Sports App
Saturday, Oct. 5	Toledo Speedway	4 p.m. ET	FS2	FloRacing / Fox Sports App



EAST

2024 ARCA MENARDS SERIES EAST SCHEDULE

<i>Date</i>	<i>Track</i>	<i>Location</i>	<i>How to watch</i>
Saturday, March 23	Five Flags Speedway	Pensacola, Florida	FloRacing
Friday, April 26	Dover Motor Speedway*	Dover, Delaware	FS1
Saturday, May 11	Nashville Fairgrounds Speedway	Nashville, Tennessee	FloRacing
Saturday, May 18	Flat Rock Speedway	Flat Rock, Michigan	FloRacing
Friday, June 14	Iowa Speedway*	Newton, Iowa	FS1
Friday, July 19	Lucas Oil Indianapolis Raceway Park*	Brownsburg, Indiana	FS1
Sunday, Aug. 25	The Milwaukee Mile*	West Allis, Wisconsin	FS1
Thursday, Sept. 19	Bristol Motor Speedway*	Bristol, Tennessee	FS1



WEST

2024 ARCA MENARDS SERIES WEST SCHEDULE

<i>Date</i>	<i>Track</i>	<i>Location</i>	<i>How to watch</i>
Friday, March 8	Phoenix Raceway*	Avondale, Arizona	FS1
Saturday, March 30	Irwindale Speedway	Irwindale, California	FloRacing
Saturday, April 20	Kevin Harvick's Kern Raceway	Bakersfield, California	FloRacing
Friday, May 31	Portland International Raceway	Portland, Oregon	FloRacing
Friday, June 7	Sonoma Raceway	Sonoma, California	FloRacing
Thursday, July 4	Irwindale Speedway	Irwindale, California	FloRacing
Saturday, July 27	Shasta Speedway	Anderson, California	FloRacing
Saturday, Aug. 10	Tri-City Raceway	West Richland, Washington	FloRacing
Saturday, Sept. 28	Madera Speedway	Madera, California	FloRacing
Saturday, Oct. 5	All American Speedway	Roseville, California	FloRacing
Saturday, Oct. 26	Kevin Harvick's Kern Raceway	Bakersfield, California	FloRacing
Friday, Nov. 8	Phoenix Raceway	Avondale, Arizona	FloRacing

2024

NASCAR

SCHEDULES



SUN FEB 4	Clash (L.A. Memorial Coliseum)	FOX 8PM
THU FEB 15	Duel at Daytona	FS1 7PM
SUN FEB 18	DAYTONA 500	FOX 2:30PM
SUN FEB 25	Atlanta Motor Speedway	FOX 3PM
SUN MAR 3	Las Vegas Motor Speedway	FOX 3:30PM
SUN MAR 10	Phoenix Raceway	FOX 3:30PM
SUN MAR 17	Bristol Motor Speedway	FOX 3:30PM
SUN MAR 24	COTA	FOX 3:30PM
SUN MAR 31	Richmond Raceway	FOX 7PM
SUN APR 7	Martinsville Speedway	FS1 3PM
SUN APR 14	Texas Motor Speedway	FS1 3:30PM
SUN APR 21	Talladega Superspeedway	FOX 3PM
SUN APR 28	Dover Motor Speedway	FS1 2PM
SUN MAY 5	Kansas Speedway	FS1 3PM
SUN MAY 12	Darlington Raceway	FS1 3PM
SUN MAY 19	All-Star Race (N. Wilkesboro)	FS1 8PM
SUN MAY 26	Charlotte Motor Speedway	FOX 6PM
SUN JUN 2	World Wide Technology Raceway	FS1 3:30PM
SUN JUN 9	Sonoma Raceway	FOX 3:30PM
SUN JUN 16	Iowa Speedway	USA 7PM
SUN JUN 23	New Hampshire Motor Speedway	USA 2:30PM
SUN JUN 30	Nashville Superspeedway	NBC 3:30PM
SUN JUL 7	Chicago Street Race	NBC 4:30PM
SUN JUL 14	Pocono Raceway	USA 2:30PM
SUN JUL 21	Indianapolis Motor Speedway	NBC 2:30PM
SUN JUL 28	OFF	
SUN AUG 4	OFF	
SUN AUG 11	Richmond Raceway	USA 6PM
SUN AUG 18	Michigan International Speedway	USA 2:30PM
SAT AUG 24	Daytona International Speedway	NBC 7:30PM
SUN SEP 1	Darlington Raceway	USA 6PM
SUN SEP 8	Atlanta Motor Speedway	USA 3PM
SUN SEP 15	Watkins Glen International	USA 3PM
SAT SEP 21	Bristol Motor Speedway	USA 7:30PM
SUN SEP 29	Kansas Speedway	USA 3PM
SUN OCT 6	Talladega Superspeedway	NBC 2PM
SUN OCT 13	Charlotte Roval	NBC 2PM
SUN OCT 20	Las Vegas Motor Speedway	NBC 2:30PM
SUN OCT 27	Homestead-Miami Speedway	NBC 2:30PM
SUN NOV 3	Martinsville Speedway	NBC 2PM
SUN NOV 10	Phoenix Raceway	NBC 3PM



