



MAKING THE CONNECTION

DRIVING BUSINESS THROUGH **NASCAR**

AT OVER 200 MPH





BREAKING THE MOLD

NASCAR driver and team owner Jordan Anderson is making his own mark in the sport with his hands on entrepreneurial approach and never give up attitude. Entering his fifth full season in NASCAR, Anderson makes the most of the opportunities that racing provides and represents his partners with excellence and integrity...

THAT LAST AND WIN.





THE DRIVER

JORDAN ANDERSON

#3 NASCAR GANDER OUTDOORS TRUCK SERIES

Having the ability to deliver on the race track with over 200 race wins and 10 championships has given Jordan the opportunity to have a great voice for any brand. A polished motivational and public speaker among schools, churches, and company events, he knows what it takes to succeed and tirelessly works all angles to deliver.

A graduate of Belmont Abbey College in Charlotte, NC with a Business Management degree, Jordan has used a natural ability of engaging brands and consumers to grow his star power in the sport among fans. He's one of very few drivers who still wears multiple hats when it comes to managing his racing career and team.

Originally from Columbia, South Carolina – Anderson has been driven throughout his journey by an incredible passion and love for the sport of NASCAR and the business that drives it. With a hands-on approach to racing, marketing, and sponsorship, he understands what it takes to race, why strong partnerships are key, and the importance of putting fans and sponsors first.

THE SERIES

NASCAR GANDER OUTDOORS TRUCK SERIES
23 RACES | 18 STATES AND CANADA

The power of the NASCAR brand, combined with a worldwide passion for motorsports, has positioned NASCAR as one of the top sports entertainment properties in the world. The NASCAR Gander Outdoors Truck Series enters its 25th season in 2019 and has established itself as a series known for close racing, its well-liked drivers, and finishes that keep the fans on their feet.

With extensive coverage of races, qualifying, and practice sessions through Fox and Fox Sports 1, along with Sirius XM's NASCAR channel, the Truck series' fans stay tuned in cheering for their favorite drivers as they compete at legendary tracks across North America.



PARTNER LOCATIONS

BOTH LOWER SIDES



COMPLETE TRUCK

PACKAGE 5



TRUCK DECKLID



TRUCK HOOD



REAR BUMPER

BOTH TRUCK SIDES



PARTNER LOCATIONS

As part of the growth of Jordan Anderson Racing moving into the 2019 season, the team has acquired a 53' rolling billboard that holds two race trucks, pit equipment, spare parts, and will serve as team headquarters while on the road at the track.

TRAILER PRIMARY



TRAILER ASSOCIATE



REAR OF TRAILER
AT TRACK

TRAILER ASSOCIATE



“ Sponsorship isn’t only about car logos and eyeballs; it’s about leveraging a robust platform of assets in a manner that resonates with key audiences, from fans in the stands to C-level executives. ”



Jordan Anderson
Racing

SINGLE RACE PARTNER PRICING

Package 1

1 Race of Choice;
Both Lower Sides
- or -
Half Truck Decklid
- or -
Half Rear Bumper

Race Assets;
2 VIP All Access Passes
Driver Meet & Greet
Social Media Posts

Package 2

1 Race of Choice;
Truck Hood
- or -
Rear Bumper
- or -
Truck Decklid

Race Assets;
4 VIP All Access Passes
Driver Meet & Greet
Social Media Posts

Package 3

1 Race of Choice;
Truck Hood
+
Rear Bumper
- or -
Truck Hood
+
Truck Decklid

Race Assets;
6 VIP All Access Passes
Driver Meet & Greet
VIP Race Seating
Social Media Posts

Package 4

1 Race of Choice;
Both Truck Sides
+
Truck Hood
+
Trailer Associate for
Full Season

Race Assets;
8 VIP All Access Passes
Press Release
Driver Meet & Greet
VIP Race Seating
Social Media Posts

Package 5

1 Race of Choice;
Both Truck Sides
+
Truck Hood
+
Rear Bumper
+
Trailer Associate for
Full Season

Race Assets;
12 VIP All Access Passes
Press Release
Driver Meet & Greet
VIP Race Seating
Attend Drivers Meeting
Social Media Posts

