

Zach Troyer and his team are actively seeking partners to join them as sponsors of the Troyer Motorsports Quarter Midget Racing Team. Zach and his team are ready, willing, and capable of providing your company or organization with a platform that can be used to heighten brand awareness and provide positive exposure.

What is sponsorship?

Just like with professional race teams, sponsors of quarter midget drivers provide financial assistance and/or products and services which allow the drivers to be more competitive in the best and most updated equipment. In exchange, the sponsors benefit in many ways:

- Sponsorship is a great marketing tool, particularly to reach a specific, target population.
- There may be financial benefits for sponsors. Donations and/or sponsorships may be considered tax deductible and/or business expenses (i.e., advertising).
- Sponsorship is a great way to be an integral part of this sport that is just plain, family-centered, old-fashioned fun!!

Why should your organization partner with Zach Troyer?

Zach is a well-known, talented, motivated driver with a proven track record. He continues to seek and conquer challenges by adding cars, classes, and series of competition to his race schedule. In 2008, he has raced in two different classes. Sr Honda and Lt. 160

Quarter midget racing is a family-oriented sport that has been the training ground for many of today's successful NASCAR drivers including Jeff Gordan, Ryan Newman, Dave Blaney, Tony Stewart, Terry Labonte, Bobby Labonte, and Jason Leffler.

What can Zach Troyer do your organization?

Exposure

In 2007, Zach raced many events in 5 different states.

In 2009, Huntsville Quarter Midget Association will host the national championship race, The Eastern Grands. The "Grands" will have hundreds of racers participating & thousands of spectators. This will be a great opportunity to have your business seen.

We travel all over the Southeast region, therefore our cars and trailer are seen by many.

Branding

Branding encourages interest in a company's products or services and sets them apart from the crowd. Being associated with Zach Troyer can provide instant credibility and value. Branding opportunities with the Zach Troyer Quarter Midget Racing Team are available in the following areas:

- Zach's race wear including race suit, helmet, shoes, & gloves
- Zach's 20' race trailer
- Zach's race cars
- Zach's race team—on crew apparel, team equipment, pit cart(s), etc.
- Zach's official website
- Zach's autographed hero cards

Endorsements

Zach is a bright, all-American boy who enjoys sports, video games, music, football and has his own sense of style. A service or product endorsement from Zach can offer a highly effective promotional tool. Examples include, but are certainly not limited to:

- Eyewear
- Outdoor sporting equipment
- Racing safety equipment & clothing
- Video games and accessories
- Family-oriented businesses such as amusement parks, resorts, etc.
- Travel—RVs, airlines, hotels, car rentals

Public Appearances

Zach is a popular, personable, and well respected driver in the quarter midget racing circuit. Be it trade shows, exhibitions, autograph sessions, in-store promotions, or other promotional events, the presence of Zach, his car(s), and autographed hero cards are likely to be an added attraction for potential consumers.

Mobile Billboard

In 2009, the team's 20' race trailer may serve as a rolling billboard for any potential sponsor. The team is anticipating a many miles of traveling through numerous states.

Website-www.zachtroyer.com

Zach Troyer's website averaged 300 unique hits per month during the 2008 racing season, . Potential sponsors may post their logo with a link to their website for additional exposure.