SAT FEB 17	Daytona International Speedway	FS1 5PM
SAT FEB 24	Atlanta Motor Speedway	FS1 5PM
SAT MAR 2	Las Vegas Motor Speedway	FS1 5PM
SAT MAR 9	Phoenix Raceway	FS1 4:30PM
SAT MAR 16	OFF	
SAT MAR 23	COTA	FS1 5PM
SAT MAR 30	Richmond Raceway	FS1 1:30PM
SAT APR 6	Martinsville Speedway	FS1 7:30PM
SAT APR 13	Texas Motor Speedway	FS1 1:30PM
SAT APR 20	Talladega Superspeedway	FOX 4PM
SAT APR 27	Dover Motor Speedway	FS1 1:30PM
SAT MAY 4	OFF	
SAT MAY 11	Darlington Raceway	FS1 1:30PM
SAT MAY 18	OFF	
SAT MAY 25	Charlotte Motor Speedway	FOX 1PM
SAT JUN 1	Portland International Raceway	FS1 4:30PM
SAT JUN 8	Sonoma Raceway	FS1 8PM
SAT JUN 15	Iowa Speedway	USA 3:30PM
SAT JUN 22	New Hampshire Motor Speedway	USA 3:30PM
SAT JUN 29	Nashville Superspeedway	USA 5PM
SAT JUL 6	Chicago Street Race	NBC 2:30PM
SAT JUL 13	Pocono Raceway	USA 3PM
SAT JUL 20	Indianapolis Motor Speedway	USA 3:30PM
SAT JUL 27	OFF	
SAT AUG 3	OFF	
SAT AUG 10	OFF	
SAT AUG 17	Michigan International Speedway	USA 3:30PM
FRI AUG 23	Daytona International Speedway	USA 7:30PM
SAT AUG 31	Darlington Raceway	USA 3:30PM
SAT SEP 7	Atlanta Motor Speedway	USA 3PM
SAT SEP 14	Watkins Glen International	USA 3PM
FRI SEP 20	Bristol Motor Speedway	USA 7:30PM
SAT SEP 28	Kansas Speedway	USA 3:30PM
SAT OCT 5	Talladega Superspeedway	NBC 3:30PM
SAT OCT 12	Charlotte Roval	USA 3:30PM
SAT OCT 19	Las Vegas Motor Speedway	NBC 3PM
SAT OCT 26	Homestead-Miami Speedway	NBC 3PM
SAT NOV 2	Martinsville Speedway	USA 3PM
SAT NOV 9	Phoenix Raceway	USA 6PM



FRI FEB 16	Daytona International Speedway	FS1 7:30PM
SAT FEB 24	Atlanta Motor Speedway	FS1 2PM
FRI MAR 1	Las Vegas Motor Speedway	FS1 9PM
SAT MAR 9	OFF	
SAT MAR 16	Bristol Motor Speedway	FS1 8PM
SAT MAR 23	COTA	FS1 1:30PM
SAT MAR 30	OFF	
FRI APR 5	Martinsville Speedway	FS1 7:30PM
FRI APR 12	Texas Motor Speedway	FS1 8:30PM
SAT APR 20	OFF	
SAT APR 27	OFF	
SAT MAY 4	Kansas Speedway	FS1 8PM
FRI MAY 10	Darlington Raceway	FS1 7:30PM
SAT MAY 18	North Wilkesboro Speedway	FS1 1:30PM
FRI MAY 24	Charlotte Motor Speedway	FS1 8:30PM
SAT JUN 1	World Wide Technology Raceway	FOX 1:30PM
SAT JUN 8	OFF	
SAT JUN 15	OFF	
SAT JUN 22	OFF	
FRI JUN 28	Nashville Superspeedway	FS1 TBD
SAT JUL 6	OFF	
FRI JUL 12	Pocono Raceway	FS1 5:30PM
FRI JUL 19	Lucas Oil Indianapolis Raceway Park	FS1 8:30PM
SAT JUL 27	OFF	
SAT AUG 3	OFF	
SAT AUG 10	Richmond Raceway	FS1 7:30PM
SAT AUG 17	OFF	
SUN AUG 25	Milwaukee Mile Speedway	FS1 4PM
SAT AUG 31	OFF	
SAT SEP 7	OFF	
SAT SEP 14	OFF	
THU SEP 19	Bristol Motor Speedway	FS1 8PM
FRI SEP 27	Kansas Speedway	FS1 8:30PM
FRI OCT 4	Talladega Superspeedway	FS1 5PM
SAT OCT 12	OFF	
SAT OCT 19	OFF	
SAT OCT 26	Homestead-Miami Speedway	FS1 Noon
FRI NOV 1	Martinsville Speedway	FS1 6PM
FRI NOV 8	Phoenix Raceway	FS1 8PM



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