



Jeremy Clements Racing



2016 PARTNERSHIP MARKETING GUIDE





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EXECUTIVE SUMMARY



- JCR will deliver the most exposure possible for the amount your organization can budget for the 2016 NASCAR Xfinity Series Season.
- There are 33 races on the 2016 NASCAR Xfinity Series schedule.
- You can partner with JCR for an entire season or select races that best reach your target audience.
- JCR will promote your organization through digital, broadcast, print and social media.
- JCR will develop marketing promotions for your organization for each race.
- JCR will work with the charity of your choice as part of our "Racing To Make A Difference" Program.
- JCR operates with a "business mind set", we treat your investment as if it were our own.

To discuss matters further, please contact:
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ABOUT JCR



2013
Top 10 - 2
Top 15 - 3
Top 20 - 10

2014
Top 10 - 2
Top 15 - 5
Top 20 - 13

2015
Top 10 - 1
Top 15 - 9
Top 20 - 20

Welcome to Jeremy Clements Racing, JCR, where things are on the upswing. In just two seasons, the team has tripled its number of Top 15 finishes and doubled the number of Top 20 finishes it has scored. On track improvements like these are the result of hard work on behalf of the team and the ability behind the wheel of driver Jeremy Clements.

Formed in 2011, JCR is one of the few independent teams left in series, which makes its accomplishments even more impressive.

JCR strives to provide value to its marketing partners. The team applies the same passion, energy, and effort it brings to the track to deliver maximum ROI for your organization, all while serving as a premier ambassador for your brand.





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DRIVER: JEREMY CLEMENTS



Introduced to racing by his grandfather, Jeremy began racing go-karts at age seven and scored 47 feature wins before moving up to Modified and Stock four-cylinder dirt track race cars. During this time, Jeremy scored 59 wins and three track championships over the next three years. This dirt track experience proved beneficial in transitioning the determined teen to asphalt racing.

Jeremy made his ARCA debut in 2002, racing partial schedules in the series for the next five years, scoring one win, 13 Top 5 and 7 Top 10 finishes along the way. During this time, he also made a few starts in the NASCAR Xfinity Series, all while continuing to race his Super Late Model dirt track car. In July of 2004, Jeremy suffered an injury that almost removed his right hand. Doctors initially predicted he would be lucky to have any movement at all in the hand. It took 8 surgeries and months of physical therapy for Jeremy to regain the use of his hand.

Almost exactly a year later, Jeremy returned to the dirt track, racing late models and made two starts the in ARCA series. In 2006, he started 10 ARCA races, scoring 3 top 5 finishes and 4 top 10 finishes overall. He was also selected by General Motors to participate in a three track test with Richard Childress Racing. The following year, Jeremy earned his first ARCA Series win at Nashville Superspeedway after qualifying second and leading 48 laps.

After having made six NASCAR Xfinity Series starts from 2003 to 2007, Jeremy would begin to focus on the series in 2008. Two years later, Jeremy Clements Racing (JCR) was formed, giving Jeremy the opportunity to race more frequently. He went on to score the best NXS finish of his career when he finished 10th at Gateway International Raceway.

In 2011, Jeremy moved full time into the NXS and ran a full season driving the popular No. 51 Chevrolet. Since that time, Jeremy has become a fan favorite, while scoring six Top 10 and 58 Top 20 finishes. 2015 was the strongest year of Jeremy's NASCAR career.

Jeremy currently resides in his hometown of Spartanburg, SC, with his dog Abbie. During the off season, Jeremy enjoys traveling and spending time with family and friends.



