

east110drift

2018 SEASON DECK



GRASSROOTS DRIFT
MOVEMENT

EAST10DRIFT was formed to fill a void in the regions grassroots drift world. Affordable seat time, marketed towards novice, and experienced drivers from around the southeast region. EAST10DRIFT reaches 100's of thousands of motor sport fans throughout Tennessee and the southeast. EAST10DRIFT's progressive structure works to strengthen the foundation of grassroots drifting. EAST10DRIFT focuses on building educated and skilled drivers who strive to advance in the drift circuits while performing in front of a captive audience.

OVERVIEW



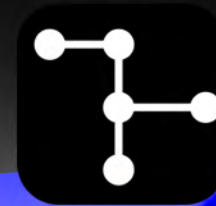
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Launched in 2011, EAST10DRIFT was created to provide safe, inexpensive driver days with maximized seat time.



Drifting is ranked one of the top 10 motorsports among a millennial audience



Venues include:
Smokies Stadium - Kodak, TN.
Bristol Motor Speedway, TN
Nashville Superspeedway,
Fairgrounds Speedway, Nashville
Zmax Dragway, NC

WHAT IS EAST10DRIFT

Supporters/Fans are highly engaged on social media



Grassroots & Semi-Professional level automotive engineering. DIY.

Fans are tech savvy, young, educated, early adopters and influencers.



REACH

- Over 8700 followers on social media with reach to over 80,000 viewers.
- Capacity of 4000 + per venue. 300 car show arena. 2,000 capacity pit venue. Average attendance of 500 per event. 900 attendees record reach.
- Support from the Southeast and across the country. Drivers, fans, industry.

SUPPORT ■

East10Drift (E10D) was established for both drivers who wanted to learn more about the sport, and season drivers who wanted maximized seat time. Our focus will always be at the grassroots level. We work to make the sport available at a cost effective rate. The 2018 East10Drift season is surely to be another record-breaking year, as we have a large regional following, strong field of competitive drivers, and spectator attendances that continue to grow each year. Join us for an amazing experience

■ East10Drift is committed to continuing the growth its market with the needed support of corporate sponsors.

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TITLE SPONSORSHIP

\$8,000: Your company will headline our season.

This is an exclusive partnership level, you will be the only Title Partner

- Premier sponsorship benefits, plus:
- On-air radio recognition for 3 events. (See below options A, B or D)
- Your Logo placed on our website
- Your brand representation throughout the state at four State of Drift series (4 events.) Your brand will be seen at in and outside of our program, wherever East10Drift & State of Drift are hosting or promoting.



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PREMIER SPONSORSHIP

\$3,500: Provides the sponsor 9 advertising outlets:

[ONLY five Premier spots available]

- Platinum sponsorship benefits, plus:
- 6'x 10' banner with your logo that will be placed in spectators view.
- 12 admission passes. (per event - \$720 value)
- On-air radio recognition for one event.

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PLATINUM SPONSORSHIP

\$1250: Provides the sponsor 7 advertising outlets:

- Gold sponsorship benefits, plus:
- 2'x 6' banner with your logo that will be placed in spectators view.
- 2'x 4' banner ad placed on a course perimeter. (your single event of choice)
- 10'x 10' vendor space for each event.

(Provides room for one vehicle + 2 admission passes.)



GOLD OR SILVER SPONSORSHIP

SILVER | \$500: Provides the sponsor 2 advertising outlets:

- Company logo on every event flier.
- Logo banner on our website.

GOLD | \$800: Provides the sponsor 4 advertising outlets:

- Silver sponsorship benefits, plus:
- Logo on the back of our T-shirts. *(Shirts will be available to the general public)*
- 2'x 4' banner ad placed on a course perimeter. *(your single event of choice)*
- Discounted Event vendor space - \$20 per event
(10'x 10' vendor space, room for one vehicle and 2 admission passes)

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SOCIAL MEDIA STATS

Drivers

40 average per event. 600+ registered Drivers

Social Media

Instagram

8700 followers | 60,000+ likes on 967 posts

Facebook

East10Drift- over 5.2K likes | Avg. Organic Reach over 10K

TnDrift (Nashville Area) over 3K Likes | Avg. Organic Reach 2K

Twitter

@east10drift | 125 Followers. 54 Following

Hashtags

#supportlocaldrift #east10drift
#stateofdrift #driftdreams #tndrift

Sponsors are hashtagged throughout our marketing campaign.



2018 HIGHLIGHTS

A) **NASCAR DEMO RACE WEEKEND** : will be facilitating Drift Demo Days for the NASCAR fans at race weekend at Bristol Motor Speedways spring race. 8 Top Drivers from the Tennessee area and surrounding states, who have podiumed at pro-am and semi-pro-am events will make up our awesome team of drivers. This will be offered as a one event sponsorship. There will be only 6 sponsor slots available. Inquire for more info. Deadline February 1st

B) Bristol Motor Speedway's **THOMPSON METAL MONSTER TRUCK MADNESS** will also allow some of E10D's drivers to showcase their skills with some of the countrys top monster truck drivers. All of it will be coordinated and choreographed by E10D. We will also be set up for the Pit Party before and after the show.

C) East10Drift will be gearing up for the **STATE OF DRIFT GRASSROOTS COMPETITION SERIES**. This year we will continue to keep focus on the fun of the sport at a grassroots level, but also boost drivers into the competitive environment.

2018 STATE OF DRIFT CONTINGENCY PROGRAM

COMPETITION SERIES : This is the 4th year East10Drift and Traction Optional will be facilitating the State of Drift grassroots competition series. The State of Drift competition series was created for the grassroots drift community to serve as a "PRO-AM Prep" series. We average 36+ competitors and 400+ spectators per event. The majority of our competitors come from West, Middle & East Tennessee, however we also attract drivers and spectators from Georgia, Alabama, Virginia, Indiana, Missouri, Louisiana, Ohio, Kentucky and the Carolinas, preparing them for the pro-am level.

WHAT?

The State of Drift Contingency partnership program is an incentive program for competitors and companies within the industry. It is a back-to-back transaction between the teams/drivers and the companies. Contingency Prize sponsors reward competitors that use their products and/or run their signage on the competition car, when they perform well and place on the podium at each event.

The aim is to benefit both the businesses and the competitors. It provides a great opportunity for competitors to associate with relevant companies, use recommended products and reap the benefits of the prizes, whether they be cash or products.

The companies benefit from the program as they gain exposure of their brand through the event as well as pre and post event promotion; they are able to attract new customers by promoting the program actively and by encouraging teams to actively choose their products and/or services.

HOW?

Companies can apply to become a Contingency Prize Partner by completing the form below which outlines all options.

If selected, the company will be listed and promoted as an official State of Drift Contingency Partner and will need to supply the advised amount of signage/ stickers for the vehicles and specify to State of Drift the selected position of the artwork for the competitors.

WHAT DO TEAMS NEED TO COMPLY WITH?

State of Drift competitors will be given an outline of the Contingency partnership program and have access to the stickers. Each sponsor may vary but generally if a competitor places 1st, 2nd or 3rd in a round and were running the Contingency partners stickers in the specified position they will win the specified prize or prize money provided from that sponsor. In some cases Contingency program partners may select the option to double the prize or prize money if that competitor was also using their products.



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