

2018 SPONSOR DECK



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 infront 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





Homegrown and launched in 2011, EAST10DRIFT was c r e a t e d to provide safe, inexpensive driver days with maximized

SASTITIET.



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



Venues include: Smokies Stadium - Kodak, TN. Bristol Motor Speedway, TN Nashville Superspeedway, Fairgrounds Speedway, Nashville Zmax Dragway, NC Lanier Receplex, GA Charlotte Motor SPeedway, NC

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.



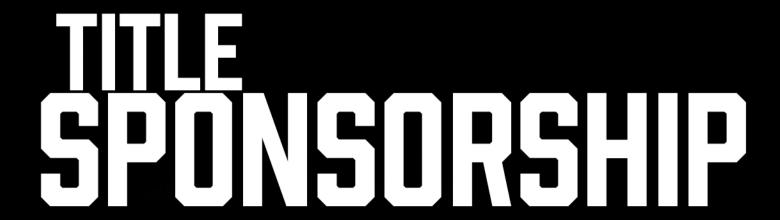




\$10,000: Your company will headline our season. This is an exclusive partnership level, you will be the only Title Partner

- 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 outets. (Facebook, Twitter, Instagram)
- Your Logo placed on our website
- Your brand representation throughout the East 10 Drift & State of Drift circuit. Your brand will be seen in and outside of our program, whereever East 10 Drift & State of Drift are hosting or promoting.

Product placement in our series video segments. (Youtube: East 10Drift Channel)





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.



PLATINUM SPONSORSHIP

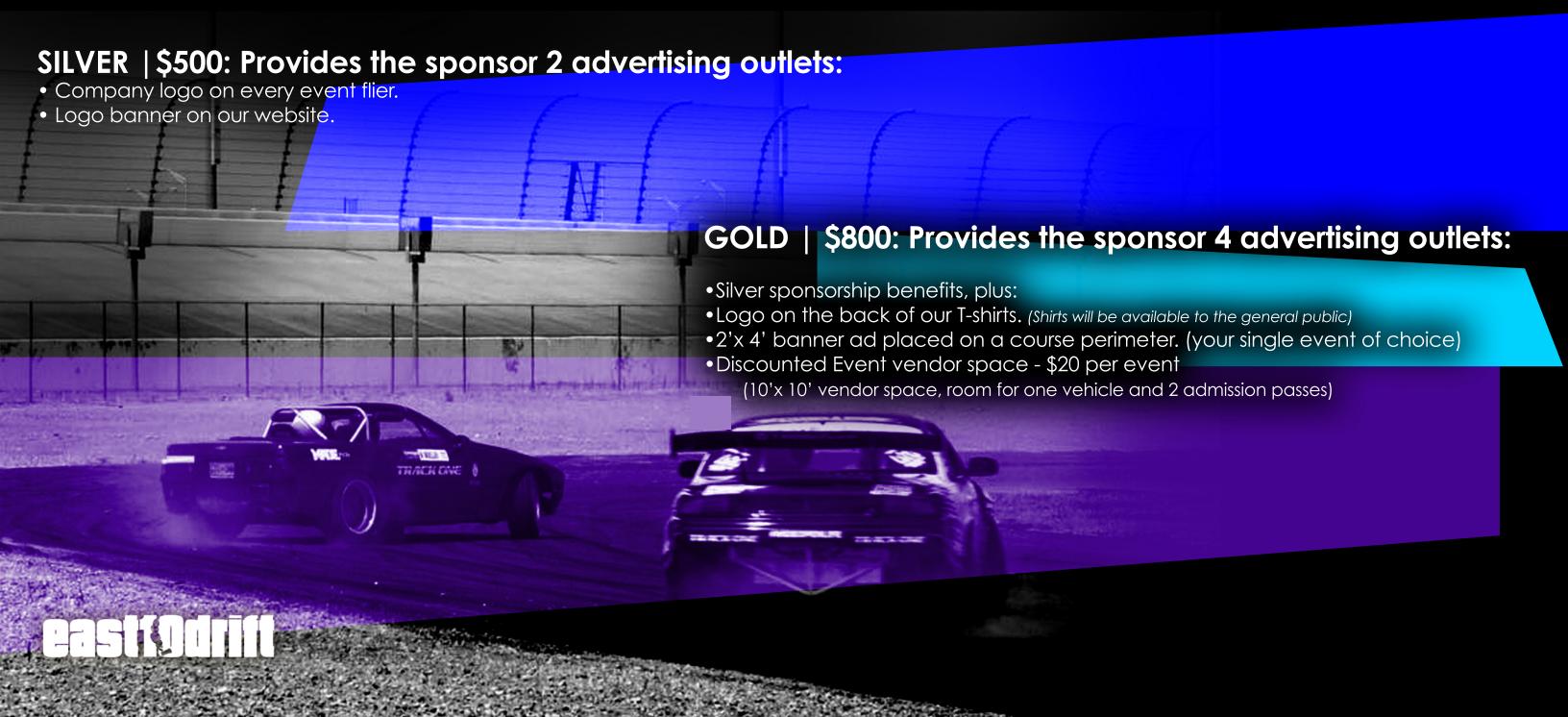
\$1250: Provides the sponsor 7 advertising outlets:

- 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



SOCIAL MEDIA STATS

Drivers

40 aver<mark>age per event. 600+</mark> registered Drivers

Social Media

Instagram

87<mark>00 followers | 60,000+</mark> likes on 967 posts

Facebook

East 10 Drift - 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

Hastags

#supportlocaldrift #east10drift #stateofdrift #driftdreams #tndrift

Sponsors are hashtagged throughout our marketing campaign.

