



ryan blaney

2011 MARKETING GUIDE

ryan blaney brand

TALENTED
PROVEN
YOUTHFUL
AMBITIOUS
RELATABLE
FAN FAVORITE

“Ryan Blaney has enormous potential behind the wheel of a racecar. As he climbs the career ladder in this sport, he is going to make himself a star
Lorin Ranier, Driver Scout, Earnhardt-Ganassi Racing



ryan blaney bio

- THE POTENTIAL OF RYAN
 - Experts have tabbed Ryan Blaney as a future star in NASCAR. His 2010 season was proof of that promise: four wins against national competition against two series considered strong breeding grounds for future racers: the Championship Racing Association (CRA) and the Pro All-Stars Series (PASS)
 - In 2011, Ryan will continue driving Super Late Model Cars at the CRA and PASS levels, while also making his debut in full-sized Stock Cars in the NASCAR K&N Pro Series, NASCAR's top developmental series.



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- RYAN'S RESUME
 - The son of NASCAR driver Dave Blaney, Ryan captured four wins across the Pro All-Stars Series and CRA Series.
 - Ryan was the winner of the 2010 CRA "Southern Six Pack" Championship, his first regional title at the Super Late Model level.
 - Prior to 2010, Ryan had captured championships in Quarter Midget Cars and Race Wins in Legend and Bandolero Cars.



the team

- DB RACING
 - DB Racing was formed in 2002 by former World of Outlaws Sprint Champion and NASCAR driver Dave Blaney (pictured).
 - Dave's son Ryan now pilots the No. 10 Car, prepped in a state-of-the-art 20,000 sq. ft. shop in Salisbury, N.C.
 - In 2011, DB Racing will field Super Late Models and NASCAR Regulation Stock Cars competing across three main series: the Championship Racing Association (CRA), the Pro All-Stars Series (PASS), and the NASCAR K&N Pro Series.



brand awareness

Looking for an innovative and cost effective marketing strategy?
Consider Ryan Blaney and DB Racing.

Join thousands of other national and international firms that are increasing their visibility and sales through motorsports marketing.

The Wall Street Journal noted that Auto Racing is the No. 1 Spectator Sport with over 52 million fans.

DB Racing would like to provide your firm with the opportunity to showcase your products and services in an innovative, consumer-friendly and cost effective manner. Your assistance will provide Ryan Blaney and DB Racing with the opportunity to compete throughout the Midwest and Southeastern U.S. and, more importantly, your firm's name will be showcased in the Winner's Circle.

brand awareness

- More Fortune 500® companies rely on auto racing to build their brands than any other sport as race fans are three times as likely as non-fans to try and purchase sponsors' products and services.
- Racing fans are gender neutral: 60% male, 40% female
- 46% of racing fans fit in the age range of 18-44 years.
- Racing fans are #1 (among other sports) in Brand Loyalty; fans are three times as likely as non-fans to try and purchase racing sponsors' products and services.

sponsorship includes

Team/Driver Sponsor

BRANDING

CAR, HAULER, EQUIPMENT, FIRESUIT, ETC.
SPECIAL PAINT SCHEMES
VICTORY LANE

ADVERTISING & PROMOTIONS

RIGHTS TO MARKS
NATIONAL/REGIONAL PROMOTIONS
LICENSING
BUSINESS-TO-BUSINESS
LOCAL IN-MARKET ACTIVATION
SHOWCARS

DRIVER

RIGHTS TO LIKENESS
PRODUCT PLACEMENT
APPEARANCES
PRODUCTION DAYS
FIRESUIT BRANDING

Driver Endorsement

BRANDING

APPAREL
SPECIAL PAINT SCHEMES
VICTORY LANE

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PRODUCT PLACEMENT
APPEARANCES
PRODUCTION DAYS
FIRESUIT BRANDING

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