

BOBBY KRUG RACING TEAM SPONSORSHIP PACKAGE



2022

Hello!

Thank you for taking the time to review and consider our sponsorship proposal. Between the championship-winning kart season in 2020 and the successful debut season in the Skip Barber Formula Series last year, the Bobby Krug Racing Team is excited to keep the success going into 2022 with another run in the Skip Barber Formula Series. To keep his skills sharp in the formula car, Krug will also be making his first attempt at the Briggs Senior SuperComp Championship, partnering with Global Force Kartsport. A championship in SuperComp would make Krug the first driver to win the full Gateway Kartplex sweep of championships: Gateway 500, iDrive, Ignite and SuperComp Championship. Along with our racing program, we have an extensive plan to revitalize our content creation on the ATA Network YouTube channel. Our success would not have been possible without the support of our fantastic sponsors and partners.

This is a flexible proposition in that we are open to any variation of requests for different ways we can add value to your company. We would like to maximize the benefit of this partnership for both parties. I appreciate your time invested in this partnership and look forward to working with you in the future.

Thank you for your time and consideration,

Bobby Krug

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ABOUT BOBBY KRUG



BIRTHDAY - June 9, 1998

HOMETOWN - Mount Olive, Illinois

6 YEARS OF RACING EXPERIENCE

12 YEARS OF VIDEO PRODUCTION EXPERIENCE

I debuted into the iDrive Rental Kart Series for the 2016 Fall Season. On my first night out, I landed two podium finishes. The following year, I competed in both the Spring and Fall Seasons. I won the Spring Season and finished second in the Fall Season. Through my hardwork and determination, I would go on to win the Championship Shootout in my second attempt and earn the prize of an Ignite K3 Sponsorship for the Ignite Series for 2018 from Margay Racing.

In my debut year in the Ignite Series, I finished sixth in the championship and found the podium twice without any damage to the sponsored-ride. I kept improving in the 2019 season. I doubled the number of podiums from the rookie year with four trips to the podium. I produced

my career-best finish of second place. To top it all off, we finished third in the points standings. Along with competing in the Gateway Kartplex Ignite Series in 2020, I debuted in the Ignite Challenge Series that visits different tracks across the Midwest. In the first round of the Ignite Challenge Series, I claimed my first win behind the wheel of the Ignite kart and never looked back. I went on to win 6 races and pick up 10 podium finishes across the both series, finishing second in the overall points in my first run in the Ignite Challenge Series and claiming the championship in the Gateway Kartplex Ignite Series.

At the end of the 2020 season, I partnered up with Skip Barber Racing School (SBRS) to make the transition from karts to cars. I successfully completed a 3-Day Racing School and a 2-Day Advanced Racing School at Circuit of the Americas (COTA). I was invited back to COTA with the opportunity to compete in one round of the SBRS Formula Series. In a rain-plagued debut race, I maintained a consistent pace and kept the car on-track for an eighth-place position. After an impressive debut, I was offered an extension to run the remainder of the 2021 SBRS Formula Series. In the 7 races run in 2021, I finished in the Top 5 on four occasions with podium finishes at Indianapolis Motor Speedway, Mid-Ohio Sports Car Course and New Jersey Motorsports Park. I've been presented with another amazing opportunity to compete full-time in the SBRS Formula Series for 2022 but need financial support to cover travel, lodging, equipment, and video production costs.



I am also a graduate of Southern Illinois University in Edwardsville with degrees in Mass Communications and Business. Along with my passion for racing, I also enjoy creating videos. I have managed my own YouTube channel, ATA Network, since 2010. I have taken my passion for racing and content creation to land a job with Skip Barber Racing School as their Marketing Manager. My video and marketing skills are one of my assets that separates me from my racing competitors.

RACING ACHIEVEMENTS & GOALS

Rental Kart Series

- ▶ Won the 2017 iDrive Championship & Margay Scholarship
- ▶ Won the 2019 Gateway 500 Event (500-lap team race / Krug competed for 250 laps)
- ▶ Won the 2017 iDrive Spring Series Championship
- ▶ Won the 2021 iDrive Fall Series Championship
- ▶ Runner-Up in the 2016 Gateway 500 Event (500-lap team race / Krug competed for 125 laps)
- ▶ Runner-Up in the iDrive Fall Series



Ignite Kart Series

- ▶ Won the 2020 Gateway Kartplex Ignite Senior Championship
- ▶ Won the 2020 Gateway Kartplex Racing Forward Award
- ▶ Runner-Up in the 2020 Ignite Challenge Series
- ▶ Ranked Fourth in the 2020 Briggs & Stratton Weekly Series across all drivers in North America
- ▶ Third Place in the 2019 Gateway Kartplex Ignite Senior
- ▶ 6 race wins, 17 podium finishes, and 5 pole awards