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DRIVER: JEREMY CLEMENTS



DOB: January 16, 1985

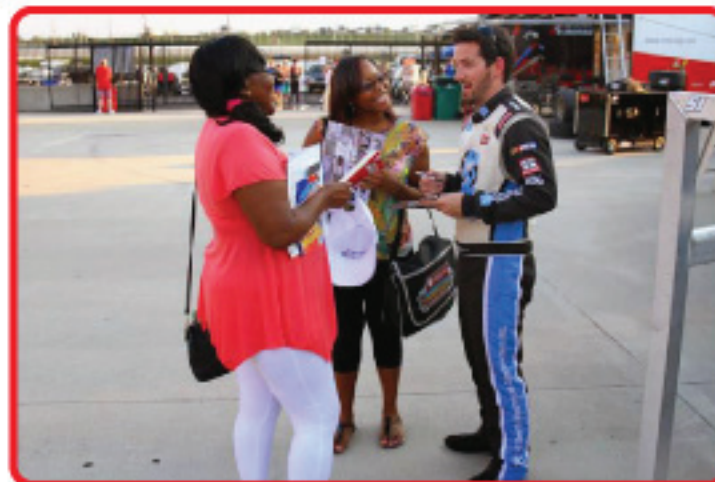
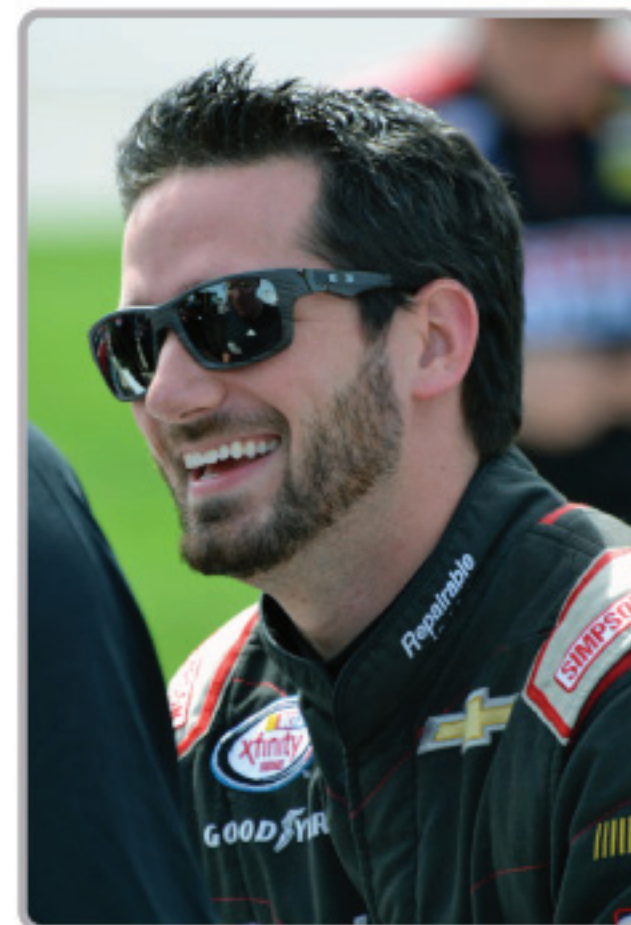
Height: 5' 8"

Weight: 155 lbs.

Hometown: Spartanburg, SC

Racing Experience: Karts, Stock Four Cylinders, Modified Four Cylinders, Limited Late Models, Super Late Models, ARCA Series and NASCAR Xfinity Series

Interests: Racing, Computers, Video Games and Movies





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HOW YOUR ORGANIZATION BENEFITS



- JCR can help your organization reach both consumers and network with the many businesses involved in NASCAR.
- Your brand is placed in front of not only a huge local crowd, but a vast national television audience as well. And those people just happen to be the most loyal consumers in America.
- The media coverage for each event is all encompassing- print, TV, radio, internet.
- A partnership with JCR creates an opportunity for your organization to team up with its partners to not only improve sales, but the business relationship.
- Being a marketing partner allows you to use the excitement of 'behind the scenes' access to enthuse potential clients, partners and consumers, all while also serving as opportunity to create reward programs for employees.



