



TEAM 7 RACING PARTNER PACKET

Before you begin reading our digital Partner brochure, we at Team 7 Racing would like to thank you for taking the time to do so and look forward to having you become part of the Team 7 Racing family.

Welcome to the exciting world of Trans Am Racing! The longest running racing series in North America starting in 1966. Trans Am is the fastest growing, highest performing, and best value racing series in the United States. Team 7 Racing brings to the track 40 years of racing experience. Partnering Your Organization with Team 7 Racing will provide a marketing and advertising platform like no other.



WHAT IS THE TRANS AM RACING SERIES?

Their posters covered your garage and bedroom walls and they've been rolling off assembly lines in Detroit for decades. They're the quintessential American cars, engrained in our culture and our hearts.

Throughout the years, some of the greatest names in motorsports have participated in the Trans Am Series. Names like Tommy Kendall, Mark Donohue, Peter Gregg, Bob Tullius and Wally Dallenbach, Jr. have all won multiple championships under the Trans Am name.

Everyone has a favorite on the road or on race day. Everyone knows who they're rooting for, openly or secretly. And, now, they're back in force.

FORD MUSTANG



CHEVROLET CAMARO



DODGE CHALLENGER



This is the TA2 class. The fastest growing class in road racing, no matter how you look at it.

And there's a reason for that. Not only do they ignite the passions of fans and drivers alike, but they're fast, powerful and the best deal in racing—with a track list including Road America, Watkins Glen, Sebring, Mid-Ohio, Daytona and The Circuit of the America's (America's newest Formula 1 race track in Austin Texas) drivers get to perform on some of the legendary courses in North America.

It's a class of top performers and competitive racing, one that's growing but maintaining its core values—high performance racing of a caliber on which purists and enthusiasts can agree while focused on cost control.



TEAM 7 RACING HISTORY

In 1974 Mack Gouge founded Team 7 Racing, and started racing in The Sports Car Club of America (SCCA) Regional and National events. Gaining experience in Road Racing, Team 7 Racing has gone on to claim several Championships and many victories in SCCA Road Racing.



Team 7 Racing moved into their current race shop in 2001, a 10,000 sq. ft. state of the art facility, capable of supporting a multi-car team.

Team 7 Racing plans to run the full 12 race schedule this upcoming Trans Am season, fielding a car in the TA2 category. The season will include races at nationally known tracks such as: Daytona, Road America, Mid-Ohio and The Circuit of the America's (Americas newest Formula 1 race track in Austin Texas) to name a few.



MISSION STATEMENT

Team 7 Racing is dedicated to winning as a top tier Trans Am race team. Building strong relationships with our partners through creative and exciting marketing campaigns and hospitality events, maximizing return on your investment. Team 7 Racing has been involved in the motorsports for more than 40 years. This success has been based on our strong core values of: Desire, Dedication and Determination.





TEAM 7 RACING DRIVER BIOS

DARIN BRASSFIELD

Darin Brassfield (born September 16, 1963) is the latest Trans Am legend poised to make a return to the Trans Am Championship in 2015, following the returns of Trans Am Champions Tommy Kendall and Wally Dallenbach, Jr., who both returned to "America's Road Racing Series" in 2014.

The Trans Am Series is where Brassfield first made a name for himself. His success in Trans Am in the 1980s was paramount in his rise to become one of sport car racing's biggest names. His career included CART, NASCAR and IMSA programs.

His Trans Am resume includes 11 victories having competing full or part time in 11 seasons in Trans Am's storied history.

Brassfield's first Trans Am victory came in the season opener at Road Atlanta in 1984,

driving a DeAtley Corvette. He also won at Riverside that year and added two third place finishes to finish sixth in the Championship.

Brassfield earned his next victory at Mosport Park in 1988, en route to a fifth place finish overall in the Trans Am Championship that year.

In 1990 and 1991, Brassfield drove a Rocketsports Racing Olds Cutlass in a factory ride, and he responded with back to back third place finishes in the Championship. The 1990 season included three wins and a total of nine podium finishes, while the '91 season saw him add three more wins and a total of five podiums.