“ Sponsorship isn’t only about car logos and eyeballs; it’s about leveraging a robust platform of assets in a manner that resonates with key audiences, from fans in the stands to C-level executives. ”

MULTI-RACE AND SEASON PARTNER PRICING



Jordan Anderson
Racing

Package 6

Full Season;
Both Lower Sides

Package 7

2 Races of Choice;
Both Truck Sides
- and -
Truck Hood
+
Full Season;
Both Lower Sides
Trailer Associate

Package 8

7 Races of Choice;
Truck Hood
+
Rear Bumper
+
Full Season;
Both Lower Sides
Trailer Associate

Package 9

7 Races of Choice;
Both Truck Sides
+
Truck Hood
+
Rear Bumper
+
Full Season;
Shared Trailer Primary
+
Both Lower Sides
+
3 Races of Choice;
Rear Bumper

Per Race Assets;
2 VIP All Access Passes
Driver Meet & Greet
Social Media Posts

Per Race Assets;
8 VIP All Access Passes
Press Release
Driver Meet & Greet
VIP Race Seating
Attend Drivers Meeting
Social Media Posts

Per Race Assets;
6 VIP All Access Passes
Driver Meet & Greet
VIP Race Seating
Social Media Posts

Per Race Assets;
12 VIP All Access Passes
Press Announcement
Driver Meet & Greet
VIP Race Seating
Attend Drivers Meeting
Social Media Posts



NASCAR TRACKS



Daytona International
Daytona, Florida



Atlanta Motor Speedway
Atlanta, Georgia



Martinsville Speedway
Martinsville, Virginia



Kansas Speedway
Kansas City, Kansas



Dover Intl. Speedway
Dover, Delaware



Charlotte Motor Speedway
Concord, NC



Texas Motor Speedway
Fort Worth, Texas



Iowa Speedway
Newton, Iowa



Gateway Motorsport Park
St. Louis, Missouri



Homestead-Miami Speedway
Miami, Florida



Eldora Speedway
Rossburg, Ohio



Chicagoland Speedway
Joliet, Illinois



Bristol Motor Speedway
Bristol, Tennessee



Michigan Intl. Speedway
Brooklyn, Michigan



Canadian Tire Sports Park
Bowmanville, Ontario, Canada



Pocono Raceway
Scranton, Pennsylvania



Phoenix Intl. Speedway
Phoenix, Arizona



Kentucky Speedway
Sparta, Kentucky



Las Vegas Motor Speedway
Las Vegas, Nevada

ACTIVATING YOUR TRUCK SPONSORSHIP



THE OBJECTIVE

To convert your investment into millions of impressions that drive your business forward.

OPPORTUNITIES

- VIP At-Track Experience -- from Customers to C-Suite
- Business-to-Business Networking
- Incentives to connect customers with your company
- Content to churn at-track exposure into nationwide impressions
- Media & PR to promote your appearance and enhance your profile
- Social Media Engagement to drive the conversation

HOW WE DO IT

TEAM & PARTNER ONBOARDING

STRATEGIZING

LOGISTICS

PROGRAMMING

EXECUTING

CAPITALIZING ON THE OPPORTUNITIES



VIP AT-TRACK EXPERIENCE

- Pit passes
- Meet & Greet
- Exclusive access
- Guided tours

PROMOTIONS & INCENTIVES

- Consumer Contests and Giveaways
- Employee perks
- Race day promotion (i.e. - Honorary Crew Chief)
- Meet-Up / Driver Autograph session

B2B ***NASCAR'S SECRET SAUCE***

- Networking
- Partner-to-partner sales opportunities
- Retailer/Vendor relationship development

AMPLIFY YOUR EXPOSURE & ENGAGEMENT



SOCIAL ENGAGEMENT

- Twitter (NPP, Jordan Anderson Racing)
- Out of the Groove / YouTube
- Partner channel enhancement (i.e. weekend takeover)