Skip Barber Series

- ▶ Podium finishes at historic race venues including Indianapolis Motor Speedway and Mid-Ohio

2022 Goals

- ▶ Win races in the SBRS Formula Series
- ▶ Win races in the SuperComp Series
- ▶ Contend for the SBRS Championship
- ▶ Win championship in the SuperComp Series
- ▶ Secure Racing Plans Beyond 2022

MARKET REACH AND DEMOGRAPHICS

BOBBY KRUG SOCIAL MEDIA IMPACT



1,400+ FRIENDS AND LIKES



170+ FOLLOWERS



700+ FOLLOWERS



1,500+ SUBSCRIBERS, 280,000+ VIEWS

SKIP BARBER RACING SCHOOL SOCIAL MEDIA IMPACT



31,000+ FOLLOWERS



4,000+ FOLLOWERS



15,600+ FOLLOWERS



1,500+ SUBSCRIBERS, 730,000+ VIEWS



FACEBOOK DEMOGRAPHICS (via Bobby Krug Racing Team)

- ▶ 71% men, 29% women
- ▶ 44% are men in the 18-34 year-old range.
- ▶ Top cities include St. Louis and Edwardsville

YOUTUBE DEMOGRAPHICS (via ATA Network)

- ▶ From the start of our kart racing content on YouTube in August of 2016 to now, 90% of our viewing audience is men in the 25-34 year-old range. A secondary group of 8% consists of an equal blend of men and women in the 18-24 year-old range.

VIEW MY FULL PORTFOLIO AT **BOBBYKRUG.COM**

PREVIOUS & CURRENT SPONSORS



ABOUT SKIP BARBER RACING SCHOOL



SKIP BARBER RACING SCHOOL (SBR) was founded by John “Skip” Barber in 1975 with 2 borrowed race cars and a strong belief that like all other sports, racing was teachable. Now over 4 decades later, SBR has a national footprint and has taught over 300,000 people how to drive. SBR is a fully integrated system of driving schools, racing schools, and corporate events. Whether you are a new driver that wants to learn accident avoidance, or a seasoned racer looking to improve, we have a program for you. SBR has developed more winning racers than any other school. Our alumni have taken the podium in all facets of motorsports including NASCAR, INDYCAR, SCCA, SRO World Challenge, and IMSA. In fact, more than 1/3rd of the starting line up in the Indy 500 were Skip Barber graduates.

The highly structured and competitive environment of the SBR Formula Series is the perfect platform for both the budding racer to hone his skills and the race enthusiast to fulfill her dream. Equalized race cars and a focus on driver development allows a driver's true talent to determine the race outcome. The SBR Formula Race Series provides competitors with a holistic training environment that covers the key elements to ensure a successful career in motorsports. Names like Josef Newgarden, A.J. Allmendinger, and Ryan Hunter-Reay were made in the Skip Barber Formula Series.

2022 RACE SEASON SCHEDULE

Below is the tentative 2022 race season schedule for the Skip Barber Race Series (SBRS) and Gateway Kartplex SuperComp Series (GKSC).

Series	Date	Track
SBRS	May 27-30	Lime Rock Park
GKSC	April 10	Gateway Kartplex
SBRS	June 17-19	VIRginia International Raceway
GKSC	June 26	Gateway Kartplex
SBRS	July 22-24	Watkins Glen International
SBRS	August 2-4	New Jersey Motorsports Park
SBRS	August 19-21	Road America
GKSC	August 28	Gateway Kartplex
GKSC	September 18	Gateway Kartplex
SBRS	September 23-25	Sebring International Raceway
GKSC	October 16	Gateway Kartplex
SBRS	TBD	Season Finale - TBD

SPONSORSHIP OPPORTUNITIES

We are open to discussing any and all manners of opportunity. Listed below are a variety of ways ATA Network and the Bobby Krug Racing Team can promote and benefit your brand:

- ▶ Logo placement on vehicle, helmet, suit, team merchandise, website, social media channels, video content
- ▶ Mention of brand on all ATA Network / Bobby Krug Racing Team social media posts
- ▶ Integration into the ATA Network suite of productions including ATA Network Live and the ATA Network Podcast - presenting sponsor, mid-roll advertising, dedicated episodes
- ▶ Access to paddock passes for Skip Barber Formula Series and Gateway Kartplex SuperComp Series races
- ▶ Showcasing of product / service on our social media platforms
- ▶ Unique video and graphic content for your company's social media channels
- ▶ Driver appearances as a brand representative





CONTACT BOBBY

Contact us to discuss how this partnership can be tailored to best meet your marketing goals. We are open to any and all requests you may have to add or modify what the partnership entails. Give us a call or email to discuss how we can work together to make the upcoming race season a success for both the Bobby Krug Racing Team and your company.

Thank you for your time and we look forward to hearing from you!

Bobby Krug

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