His last Trans Am race was the Motor City 100, Detroit Grand Prix in 1994, where he finished 9th in a Derhaag Camaro.

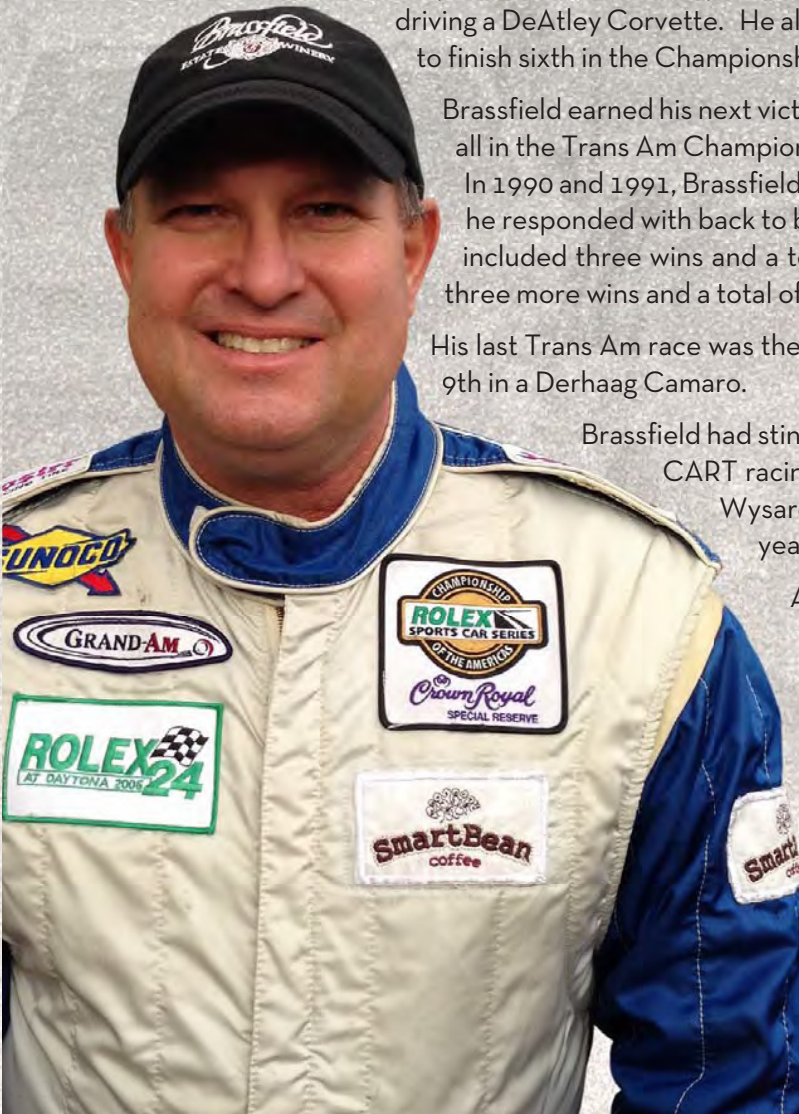
Brassfield had stints in CART open wheel racing, NASCAR, as well as in IMSA. His CART racing debut was at the 1985 season ender in (Tamiami) driving for Wysard Racing. He made two additional CART appearances three years later.

At Mid-Ohio, 1988, he was knocked out by engine failure after 30 laps and later that year, at Laguna Seca, his car suffered a broken gearbox 31 laps in.

He made three NASCAR Winston Cup starts in 1989 on the road courses at Sears Point and Watkins Glen, finishing 22nd and 12th, and on the oval at Richmond International Raceway, finishing 30th.

Brassfield was a multiple race winner in the IMSA GT Championship, racing in both GTP and GTO, but eventually retired in the late 90's

Brassfield, originally from Los Gatos, California now makes his home in Scottsdale, Arizona.





