

## ACHIEVE INCREASED EXPOSURE AND GREATER SUCCESS WITH **MICHAEL MUCHA RACING**



**Michael Mucha Racing** is a popular local race team with one goal – success!

Owned and operated by the Mucha family and based in Bolingbrook, we own a half-scale NASCAR racecar known as a Super Cup car. The driver, 12-year-old Michael Mucha, is an honors student in 6<sup>th</sup> grade at Brook's Middle School. He spent Kindergarten through Fifth grade at Wood View Elementary School where he served on Student Council and also served as a safety monitor for the younger classes. Michael started racing in 3<sup>rd</sup> grade at age 9 and earned rookie of the year in 2016 finishing 8<sup>th</sup> in points of 21 drivers. Michael competed in all 17 races of the 2017 season and finished in 5<sup>th</sup> place out of 18 competitors in the points chase and was also awarded the 2017 Hard Charger award. He most recently finished the 2018 points season in 3<sup>rd</sup> place out of 18 fellow drivers who ranged in age from 11 to 72 and all ages in between. He is setting goals now and preparing a new car in hopes of achieving a series championship in 2019.

**We will bring you maximum exposure!**

We will have space available on our new 2019 car for your sponsorship decals and logos. We provide the strongest possible representation in promoting you as our marketing partner. We attract more attention for you and help you build and retain your customer base. Michael Mucha Racing is flexible and able to adapt to your organizations needs. We become your spokesman and promote your business whenever and wherever possible with the utmost enthusiasm and professionalism all year round and not just at the track!

## **Driver and Team Goals**

*“As a racer, I want to get on the track as often as possible, be competitive, and have fun while achieving success with the help of my sponsors. I also love to show my car to people who are not aware of what we do and explain how it all works.” – Michael Mucha*

As a racing team, our goal is to continue competing and working toward a season championship in the Super Cup racing division at numerous tracks in the great lakes area. While doing this we will provide the most exposure possible for your business, products or services. We race from May through October on Fridays, Saturdays and/or Sundays. Most of our races are at Grundy County Speedway in Morris, with some at Rockford Speedway in Rockford, Anderson Speedway near Indianapolis, Dells Raceway in the Wisconsin Dells, Madison International in Wisconsin, Gingerman in Michigan, and Blackhawk Farms in Wisconsin. Our full schedule is always on our web site at [www.michaelmuch.com](http://www.michaelmuch.com).

## **OUR COMMITMENT TO YOU**

Michael Mucha Racing will prove to be one of your most cost effective marketing and promotional partners by:

- Reaching the right people. Our fans are educated influential and professional consumers from all walks of life and we meet and greet them year-round at many different venues and events, not only on race day.
- Providing opportunities for a wide variety of marketing and sales promotions. Significant media and social media exposure and a high return on investment compared to other means of advertising.
- Providing entertainment for your customers, and incentive and inspiration for your employees. Everyone is fascinated by the half-scale car and the youthful and personable driver. How many 11-year-olds drive a car capable of over 100 MPH and can explain to both children and adults how it all works?
- Having a relationship that can easily tie in with your current marketing goals and strategies to support your organizations image. We will be there for you!

Sponsoring us leads to increased recognition, sales and profits for you and keeps us racing. You can view our budget on the last page for an idea of all that is involved.

## PROMOTION



**Public appearances** - In addition to optional appearances at your business to drive traffic or entertain your clients, we also regularly attend educational events with Bolingbrook STEM Association, car shows, parades, festivals, charity events, trade shows and fundraisers. We are also able to attend any other events you wish for us to appear at with you, or on your behalf. At these appearances we can have your literature, brochures and marketing materials set out and distributed for people to learn more about your company and what you offer, in addition to telling people about your organization. We also have autograph sessions to sign Hero Cards and distribute sponsor coupons, pictures, and promotional materials. Below are photos of the front of our 2016, 2017, and 2018 6x9 Hero Cards. 2019 will be an all new card at the start of the season.



We will also give your company regular shout-outs, tags and acknowledgments on social media including our Facebook Fan Page, Twitter, Instagram, YouTube, and on our web site at [www.michaelmuchacom](http://www.michaelmuchacom).

**Trade shows, events and exhibits** - Show off YOUR racing team and driver, and be the center of attention. People will stop at your booth or place of business to look at the very unique half-scale race car and will relate your company name and product with their experience of seeing the car and talking with the driver and crew. Most people, race fans or not, never really get the chance to see a real race car up close. What a great opportunity, plus kids get to sit in it! Your name and logo will look great and get a lot of attention on our car.