JCR Partnerships Are Efficient & Effective

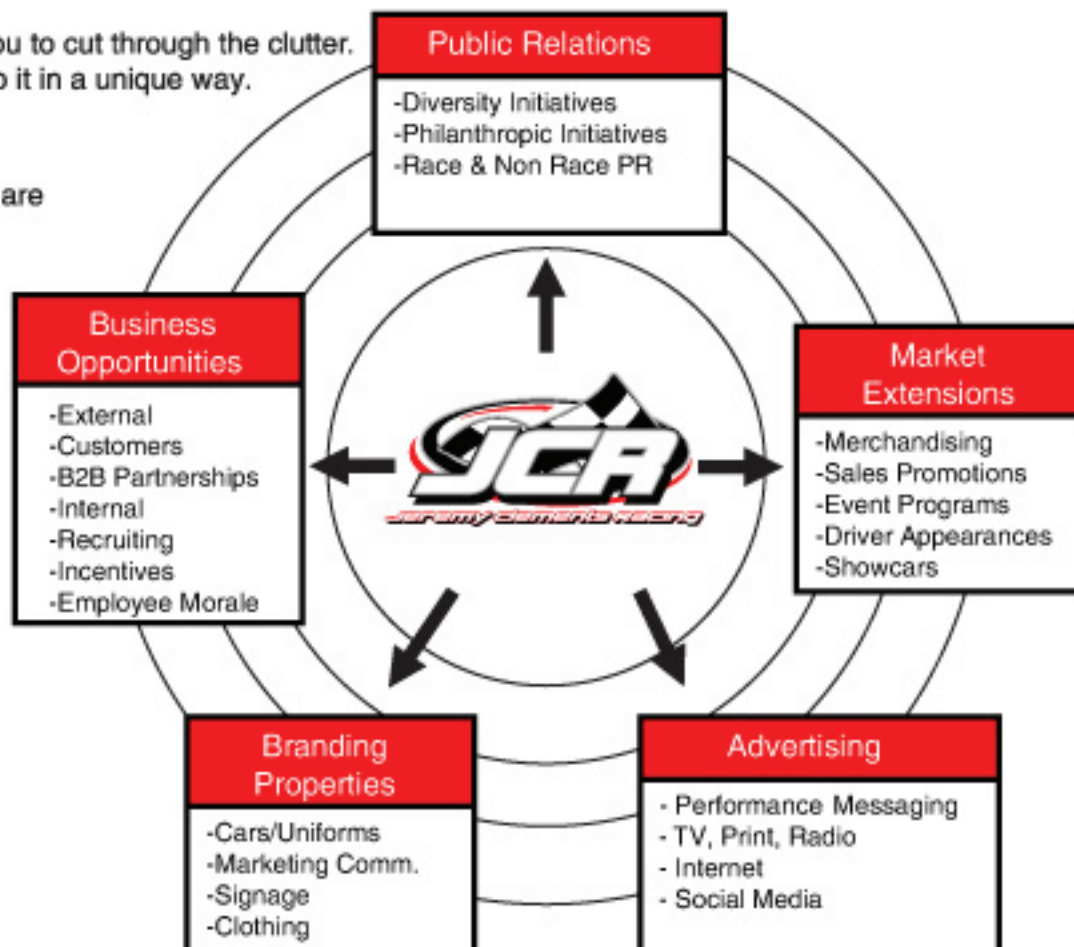
Partnering through sponsorship allows you to cut through the clutter. Motorsports sponsorship allows you to do it in a unique way.

Motorsports fans are loyal to sponsors & are a significant segment of the population

People view sponsorship as not intrusive, but rather necessary to the sport

Your message is not an interruption from the action, it IS the action

The association can be used in other value added ways outside of consumer marketing





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 - A POWERFUL BRAND



- #1 sport in consumer brand loyalty, with over 75 million fans in the United States.
- #1 spectator sport, with more of the top 20 highest-attended events in the United States than any other sport.
- According to independent research published in Sports Business Journal, NASCAR ranks #1 when it comes to avid fans who indicate it is important to be aware of sponsors.
- NASCAR fans are more likely to consider trying, regularly consume, recommend, and consciously support a sponsors' product or service.
- NASCAR races often draw larger crowds than a Super Bowl, NBA Finals game and a World Series game combined.
- More Fortune 500 companies rely on NASCAR to build their brands than any other sport.



