

Chance Kelly

SPONSORSHIP INFORMATION

2012

KARTING HISTORY

Kart Racing started in the 1950's with a sparse metal frame, four wheels, brakes, simple seat, steering wheel, and a lawnmower engine to give it power. With millions of miles of racing worldwide, and hundreds of thousands of drivers of all ages, kart racing continues to grow in popularity.

Today's kart racing is a sophisticated, yet affordable form of motor sports. The tracks that drivers race on are similar in layout to a sports car type road course ranging from a ¼ mile to just under 1 mile in length. The local tracks are North Texas Kartway located in Denton, TX, and the Dallas Karting Complex located in Caddo Mills, TX.

STATS

- Finished 3rd in rookie year in the North Texas Kartway Spring Series Championship and overall Championship Series
- Has multiple podium finishes
- Winner of the Dallas Karting Complex Vorshlag Karting Challenge
- Full time Senior Super Sportsman class driver (Yamaha KT100 engine)
- Part time SKUSA S3 Shifter class driver (125cc Shifter Kart)
- Competing in first ever Lone Star Grand Prix*



OPPORTUNITIES

Why is sponsoring a kart racer a good opportunity?

- It is a great and fun opportunity for the sponsor to get their name out there and reach a new and different clientele.
- The sponsor can have their logo on the driver's uniform, team apparel, and the race kart itself!
- Media exposure such as pictures of the karts or drivers in magazines, newspapers, periodicals, on television, official team website, as well as your internal company media, are possible depending on the race event.
- The driver and kart will be able to be scheduled to attend promotional events that the sponsor is involved in.

PACKAGES

Bronze	\$250	Company logo on each side pod up to 5" x 5"
Silver	\$500	Bronze plus company logo on front of kart, all up to 10" x 10"
Gold	\$1000	Silver plus company logo on helmet, company name mentioned during all interviews and awards
Platinum	\$2000	Gold plus patch on suit and graphics on kart upgraded to title sponsorship. As the title sponsor, the kart predominately displays the sponsor as the primary sponsor, including but not limited to, color scheme, company logos, and slogans.
Elite	\$4000+	Platinum plus customized promotions to be discussed
Unique 2012 Option	\$X	Sponsorship for the first ever Lone Star Grand Prix taking place in Dallas Fair Park. Unique sponsorship package can be proposed and decided upon for the one-off race.

I also welcome any other form of sponsorship and/or donations that you may want to provide in terms of uniforms, race gear, airfare, hotel, etc.



THANK YOU!

Sponsoring Chance Kelly is an exciting and fast paced marketing opportunity and I would like you to become a part of my success.

I have the drive, skill, and most importantly the ability to market your business in a unique way.

One of the all time greatest Formula 1 drivers, Sir Stirling Moss, once said, "To achieve anything worthwhile, you must be prepared to dabble on the edge of disaster." You don't have to be reckless, but sometimes you must take a chance to achieve your goals.



*"Better to be a racer for a moment than
a spectator for a lifetime."*



Texas LONE STAR ★ GRAND PRIX

Not since 1984 has street racing been a part of the sports scene at Fair Park. On March 17th grand prix-style racing returns, as kart racers take to the streets in the first ever Texas Lone Star Grand Prix. Much of the course will follow the course formerly used for Formula One racers in the Dallas Grand Prix. Don't miss this exciting start to a new era of grand prix street racing!

Karting, "the purest form of motor sports,"
- Ayrton Senna (F1 Champion and kart racer)

The Texas Lone Star Grand Prix provides race fans with an incredibly inexpensive way to see open wheel racing on the streets of Fair Park. For the price of a movie ticket you can see the future stars of motorsport race at 100 mph in a purpose built race kart 1/2 inch off of the ground.

A shifter kart goes from 0-60 mph in 3.6 seconds. That is faster than a Corvette. To see 40 or more of these race machines on the course racing inches apart will make anyone with the slightest interest in motorsport glad they came.

Come see the best drivers in kart racing compete on portions of the same course where F1 Legends, Senna, Mansel, Prost and others raced the 1984 Dallas Grand Prix.

Excerpts from <http://lonestargrandprix.us/>, go to their website for more information

