



FMR 2015

**Fastmyles Racing Team**  
Sponsorship Program

My name is **Myles Morgan**. I am the founder of the Fast Myles Racing Team (FMR), a little venture I put together with my Sister and my Dad to help myself, and friends I've made through karting, develop our marketing skills.

We formed the Fast Myles Racing Team two years ago with some friends from the track. This was an opportunity for several of us — with less money than the others we may compete against — to share tips, push each other on and have more fun. We created a Website, a Facebook Fan page, and a couple of Twitter accounts and a YouTube Channel to help promote the team, and future sponsors. It is our intention to use all those marketing channels to benefit our sponsors and create a fan base for team FMR drivers as we continue to work on making racing our careers.

**Team Member Bios.**

**Logan Ploder** (centre), our star driver, won both the Sunday series and the overall CRKC Championship in 2014. Now entering his fourth year of driving, Logan's breakthrough came when his confidence, experience and talent all come together making him the driver to beat every weekend. Logan was granted an Intrepid Team Scholarship ride for the TRAK series in 2015, and we expect him to push the team to greater results this year. Logan is looking to repeat his championship domination in the CRKC and for a top 10 finish in the TRAK series. Logan is a fan of NASCAR.

**Myles Morgan** (left), The team founder and entrepreneur is 11 and still in the early development years of what we hope will be a successful racing career. 2015 will be his fourth year competing in the CRKC (Canadian Rookie Karting Championship), and his first racing in the TRAK series where he won a scholarship slot along-side teammate Logan. In 2014, Myles was on the podium 11 out of 12 races, and placed 3<sup>rd</sup> in the Sunday race series I race and 12<sup>th</sup> overall in the CRKC. This year, with a more patient and relaxed attitude, Myles has set a goal of a top three season finish in the CRKC and a top 12 in the TRAK series. Myles is a fan of F1 and IndyCar.

**Jayden Elphage** (right), Like the rest of the team, Jayden has been a fan of cars and racing for as long as he can remember. The second he's awake on the weekends, he gets his milk & cookies, climbs into his homemade racing seat in front of his computer, then tears up a F1 track or goes rally racing. Diagnosed with Autism, Jayden shows intense focus and serious talent at the track, placing second in the CRKC Sunday series in 2014 and 5<sup>th</sup> overall. In spite of an Intrepid Scholarship offer, Jayden was unable to fund his entry in the TRAK series in 2015, so he will be back in the CRKC looking to take the top spot overall. Jayden watches NASCAR and F1, and is a Vettel and Alonso fan.

**Dylan Bellamy** (not shown), our youngest driver at 9, is also the smallest. Having nearly drowned in his racing suit when he began two years ago, he continues to show serious burst of speed and the ability to learn from his mistakes quickly. He returns this year as a seasoned veteran, ready to join the team on the podium and prove himself with a top 10 finish in the CRKC. Dylan is a fan of IndyCar.





## **The Opportunity**

In 2015, FMR will be competing in two series. We will be returning to the Canadian Rookie Karting Championship and competing in the TRAK series.

CRKC, is for those not yet able to fund a personal go-kart program and in 2014, it split 97 drivers over 7 days of the week on a biweekly schedule in pro-level Intrepid rental carts. The series is run at Goodwood Kartways, “a multiple configuration karting centre located just north of Stouffville, Ontario, Canada. The facility spans 20 acres of land and features one kilometer of racing surface with a 10-turn road course.” This track is famous as a training ground for Paul Tracy, James Hinchcliff, and Ron Fellows.

All four of our drivers will be competing in the crowded Sunday event simply because of distance and other commitments. Unfortunately that does result in less seat time than any other day of the week. This has also limited our ability to put in additional practice in the past, something we hope sponsorship will allow us to do more of this year in an effort to be more consistent and competitive.

Two of our drivers, CRKC Champion Logan Ploder, and frequent podium visitor Myles Morgan will be competing as part of the Intrepid Canada Team in the

TRAK series which in addition to being also held at Goodwood, runs at Mosport.

When the team is not driving karts, they spend their time off-track studying ways to improve their performance by watching racing, playing racing games, and — when no one is watching — helping their Dad's drive their cars in parking lots and remote roadways.