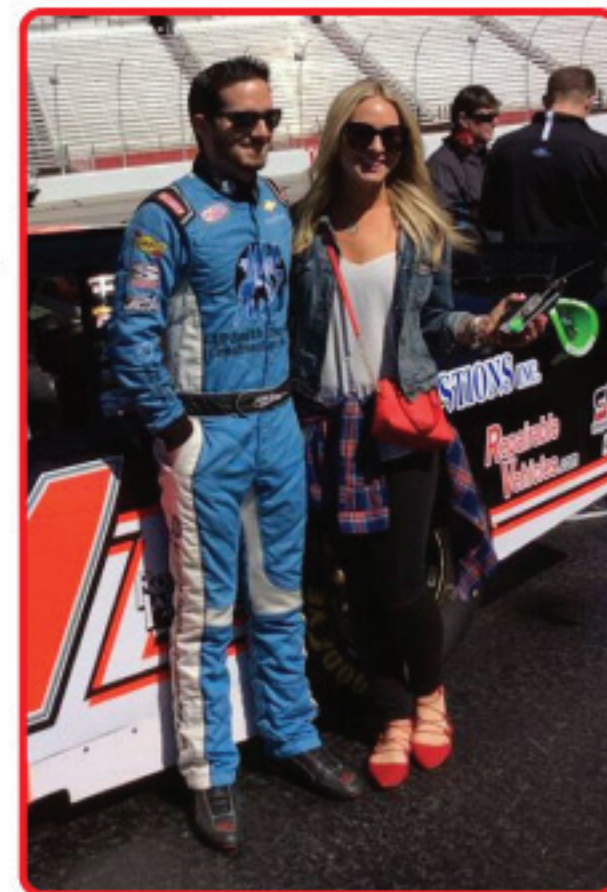


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THE NASCAR COMMUNITY



- The NASCAR fan base has the highest confirmed brand loyalty factor amongst all professional sports.
- 72% of all NASCAR fans consciously purchase products of NASCAR sponsors.
- 40% of all fans will try the product or service of a new team sponsor.
- NASCAR is the #1 rated sport in terms of television ratings behind the NFL.
- NASCAR annually generates more than \$2.5 billion dollars of licensed merchandise.
- Insight Into Attitudes Towards Sponsors Among NASCAR Xfinity Series Fans:
 - **4 out of 5 agree:** *"NASCAR drivers could not run their cars without sponsors' support"*
 - **4 out of 5 agree:** *"NASCAR Xfinity Series team sponsors are just as important as NASCAR Sprint Cup team sponsors."*
 - **3 out of 4 agree:** *"I am very familiar with the companies that sponsor NASCAR and its drivers"*
 - **1 out of 2 agree:** *"I always buy products and services from companies that sponsor NASCAR."*
 - **1 out 2 agree:** *"I feel loyal to NASCAR sponsors and purchase their products / services because of their involvement in the sport."*



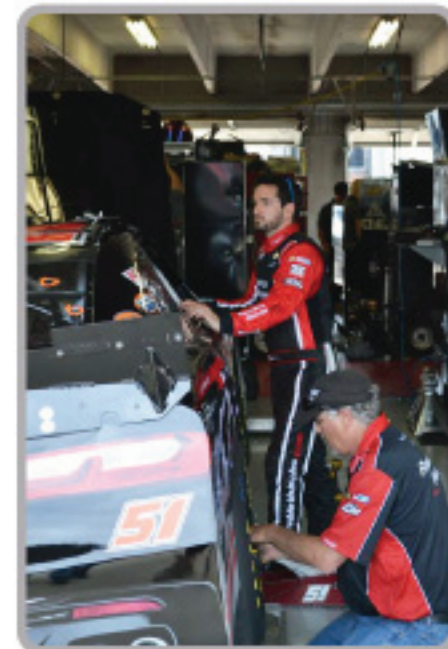


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THE NASCAR XFINITY SERIES



- The NASCAR Xfinity Series is the second most popular motorsport in North America- only the NASCAR Sprint Cup Series has a larger following.
- All 33 of the NASCAR Xfinity Series events from February through November are televised live on either FOX, FOX Sports 1, NBC, NBCSN or USA Network.
- There are 75 million NASCAR fans, and each NASCAR Xfinity Series live television broadcast averages more than 2.1M viewers in the USA, with an average race attendance of 50,000 fans.
- Nearly 36 million unique television viewers watch NASCAR Xfinity Series races annually.
- 29 of the 33 races on the NASCAR Xfinity Series schedule are companion events with the NASCAR Sprint Cup Series.
- The NASCAR Xfinity Series competes at 23 different tracks in 22 states across America.
- Audience: 70% Male / 30% Female
- 60% Of NASCAR Xfinity Series fans earn \$50,000+ annually (107 Index vs. US Pop.)
- 38% Of NASCAR Xfinity Series fans have children under age 18 (100 Index vs. US Pop.)





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RACING TO MAKE A DIFFERENCE



SUPPORTING CHILDREN'S & MILITARY CHARITIES

JCR and CM2 are strong supporters of charities that either support children's causes or our military personnel and their families.

Jeremy's many charitable efforts include supporting the Ronald McDonald House, as well as Speediatrics among others.