TEAM 7 RACING DRIVER BIOS

SHEA HOLBROOK

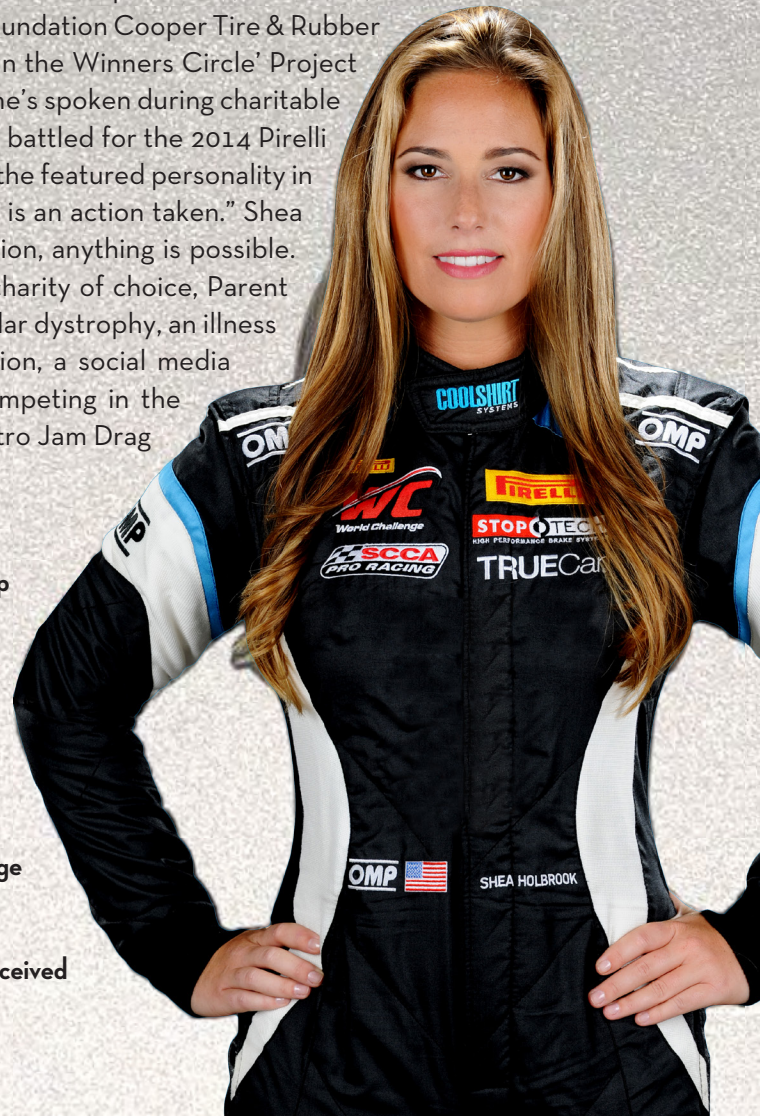
Shea Holbrook, is a 25-year-old professional female racecar driver, business woman and co-owner of Shea Racing, spokeswoman and entrepreneur with a passion for motorsport, marketing, mentorship and is an advocate for Duchenne muscular dystrophy. At just 25 years of age, Shea Holbrook has a professional motorsports career, co-owns and operates Shea Racing, her family and minority-owned business, a spokeswoman for a variety of corporations, mentor to women in motorsport and a Duchenne muscular dystrophy advocate.

Her first mark in history was when she won the Long Beach Grand Prix in 2011 becoming the first female to win a major Touring Car race at the venue. She received her Bachelor's Degree in Communications and a minor in Marketing from the University of Central Florida in May of 2012. That same year she became a part of the TRUECar Racing Women Empowered Initiative.

