



LANDON
HUFFMAN

RACING

CM2



2023 Marketing Guide





Legendary Drivers Are Taking Notice

Landon has caught the attention of some legendary NASCAR drivers. After winning the prestigious track championship at Hickory Motor Speedway, Mark Martin tweeted "I'm hoping your great performance on and off the track this year will open some doors for you @LandonHuffman for next year."

Dale Earnhardt, Jr. has taken note of Landon's cunning use of social media marketing as well as his talent behind the wheel. "Jr." has become a mentor to Landon, including sponsoring his entries in multiple series.

When NASCAR legends acknowledge your efforts on track and off, you know you're doing something right. Of course, that Championship at the historic Hickory Motor Speedway doesn't exactly hurt your cause...





Landon Huffman: A Marketer's Dream

Plain and simple, Landon Huffman is a marketer's dream. He is the guy girls want to be with and guys want to be. He's cool without trying to be cool. He's respectful and patient and he doesn't stop until a job is done.

Not only does he have a God given talent to drive a race car, but he understands the business side of racing and is a cunning social media marketer. You only get support from the likes of Dale Earnhardt, Jr. and Mark Martin if you're the real deal. Landon Huffman is the real deal.

Fresh off winning the prestigious track Championship at the legendary Hickory Motor Speedway, Landon Huffman Racing is set to make their mark on the 2023 season in multiple series.

Landon will represent your brand with the same passion and enthusiasm he has for racing. If you want to someone to be the face of your brand, someone consumers will gravitate to- Landon's your man.



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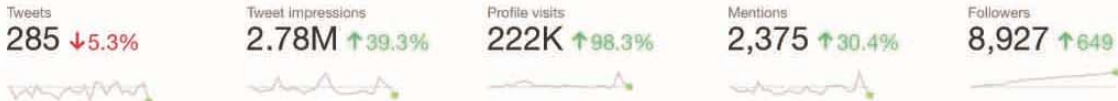
Landon Has A Loyal (& Growing) Following



Account home

Landon Huffman @LandonHuffman

28 day summary with change over previous period



- 🐦 @LandonHuffman:
- 📺 /LandonHuffmanRacing:
- 💬 @HuffmanLive:
- 📷 @landonhuffman:
- 📘 @landonhuffmanracing:

- 9,011 Twitter followers
- 12,600 YouTube subscribers
- 5,400 Twitch followers
- 5,362 Instagram followers
- 4,042 Facebook followers



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Racing Series

CM2 has four tiers of racing series in which organizations can become marketing partners with Landon Huffman. From the regional CarsTour Series (lowest cost) to the penultimate series in NASCAR, the NASCAR Xfinity Series (most expensive), we have an option to fit your budget.

We match your needs and objectives to the series that will meet your objectives and best deliver a positive ROI. Having four options allows us to create a campaign to precisely deliver the consumers you want to reach at a cost-effective price point.

Tier 4



The CarsTour Series allows organizations to reach grass roots racing fans in the southeast at an economical price point. All races are streamed.

Tier 2



The NASCAR Craftsman Truck Series is the third highest tier in NASCAR. It provides a unique platform to reach "old-school" race fans cost-effectively on a national stage. Many of the series events run in conjunction with NASCAR Xfinity and Cup Series events. All events are broadcast on FS1.

Tier 3

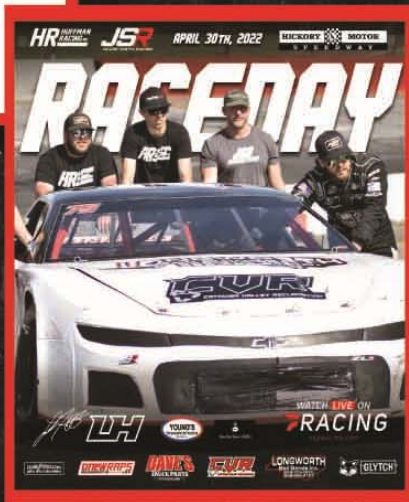


The ARCA Menards Series provides the opportunity for organizations to reach a national audience, with races held on both short tracks and superspeedways. All events are streamed and shown on MAVTV.

Tier 1



The NASCAR Xfinity Series is the penultimate series in NASCAR. Only the NASCAR Cup Series ranks higher in the world of stock car racing. All races are broadcast on either a FOX or NBC property.



Contact Us

Follow LandonHuffman:

- @LandonHuffman
- /LandonHuffmanRacing
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- @landonhuffmanracing



For More Information:

Michael Boswell, michael@cm2agency.com, 779.301.7031 / 708.691.3460

Willie Faulkner, wfaulkner@cm2agency.com, 779.301.7031

Nick Amadio, namadio@cm2agency.com, 779.301.7031