Over the past few seasons CM2 has supported Operation Homefront, the Wounded Warrior Project and since 2013, Eagle Rock Camp. We ask our marketing partners to select a military charity of their choice to support during our efforts.

The #51 JCR Camaro SS will feature the charity's logo and our efforts to support the charity are presented in all of our media releases.

Cause marketing is a great way to help others, by raising awareness and money for a worthy organization. NASCAR fans are very loyal to sponsors and by supporting charities that are near and dear to the hearts of those race fans, is a great way to endear them to your organization as well.

We ask our marketing partners to join us in support of these worthy causes, as doing so benefits all involved as we "Race To Make A Difference"





Jeremy Clements Racing

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2016 SCHEDULE



Race #	Date	Track
1	Saturday, 2/20	Daytona International Speedway
2	Saturday, 2/27	Atlanta Motor Speedway
3	Saturday, 3/5	Las Vegas Motor Speedway
4	Saturday, 3/12	Phoenix International Raceway
5	Saturday, 3/19	Auto Club Speedway
6	Friday, 4/8	Texas Motor Speedway
7	Saturday 4/16	Bristol Motor Speedway
8	Friday, 4/23	Richmond International Raceway
9	Saturday, 4/30	Talladega Superspeedway
10	Saturday, 5/14	Dover International Speedway
11	Saturday, 5/23	Charlotte Motor Speedway
11	Saturday, 6/4	Pocono Raceway
13	Saturday, 6/11	Michigan International Speedway
14	Sunday, 6/19	Iowa Speedway
15	Saturday 7/1	Daytona International Speedway
16	Friday 7/8	Kentucky Speedway
17	Saturday, 7/16	New Hampshire Motor Speedway

Race #	Date	Track
18	Saturday, 7/23	Indianapolis Motor Speedway
19	Saturday, 7/30	Iowa Speedway
20	Saturday, 8/6	Watkins Glen International
21	Saturday, 8/13	Mid-Ohio Sports Car Course
22	Friday, 8/19	Bristol Motor Speedway
23	Saturday, 8/27	Road America
24	Saturday, 9/3	Darlington Raceway
25	Friday, 9/9	Richmond International Raceway
26	Saturday, 9/17	Chicagoland Speedway
27	Saturday, 9/24	Kentucky Speedway
28	Saturday, 10/1	Dover International Speedway
29	Friday, 10/7	Charlotte Motor Speedway
30	Saturday, 10/15	Kansas Speedway
31	Saturday, 11/5	Texas Motor Speedway
32	Saturday, 11/12	Phoenix International Raceway
33	Saturday, 11/19	Homestead-Miami Speedway





THE POWER OF THE MEDIA



- More than 33 million unique viewers tune into NASCAR Xfinity Series broadcasts each season.
- FOX, FOX Sports 1, NBC, NBCSN, CNBC and the USA Network are the exclusive television home to the NASCAR Xfinity Series, while MRN and PRN broadcast every race on their radio networks.
- The NASCAR Sprint Cup Series is the #2-rated regular-season sport on television, while the NASCAR Xfinity Series is television's #2 motorsport.
- NASCAR.COM is one of the most visited and comprehensive online sites in all of sports, attracting an average of nearly 7,000,000 each month. Yahoo, AOL, ESPN, Fox, USA Today and other news organizations give extensive coverage of NASCAR on the websites. Other sites dedicated solely to motorsports include: jayski.com, catchfence.com, speedwaydigest.com, speedwaymedia.com, and more.
- Race fans are rabid users of social media. There are over 4.5 million "likes" for NASCAR on facebook and approximately 1.68 million followers on Twitter. The NASCAR Xfinity Twitter account has over 171,000 followers. JCR is very active in promoting its marketing partners through its website, facebook and Twitter accounts.
- Sirius XM Radio offers a dedicated, 24-hour NASCAR channel and race day audio channels featuring live race broadcasts and real-time, in-car driver/team communications to more than 20 million subscribers.
- NASCAR is covered in a wide range of licensed publications, giving our fans a deeper insight into the sport. General interest sports magazines such as Sports Illustrated and Sporting News give extensive coverage, while targeted publications include NASCAR Illustrated, Speedway Illustrated, Speed & Sport News and many others.



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CONTACT US



Thank You For Reviewing Our Presentation

For more information on Marketing Partnerships with JCR, please contact:



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To Follow Jeremy:

www.JeremyClements51.com



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