She's been a featured athlete on Yahoo.com, Teen Vogue, NBC Sports Motor Sports Talk, CNN Live, Racer.com and Autoweek among others. TrueCar commercial. A recipient of the Lyn St. James Foundation Cooper Tire & Rubber Company Scholarship and the Women's Sports Foundation 'Women in the Winners Circle' Project Podium Grant she takes her role as a female in motorsport seriously. She's spoken during charitable events, corporate organizations and to the Girl Scouts. Recently, Shea battled for the 2014 Pirelli World Challenge TCA Championship where she finished 2nd and was the featured personality in TrueCar's national television commercial. "Fear is a state of mind, will is an action taken." Shea lives by this quote and believes through commitment and determination, anything is possible. Shea has raised tens of thousands of dollars and awareness for her charity of choice, Parent Project Muscular Dystrophy (PPMD), which benefits Duchenne muscular dystrophy, an illness that has affected her own family. She also created #SteelOvaryNation, a social media movement representing women in motorsports. She is currently competing in the Pirelli World Challenge as well as piloting a jet dragster in the IHRA Nitro Jam Drag Racing Series at speeds approaching 300mph.

Recognition

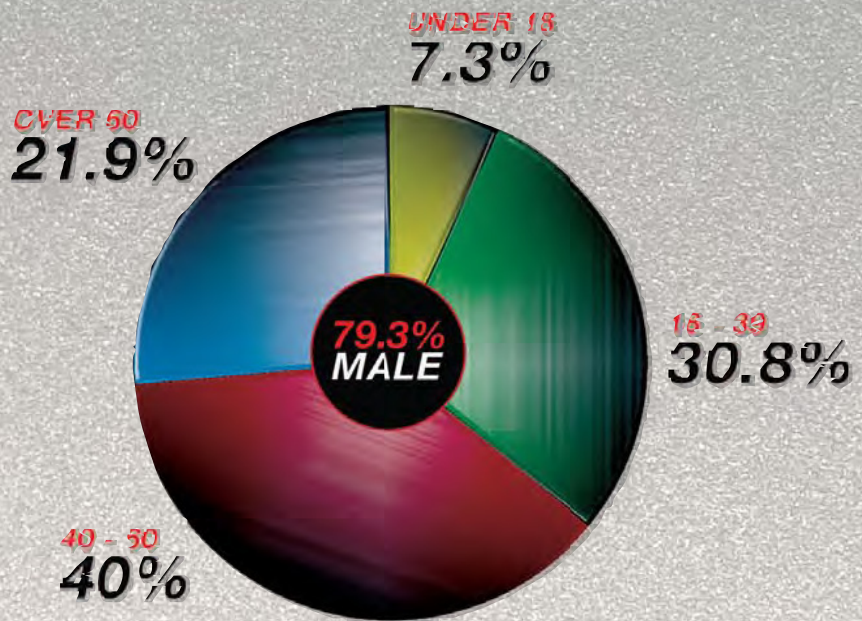
- Featured personality in TrueCar's 2015 national TV commercial
- 2nd Place in the 2014 Pirelli World Challenge Touring Car A Championship
- Recipient of the Women's Sports Foundations Project Podium Grant
- Winner of the Fireball Run Adventurally (Sedan Class)
- 4th Place in the 2012 Pirelli World Challenge Touring Car Championships
- Recipient of the "Living Legend Honoree Award"
- Honored at the "Women in Motorsports" SuperCars Super Show Exhibit
- Member of the all-female TRUECar Racing Women Empowered Initiative from 2012-2013
- Winner of the 2011 Toyota Grand Prix of Long Beach Pirelli World Challenge Touring Car – first female driver to win a Touring Car race
- Champion of the 2009 HI Division in the SCCA Central Florida Region
- Recipient of the Women in the Winners Circle (Lyn St. James Foundation) received Cooper Tire & Rubber Company Scholarship
- First female alternate for the 2008 VW Jetta TDI Cup
- Sobre Rodas Talent of the Year 2007 Award





WHAT MAKES UP A TRANS AM SUPER FAN?

- Family Oriented
- Multi-generational Fan Base
- Under 18 - 7.3%
- Ages 18-39 - 30.8%
- Ages 40-60 - 40%
- Over 60 - 21.9%
- Males 79.3% Females 20.7%
- 55% of households make over 100k annually
- 93% are college educated



EACH RACE FAN IS A CENTER OF INFLUENCE FOR 32 OTHER PEOPLE IN THEIR CIRCLE OF FRIENDS

The Trans Am super fan serves as an advisor to friends, family and coworkers for automotive purchases.