ORIGINAL CONTENT

- NASCAR Pole Position
- ROAR!
- Traditional Marketing



MEDIA & PR

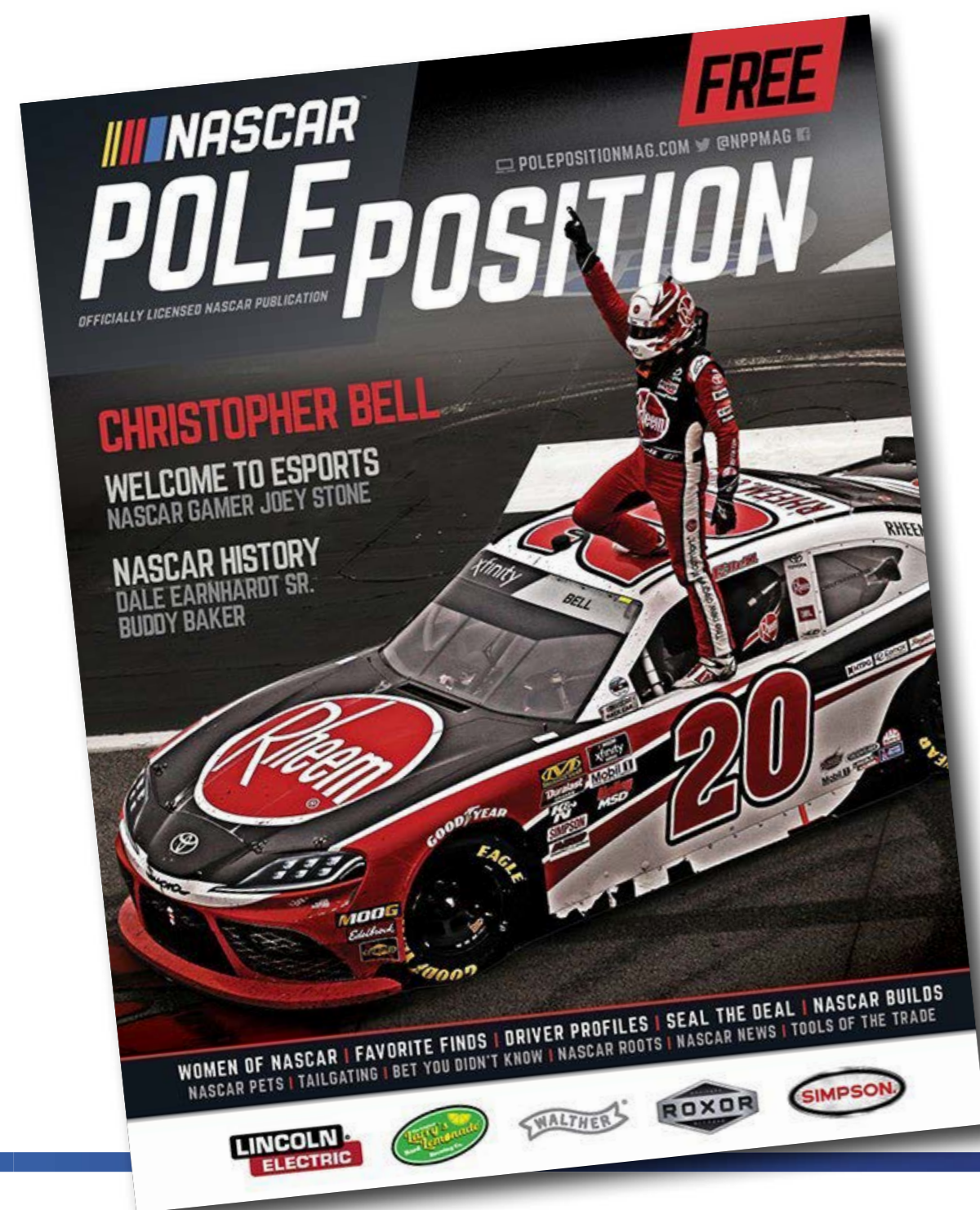
- Press Release
- Sponsorship coverage
- Campaign development



START YOUR MEDIA MARKETING ENGINE

NASCAR POLEposition

Our flagship publication provides premium, insider content covering all things NASCAR, including drivers, fans, esports pros, and influential personalities