As a group of young racing drivers, fully connected with the interests of kids their age beyond just racing, Team FMR offers sponsors a unique and enticing sponsorship opportunity. It should also be stated that youth go-karting is very much a family event, and sponsors will enjoy exposure to Mom's and Dad's as much as the rabid racing fan. This is a monied, and brand loyal audience for any advertiser. Studies conducted in California show this audience is three times as likely to try and purchase racing sponsor's products and services and will actively seek out and patronize sponsors of racing organizations.

Please take a little time to review the below sponsorship information to see the many ways we will both benefit from a sponsorship package with your company.

### **How This Sponsorship Will Benefit You and Your Business**

A go-kart sponsorship is more than just a rolling billboard, in fact with the rental karts we are driving as part of the CRKC, the one place where your logo won't appear is on the karts themselves. What you do get is:

- Young drivers who can help network and promote your business
- Exposure for your business
- Exposure on a racing suit, support vehicle (usually the family Van)
- Website, Facebook and Twitter exposure
- Exposure on Jalopnik, F1 and NASCAR forums, and other sites in which the drivers participate
- Advertising tax write-offs
- Can be utilized to improve employee morale – it will definitely be fun for you and your employees and families to become involved in
- Opportunity to get as involved with the racing team as you would like

You may think providing racing sponsorship is simply too expensive. Not true! You determine how you would like to provide assistance to the race team – there are many different forms of sponsorship and it does not have to include financial support.

We realize the importance of supporting sponsors through many different methods and are always willing to discuss various ways that we can make this relationship even more beneficial to you.

At the heart of modern marketing is the need to create a heart/mind connection between products and their spokesman. By using the emotional power of a personality, a sport or an event, a sponsor will create a strong tie between his brand and the consumer fans. What is more “emotional” than supporting young kids’ dreams, and helping them achieve them?

Fast Myles Racing is not a business, nor are we looking to make a profit. we are simply trying to learn the business side of racing, while we offset costs of competing and work toward owning our own competitive racing karts in the next two years. Some costs we are looking to recuperate are membership fees, entry fees, transportation costs, training time, rentals, food, equipment replacement and upgrades, the year-end gala and reinvesting for the following year.

To learn more about go-kart racing, and the fastmyles racing team we invite you to visit these websites:

[www.fastmyles.com](http://www.fastmyles.com)

<http://www.goodwoodkartways.com>

[www.twitter.com/fastmyles](http://www.twitter.com/fastmyles)

[www.twitter.com/LoganMP](http://www.twitter.com/LoganMP)

[www.facebook.com/fastmyles](http://www.facebook.com/fastmyles)

<http://www.trak.ca>

Thank you for your consideration!

## Sponsorship Levels

FMR is anxious to work with your company to create a customized marketing campaign that will maximize your exposure and put your name in front of your audience.

### ***Supporting Friends***

Valued from \$1.00 to \$99.99  
UNLIMITED SPONSORS

Supporting friends are the backbone of our racing program, and they will be recognized by a text listing on our website, [www.fastmyles.com](http://www.fastmyles.com) and a call out on Twitter:

#### *Internet Exposure:*

Each day millions of fans turn to the internet to find information about racing, their favorite drivers and racing series. The internet is prime real estate for advertising your business via your association with a race team. FMR's website ([www.fastmyles.com](http://www.fastmyles.com)) is a professional, up-to-date portal for information about Fast Myles racing and its team members' exploits.

Your name will be listed on a sponsor page on our website. We will also tweet your name as a supporting sponsor at the time the contribution is received.

NEXT: ***Virtual Teammates***



### ***Virtual Team-mates***

Valued from \$100.00 to \$499.99

UNLIMITED SPONSORS

Virtual Teammates are those who dig a little deeper to help the team achieve its goals, and they will be recognized by a hot-linked text listing on our website, [www.fastmyles.com](http://www.fastmyles.com) and repeated call-outs on Twitter:

#### ***Internet Exposure:***

Each day millions of fans turn to the internet to find information about racing, their favorite drivers and racing series. The internet is prime real estate for advertising your business via your association with a race team. FMR's website ([www.fastmyles.com](http://www.fastmyles.com)) is a professional, up-to-date portal for information about Fast Myles racing and its team members' exploits.