For every fan reached, on average, **32 others are advised on:**

- Car, Trucks, SUV's
- Batteries, Brake Pads, Mufflers
- Oils and Lubricants
- Performance Accessories, Spark Plugs
- Tires, Wheels and Tools.

Reach that matters.

85.8% of fans serve as the heads of household, making decisions on high-involvement automotive purchases.





WHY BECOME A PARTNER WITH TEAM 7 RACING?

- Unique way for your brand exposure
- Television and multi-media package this year reaching millions.
- The upcoming seasons Television package with CBS Sports will reach over **55+ MILLION HOUSEHOLDS** with basic cable and satellite.
- Two races will be run in conjunction with **NASCAR'S XFINITY SERIES** at Mid-Ohio and Road America
- The race car and transporter wrapped with your organizations colors, name and logo
- Your organization will be have national exposure in the following ways: Television, Articles in publications, Videos, YouTube, and social media outlets



- Have you ever seen a race team transporter on the highway? Did it get your attention? A wrapped truck and trailer will be seen by over **2.5 MILLION PEOPLE** as it travels during the season. Other team vehicles travel with the team as well. Not including visibility at the track or other appearances.
- Your organizations webpage link on the Team 7 webpage
- Product samples handed out at the track
- Banners and Signage at the track
- Crew Uniforms with Partners logos





HOW ELSE CAN YOU UTILIZE YOUR PARTNERSHIP?

- Personal appearance with fans at the track
- Posters, hats, shirts, banners, stickers, pens, koozie, and any other marketing items
- The appearance of Team 7 Racing Show Car at your trade shows, corporate events, conventions and other presentations
- Posters and Pictures at Corporate Headquarters or other locations
- Driver personal appearance and marketing of your organization
- Boost company sales through promotions and contests
- Increase employee loyalty and dedication
- Possibilities are only limited by your imagination





HOW TO BECOME A PARTNER?

THERE ARE MANY WAYS TO BECOME INVOLVED AS A PARTNER WITH TEAM 7 RACING.

FULL PARTNER PACKAGE

\$500k

This is the highest level of Partnership. It includes the following;

- Television Commercials up to three 30 second spots per broadcast
- Pop-up Ad banners during broadcast
- Mentions of Ad by Commentators
- Driver interviews
- Series Partner
- In-Car Camera approximately 30 seconds per broadcast
- 12 races with hospitality for 20 people (tickets, food and drinks (non-alcohol) including Team 7 t-shirt, hat, and pin
- Full signage on transporter
- Full signage on car: hood, doors, trunk lid, quarter panels, and spoiler

PRIMARY PARTNER WITH (TWO) ASSOCIATE PARTNERS

\$300k

- 12 races with hospitality for 12 people (tickets, food and drinks (non-alcohol) Including Team 7 t-shirt, hat and pin
- Primary signage on transporter
- Car signage: hood, doors and rear wing
- Television Commercials one 30 second spot per broadcast
- Series Partner
- In-Car Camera approximately 30 seconds per broadcast

TWO ASSOCIATE PARTNERS WITH (ONE) PRIMARY

\$100k

- 12 races with hospitality for 6 people (tickets, food and drinks (non-alcohol) Including Team 7 t-shirt, hat and pin
- Signage on transporter
- Car signage: Choice of roof, front and rear bumpers OR quarter panels
- Series Partner
- In-Car Camera approximately 30 seconds per broadcast

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HOW TO BECOME A PARTNER?

CONTINUED:

SINGLE RACE PACKAGE FOR LOCAL PARTNER

\$5000

- This package only available to one Partner per race
- One race with hospitality for 5 people (tickets, food, and drinks (non-alcohol) Including Team 7 t-shirt, hat and pin
- Car signage: C-Pillar or front lower quarter panels



TEAM 7 RACING CONTACTS



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