

2015 KMZ/Lorz Mortorsports Sponsorship Opportunities



Introduction

Competitive stock car racing has been around since the 1920's and in 2013 there was, on average, over 75 million stock car racing fans. The average annual amount a sponsor invested in a 2013 NASCAR team was \$15 million. The Jegs/CRA Allstars Tour provides the capability for sponsors to obtain notoriety within the stock car fan community for a fraction of the cost. With notable NASCAR drivers racing or owning teams in this series, the publicity and notoriety associated with the CRA racing series has maintained to be one of the highest.

In this market, brand acknowledgment is crucial to becoming a successful business. Investing in Kevin Zieleski and Lorz Motorsports will not only create recognition for your company, but it will also develop a relationship with the team that contains limitless possibilities.

About Kevin

In 2011, Kevin began working for the Lorz Motorsports team as a tire specialist while pursuing his bachelor's in Mechanical Engineering and designing and driving the NIU Motorsports Formula SAE racecar. Kevin's in depth engineering understanding of racecar handling, vehicle simulation software and development, and overall vehicle performance provides him an advantage that very few drivers in the CRA series contain.

In one year, his position with Lorz Motorsports increased from tire specialist to a crucial member providing engineering advice and vehicle adjustment assistance. In 2013, Kevin signed a testing contract with Lorz Motorsports. After only three tests at Grundy Speedway, Lorz Motorsports entered Kevin into his first two back-to-back races, where he received several awards, finished in the top 20, and gained recognition throughout the CRA racing community.

In 2014, Kevin entered 6 Jegs/CRA Allstars tour races with the Lorz Motorsports racecar which resulted in 3 top 15 finishes and 2 top 20 finishes. He improved with every race and continually surpassed his goal for the season of getting seat time, learning, and finishing undamaged. Kevin will use these experiences and extensive knowledge of racing to follow his passion to become the series champion.



Why Sponsor?

Kevin and the entire Lorz Motorsports team believe that sponsorship is a relationship that benefits all parties involved. There are several defining core values that Kevin and Lorz Motorsports have in common. Kevin has dreamt of driving race cars since he was a kid and he is now living that dream. He was not handed a race car and the ability to drive it, he worked for fifteen years to have the opportunity he has now. He learned about the cars, he learned about racing, he went to school to be an engineer, and he now works full time so that he can pursue his dreams. Mike Lorz started Lorz Motorsports from the ground up. He had a vision at age twenty and has built one of the most respected and successful race teams in the country. He has had five current NASCAR drivers drive his race cars at various points in their careers. Kevin and Mike have partnered because they have the same

core values of hard work and goal of winning championships. Using Kevin’s engineering knowledge and ability to implement technology in a race team that has a vast amount of experience in the sport, Lorz Motorsports and Kevin hope to revolutionize the way a race team and race car functions. A relationship between Kevin, Lorz Motorsports, and your company would continue the growth of all three. Our team offers an exciting opportunity in motorsports sponsorship at a fraction of the cost of sponsoring a major racing series like NASCAR with nearly all of the benefits. Our series (CRA) serves as a springboard to NASCAR and attracts a large amount of attention from race fans around the United States. With races in six different states, the Jegs/CRA Allstars Tour offers wide reaching exposure for sponsors to fans, media, and potential customers. The fourteen race schedule also provides sponsors with multiple opportunities to have their brand distributed.

The majority of fans that attend CRA races are blue-collar, hard-working families. They are the same people that own farms, small businesses, and are consumers of nearly every product imaginable. Most companies believe that sponsoring a racecar merely means that they will have their logo on the car. Lorz Motorsports and driver Kevin Zielezinski understand that the on-track recognition is just an introduction to the potential benefits a sponsorship partnership should offer, which is why we provide a wide range of sponsor benefits. Most importantly, the Lorz Motorsports team desires a continually growing relationship with each of their valuable sponsors to insure that the sponsor’s needs are being met primarily.

How to Sponsor



Sponsoring Kevin Zielezinski is not limited to only monetary assistance. The team recognizes the importance of products and services as well. It is up to the potential sponsor to decide what method of sponsorship they would like to pursue. All forms of sponsorship are greatly appreciated and will be recognized by the driver and team.

There are also varying levels of sponsorship available. From single race donations, to full season packages, KMZ Motorsports aims to form a positive relationship with every sponsor that assists. The tables below outline some, but not all, of the sponsorship opportunities available. This is not an exhaustive list though and there are numerous more ways to become involved with Kevin Zielezinski and the Lorz Motorsports team.

Sponsorship Level	Cost	Benefits
Single Race/Primary	\$2,000 per race	Platinum Benefits(for that race)
Single Race/Main Associate	\$1,000 per race	Gold Benefits(for that race)
Single Race/ Associate	\$500 per race	Silver Benefits(for that race)
Full Season/Primary	\$30,000	Platinum Benefits
Full Season/ Main Associate	\$15,000	Gold Benefits
Full Season/ Associate	\$7,500	Silver Benefits

Sponsorship Summary	Silver	Gold	Platinum
Vehicle Branding	Picture D	Picture C	Picture A & B
Web/Social Media Advertising	Full	Full	Full
Apparel Line	Limited	Full	Full
Custom Driver Uniform	Limited	Partial	Full
Driver Appearances	Full Driver	Full Driver	Full Driver and Vehicle
Product Endorsement	Limited	Partial	Full
Hauler Design	Limited	Partial	Full



Thank you for your time and consideration of Kevin Zielezinski and Lorz Motorsports as a sponsorship opportunity.
For further information or inquiries, please contact any of the following:

Kevin Zielezinski: kmzielezinski@gmail.com

Mike Lorz: lorzracing@msn.com

Visit Kevin Zielezinski's Website, Facebook page, and follow him on Twitter at:

<http://www.kevinzielezinski.myracepass.com/>

<https://www.facebook.com/kmzmotorsports>

https://twitter.com/kmz_motorsports

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