The viewer's guide for the modern NASCAR fan provides a twice-weekly digest of the most important information, trends, and storylines before and after every race



One of the most popular NASCAR creators on YouTube, Eric helps drive the weekly conversation around the sport

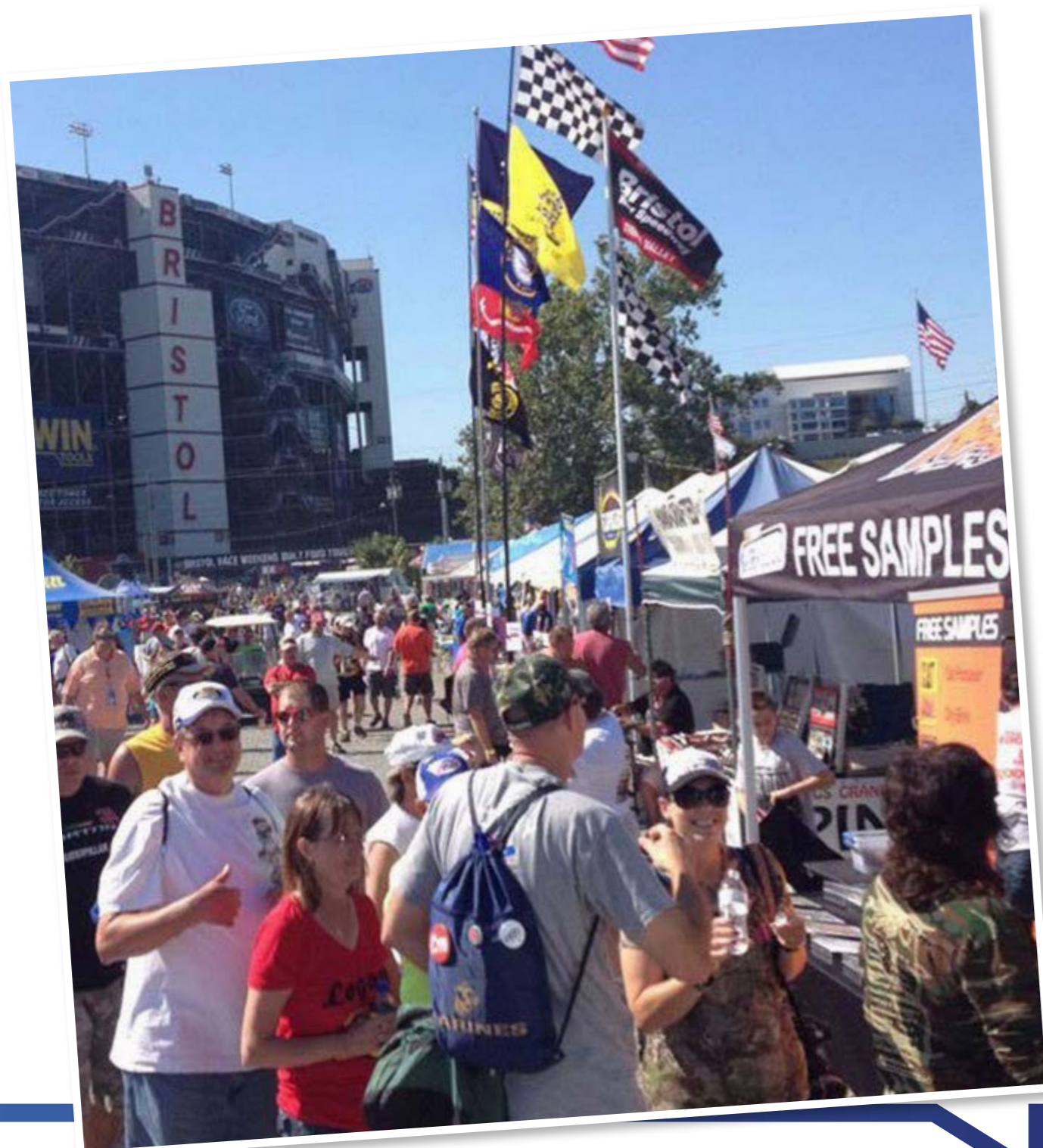


START YOUR MEDIA MARKETING ENGINE

Trackside



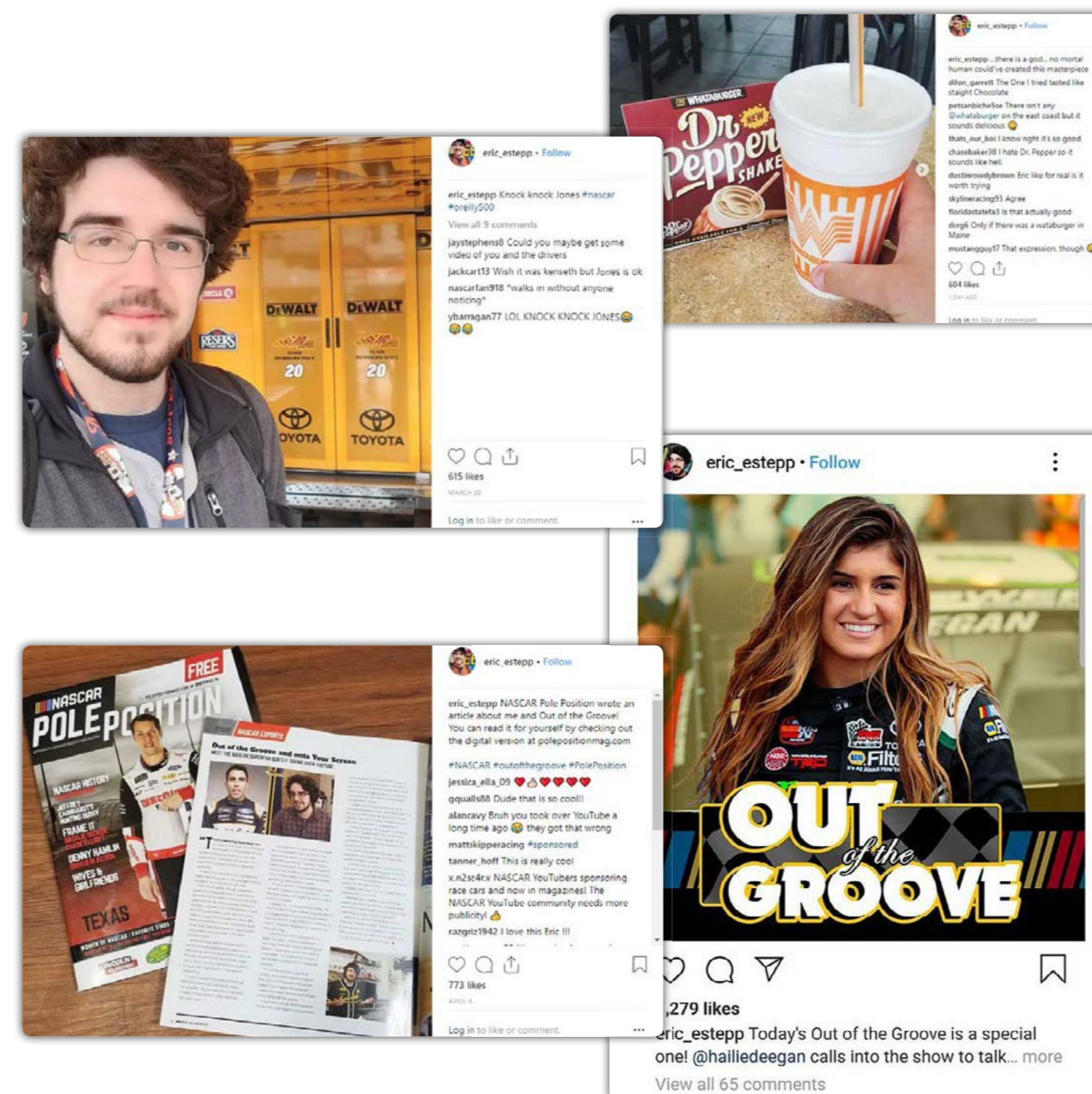
Fans line up early to get their hands on the latest products from our partners, along with our signature complimentary totes