The name you choose will be displayed on a sponsor page on our website and linked to the webpage of your choice. We will also tweet your name and link once per nearest hundred dollar donation throughout the race season.

**NEXT: *Contributing Sponsor***



### ***Contributing Sponsor***

Valued at \$500.00

LIMITED TO 8 SPONSORS

Our Contributing Sponsor package is our entry level of sponsorship program. Our package includes:

#### ***Internet Exposure:***

Each day millions of fans turn to the internet to find information about racing, their favorite drivers and racing series. The internet is prime real estate for advertising your business via your association with a race team. FMR's website ([www.fastmyles.com](http://www.fastmyles.com)) is a professional, up-to-date portal for information about Fast Myles racing and its team members' exploits.

Your logo will be displayed on a sponsor page on our website and linked to your website, and in the sponsor gallery on our Facebook page. We will also tweet your name as a participating sponsor at least once per race event from May to October; that's 12 events.

#### **NEXT: *Supporting Sponsor***





## ***Supporting Sponsor***

Valued at \$1,000.00

LIMITED TO 4 SPONSORS

Our Supporting Sponsor package is our second highest level of sponsorship available. Our package includes:

### ***Internet Exposure:***

Each day millions of fans turn to the internet to find information about racing, their favorite drivers and racing series. The internet is prime real estate for advertising your business via your association with a race team. FMR's website ([www.fastmyles.com](http://www.fastmyles.com)) is a professional, up-to-date portal for information about Fast Myles racing and its team members' exploits.

Your logo will be displayed on a sponsor page on our website and linked to your website, and in the sponsor gallery on our Facebook page. We will also tweet your name as a participating sponsor at least once per race event, and from the Championship event and the season end Awards Gala from May to October; that's 14 events.

### ***Product Promotion:***

We can arrange give-aways, raffles and drawings that will feature your products or services. If you want to make an impression; offer something free to fans. Driver appearances are also a very good way to promote your sponsorship. We can make it happen.

### ***Press Releases and Media Coverage:***

Our media relations partner will strive to ensure that our sponsors are recognized in every possible press release and media publication. Press release and news articles go to local and regional publications, websites and racing publications such as PRN.

Beyond that, Fast Myles Racing extends an open invitation to all of its sponsors to accompany us on a race weekend to find out more about our efforts and learn about the team. This type of involvement can be a very enjoyable experience.

NEXT: ***Driver Sponsor***

## ***Driver Sponsor***

Valued at \$2,500.00

***LIMITED TO 2 SPONSORS***

As two of our drivers are also competing in the TRAK series, we are offering individual sponsorship on both 2014 CRKC Champion, Logan Ploder, and Sunday Series 3<sup>rd</sup> Place finisher, Myles Morgan. The Driver Sponsors receive the highest benefits from association with the Fast Myles Racing Team. Our package includes:

### ***Internet Exposure:***

Each day millions of fans turn to the internet to find information about racing, their favorite drivers and racing series. The internet is prime real estate for advertising your business via your association with a race team. FMR's website ([www.fastmyles.com](http://www.fastmyles.com)) is a professional, up-to-date portal for information about Fast Myles racing and its team members' exploits.

Your logo will be displayed on a sponsor page on our website and linked to your website, and in the sponsor gallery on our Facebook page. We will provide 4 sponsored Facebook posts over the course of the summer promoting your Facebook page or website. We will also tweet your name as a participating sponsor at least once per race event, and from the Championship event and the season-end Awards Gala from May to October; that's 14 events.

### ***Product Promotion:***

We can arrange give-aways, raffles and drawings that will feature your products or services. If you want to make an impression; offer something free to fans.

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### ***Press Releases and Media Coverage:***

Our media relations partner will strive to ensure that our sponsors are recognized in every possible press release and media publication. Press release and news articles go to local and regional publications, websites and racing publications such as PRN.