For more information or to arrange an appointment to see the car and meet the team, please contact Michael Mucha Racing via Randy Mucha at [Rmuch@aol.com](mailto:Rmuch@aol.com) or call 630-967-8465

**The car pictured in this packet burned in a house fire on 10/11/18 and has been replaced with a car that will be primarily blue with white numbers and orange trim. The new body is at the body shop as of 01-15-2018 and as soon as it is back we will update the photos here and on social media.**



## 2019 RACING BUDGET

Below is a rough estimate of our racing costs based on 2016, 2017 and 2018 actual expenses. This doesn't include items donated by sponsors, or purchased by the team that are not absolutely required to race, such as a spare show body, spare engine, data acquisition system, in-car video system, and all of the giveaways we purchase for our fans. All sponsorship dollars received will go towards offsetting the items listed below unless sponsor designates otherwise.

<b>TRAVEL</b>		
Pit Pass & Entrance Fees	4 Team Members @ \$30.00 each X 20 races	2,400.00
Hauler/Trailer Fuel	1 Hauler @ \$100.00 avg each trip. X 20 races	2,000.00
Overnight Hotel Stays	8 away Races x \$120 per night	960.00
Meals for Driver & Team	4 people x \$10 per meal x 20 races	800.00
<b>SUPPLIES</b>		
Hardware	Miscellaneous Nuts, Bolts, Fasteners	200.00
Solvents	Cleaning and Lubrication	400.00
Race Car Motor Oil	1 car @ \$30.00 ea. X 6 Changes	180.00
Race Car Fuel	20 races @\$10 per race	200.00
Race Car Tires	8 @ \$90 each per season	720.00
Decals and Paint	Decal and Paint Needs	1800.00
<b>MAINTENANCE</b>		
Race Car Repairs	Repairs due to breakage or damage	1,200.00
Engine	Freshen one engine per season	950.00
<b>PROMOTIONS</b>		
Photographs	Photographs from track photographers	100.00
Event Fees	Parades, Shows and Charity Event Fees	150.00
<b>MISCELLANEOUS</b>		
Office Supplies	Paper, Envelopes, Ink, Folders, Etc.	100.00
Series Registration Fee	One driver and team for one season	150.00
Insurance	Insuring Race Car, Trailer, and Contents	1520.00
Required Apparel	Fire Suit, Racing Shoes, Gloves, etc	1050.00

**Single Season Total : \$15,020.00**

Sponsorship options start as low as \$250.00 including small decals on our car. Our hood is our prime marketing space and is currently available at \$2,500.00 for the full hood. Options at all price points between \$250 and \$2500 are available to fit your budget. Please see our pricing sheet on the next page for more details on cost options, as well as a unique low-cost option to sponsor the entire series and have decals on up to 20 cars for a full year.

## Sponsorship Options



Above is our 2018 racecar, as raced. Below is a 2nd body that was decaled identically and used for car shows and as a back-up. Our all new 2019 body will be predominately blue with a black roof and spoiler. **The car and the spare body shown were destroyed in a fire on 10-11-2018.**



Sponsorship options including decals on both bodies begin at \$250.00 per year for small decals, such as the small ones for WoodGrain or for Create Cut Invent. Our most popular sponsorship decal/logo space runs approx 24 square inches on each side of the car for \$500 total. Think roughly 4x6, 3x8, or 2x12 as examples, such as Cheryl's Candy and Remes Auto Body, but we will work with your logo and within your budget for tasteful placement at a price point that works for you from \$250 and up.

One primary sponsor will be showcased on the full hood of the car for \$2,500.00 and will also be featured on our hero cards, web site, printed schedules and all other literature and social media sites.

If you have your own marketing ideas we would be happy to work with you. We are very flexible and easy to work with. Please feel free to talk to any current sponsor about their experience with us as well.

The car and driver were featured at World of Wheels in March 2018 and brought home three awards. We were also featured at Bolingbrook Park District Family Fun Fest at the BRAC in 2017 and 2018 with great exposure to local families for all of our sponsors. We also present at all of the Bolingbrook STEM Association events, and at the Fountaindale Library yearly, in addition to car shows and other community events. Most recently we presented to 31 children plus their parents at the library on 01-03-2019



For more information or to arrange an appointment to see the car and meet the team, please contact Michael Mucha Racing via Randy Mucha at [Rmuch@aol.com](mailto:Rmuch@aol.com) 630-967-8465 or Carol Mucha at [CarolMucha@aol.com](mailto:CarolMucha@aol.com) 630-302-5336

*Independent of any of the above sponsorship opportunities, for \$1,000.00 total, you can sponsor the entire Central States Region Super Cup Racing Series, which means your decals will be displayed on EVERY SINGLE RACE CAR FOR THE ENTIRE SEASON. We average about 18 registered cars each season, and every car in our series would display your decal in the same spot on both sides! Please ask for more information if this type of exposure is of interest to you.*

**THANK YOU!**



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