

# east10drift

A FORMULA **DRIFT**® PRO-AM CHAMPIONSHIP SERIES

## 2018 SPONSOR 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 the east coast. 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. East10Drift is the newest member of Formula Drift's Pro-Am sanctioning community. In 2018 East10Drift will host over 20 events that will cater to all levels of driver and fanbase.

2 of 10

# OVERVIEW

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Homegrown and launched in 2011, EAST10DRIFT was created to provide safe, inexpensive driver days with maximized



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  
Lanier Receplex, GA  
Charlotte Motor SSpeedway, 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.



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# 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.



## \$10,000: Your company will headline our season.

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

- Company logo on every event flier.
- Logo banner on our website.
- 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.
- Complimentary Event vendor space  
(unlimited vendor space, room for one vehicle and 2 admission passes)
- 2'x 6' banner with your logo that will be placed in spectators view.)
- 6'x 10' banner with your logo that will be placed in spectators view.
- 24 Complimentary admission passes. (per event)
- On-air radio recognition.
- Social media recognition through all outlets. (Facebook, Twitter, Instagram)
- Your Logo placed on our website
- Your brand representation throughout the East10Drift & State of Drift circuit. Your brand will be seen in and outside of our program, wherever East10Drift & State of Drift are hosting or promoting.
- Product placement in our series video segments. (Youtube: East10Drift Channel)

# TITLE SPONSORSHIP



# east10drift

.COM



# 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.