### ***Our Personal Touch:***

We know that our relationship with our sponsors is vital, as such we create and

send a personalized report on a quarterly basis that we send to each of our sponsors. This report highlights our achievements as a result of the sponsors assistance and the specific items that our sponsors funding has been used for. We detail our interactions with the public and the ways in which we have been able to represent your brand. We take our obligation to our sponsors very serious and we work hard to make sure you are receiving a worthwhile return on your investment.

Beyond that, Fast Myles Racing extends an open invitation to all of its sponsors to accompany us on a race weekend to find out more about our efforts and learn about the team. This type of involvement can be a very enjoyable experience.

**NEXT: *Title Sponsor***



## ***Title Sponsor***

Valued at \$5,000.00

**LIMITED TO 2 SPONSORS**

Our Title Sponsor package is our highest level of sponsorship we have available. The Title Sponsor receives the highest benefit from association with the Fast Myles Racing Team. Our package includes:

### ***Internet Exposure:***

Each day millions of fans turn to the internet to find information about racing, their favorite drivers and racing series. The internet is prime real estate for advertising your business via your association with a race team. FMR's website ([www.fastmyles.com](http://www.fastmyles.com)) is a professional, up-to-date portal for information about Fast Myles racing and its team members' exploits.

Your logo will be displayed on a sponsor page on our website and linked to your website, and in the sponsor gallery on our Facebook page. We will provide 4 sponsored Facebook posts over the course of the summer promoting your Facebook page or website. We will also tweet your name as a participating sponsor at least once per race event, and from the Championship event and the season-end Awards Gala from May to October; that's 14 events.

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assistance and the specific items that our sponsors funding has been used for. We detail our interactions with the public and the ways in which we have been able to represent your brand. We take our obligation to our sponsors very serious and we work hard to make sure you are receiving a worthwhile return on your investment.

#### *Vehicle Graphics:*

Our families travel many miles each season in support of us, and because we are not transporting go-karts, our support vehicles act as family vans the rest of the year. We will add the Title Sponsors' Name and logo to Fast Myles Race Team Graphics on both sides, and the rear of each vehicle.

#### *Logos Racing Apparel:*

Supplied embroidered sponsor logos will be added to the drivers uniforms drivers. For an additional fee (at cost) and will supplied vector art (.eps preferred) we will have the logos embroidered on your behalf.

Beyond that, Fast Myles Racing extends an open invitation to all of its sponsors to accompany us on a race weekend to find out more about our efforts and learn about the team. This type of involvement can be a very enjoyable experience.

## **Reporting**

*We know that our relationship with our sponsors is vital, as such we create and send a personalized report on a quarterly basis that we send to each of our sponsors.* This report highlights our achievements as a result of the sponsors assistance and the specific items that our sponsors funding has been used for. We detail our interactions with the public and the ways in which we have been able to represent your brand. We take our obligation to our sponsors very seriously and we will work hard to make sure you are receiving a worthwhile return on your investment. At anytime, It is also possible to obtain kart racing video with your company's name displayed on the video. We would be more than happy to provide you with these videos for you to use for promotional purposes or simply for you to watch for fun. And anyone interested in becoming more involved in racing is also welcome to become a part of the "race crew" for any of the events.

## **About Goodwood Kartways, the CRKC and TRAK**

*REAL RACING. REAL EXCITEMENT. REAL ENTERTAINMENT.*

Beginners are encouraged to join over 800 CRKC members who are currently participating in the house league type format. These new racers race on a bi-weekly schedule and outstanding achievers are offered the opportunity to climb the karting ranks through a Scholarship Program initiated by Goodwood Kartways.

These chosen karters, along with racing enthusiasts from all over Ontario, own and operate their own racing machines. Competitions are scheduled from April to October. Toronto Racing Association of Karters ([TRAK](#)) which is a not-for-profit organization and a kart club shares many of the same promotional goals as Goodwood Kartways by offering karters the opportunity to show their stuff against Ontario's best. Racing takes place regularly at the Goodwood and Mosport facilities and a long list of established motorsports stars have come through this program.

[FMR 2015 TRAK & CRKC Schedule](http://www.fastmyles.com/#!/schedule/c22yp) (<http://www.fastmyles.com/#!/schedule/c22yp>)





## Contact Info

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*Myles Morgan*

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          @Loganmp21