Social Media



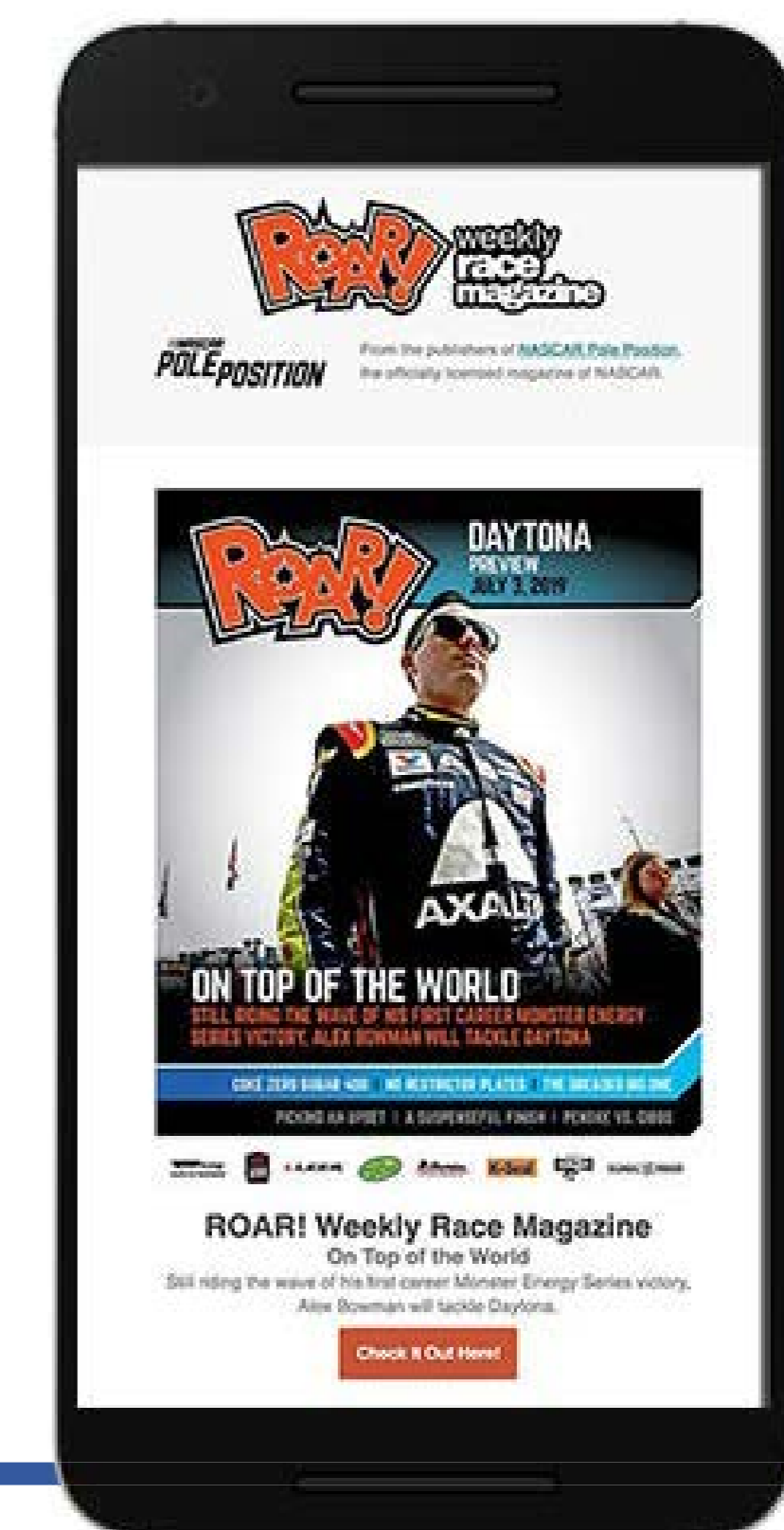
Keep the conversation going online with a daily drum beat of sharable content and giveaways for fans



Email Campaigns



Every issue of ROAR, along with important updates from Pole Position and our partners, go out every week to over 50,000 core fans



READY FOR MORE?



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