

# THE NEW BREED



# TAYLOR BARTON

# Taylor Barton

As far back as he can remember, Taylor Barton, 24, has wanted to be a NASCAR® race car driver. Since he began racing motorcycles at the age of 6 years old, he has shown a natural talent and passion for racing that has remained constant throughout his life.

Taylor's racing career took off at age 14 when he won a GO Karts Rookie of the Year and Series Championship. Since that time he has steadily progressed through the racing ranks participating in Semi-Pro and Pro Legends series earning numerous titles and since 2005 he has driven in the Las Vegas Motor Speedway NASCAR® Super Late Model division.

Like Las Vegas developed NASCAR® drivers before him such as Kurt and Kyle Busch and Brendan Gaughan, Taylor "The Bomber" Barton is poised to become a NASCAR® Cup driver. In 2010 competed in the NASCAR K & N Pro Series West and has currently been welcomed to join Kyle Busch Motorsports for the 2011 season. He tested with Kyle Busch Motorsports and Roush Racing early this year. In addition Taylor has accomplished his personal goal to help prevent middle school and high school bullying by establishing the Taylor Barton Foundation (TBF). The TBF was launched in December with the first annual Taylor Barton Foundation Celebrity Poker Tournament, raising over \$40,000.



# TAYLOR BARTON

# On Track Highlights

**2010:** Taylor competed in the NASCAR K&N Pro Series West with 2 top 10s, as well as a Sunoco Rookie of the Year Candidate.

**2009:** Taylor finished 3<sup>rd</sup> in the points standings after two wins and finishing in the top 5 for all other races (NASCAR Whelen Series)

**2008:** In 2008, Taylor won his first three races and was in contention for the point's championship in the NASCAR Super Late Model class when misfortune struck and a crash on the track caused an injury that put him out for three months. After healing he continued to run well and always finished near the front.

**2007:** Won Fall Classic at the Las Vegas Bullring- finishing ahead of KYLE BUSCH in Super Late Model 140 main event.

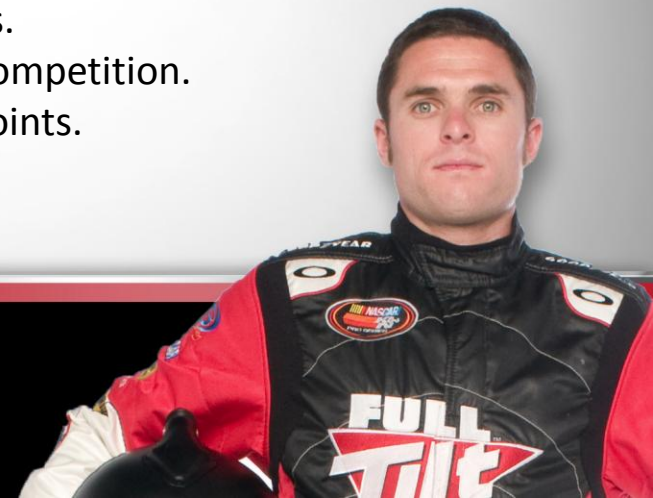
**2007:** Chosen Las Vegas Motor Speedway's Most Popular Driver.

**2007:** Won 2 regular season Main Events, 3 Trophy Dash wins, and 2 Fast Time Awards.

**2006:** Had 5 top fives, 6 top tens, 4 top fifteens, and 5 top twenties.

**2005:** Taylor Barton Rookie Season in NASCAR Super Late Model Competition.

**2005:** Named 2005 Rookie of the Year, placing seventh overall in points.



# Personal Stats

DOB: 01.28.1985

Birthplace: Las Vegas, NV

Height: 5'10"

Weight: 140

Residence: Las Vegas, NV

## Favorite Movies:

1. Days of Thunder
2. The Gridiron Gang

## Favorite Songs:

1. Hero-Mariah Carey
2. Kool & The Gang-Celebrate Good Times
3. Imagine-John Lennon

## Hobbies:

1. Playing Poker
2. Playing Basketball
3. Boating
4. Riding anything with a motor (dirt bikes, quads, boats)





# About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. NASCAR is the No. 1 spectator sport - holding 17 of the top 20 highest attended sporting events in the U.S., and is the No. 2 rated regular-season sport on television. NASCAR races are broadcast in more than 150 countries and in 20 languages. NASCAR fans are the most brand loyal in all of sports, and as a result more Fortune 500 companies participate in NASCAR than any other sport.

NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, and one local grassroots series, as well as two international series. Also part of NASCAR is Grand-Am Road Racing, known for its competition on road courses with multiple classes of cars. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach (Fla.), NASCAR has offices in New York, Los Angeles, Charlotte (N.C.), Concord (N.C.), Conover (N.C.), Bentonville (Ark.), Mexico City, and Toronto.



# TAYLOR BARTON

# NASCAR Fan Reach

NASCAR's broad reach, massive audience and unsurpassed consumer loyalty have placed the sport ahead of all others in participation by Fortune 500 companies for one powerful reason...

**NASCAR partners are not simply advertisers in the sport, THEY ARE THE SPORT.**

- They are active participants. Their participation and activation provides great dividends, because no other sports marketing property puts brands in the center of the action, and more importantly, in the hearts of fans:

NASCAR is the number one sport in brand loyalty, with **fans three times as likely as non-fans to use and purchase sponsors' products and services.**

- NASCAR is the number one spectator sport, with 17 of the 20 most-attended sporting events in the United States.
- NASCAR is the second-highest rated regular-season sport on television in the United States.
- NASCAR is broadcast in more than 150 countries in 20 languages.
- More Fortune 500 companies rely on NASCAR to build their brands than any other sport.



# TAYLOR BARTON

# NASCAR Fan Reach

A complete motorsports platform delivers the power to forge strong relationships with consumers – a relationship built on trust, common values and uncommon loyalty. When you become part of our community through a partnership with Taylor Barton's premier team, NASCAR fans will welcome you with open arms, because everyone in the NASCAR community understands and supports a simple idea:

**Without sponsors, fan's favorite teams won't exist.**

Fans are initially drawn to the sport of NASCAR through its unduplicated characteristics – the sport's functional equities. And NASCAR's emotional equities – the values delivered by the sport's teams and drivers, are the foundation for NASCAR's unsurpassed brand loyalty.





# Why Sponsorship?

One of the most coveted marketing vehicles in the world. Sponsors have learned to take full advantage of their robust and flexible nature, their highly loyal fan base, and the reach of the country's largest spectator sport.

- #1 Spectator Sport
- #2 Rated Television Sport
- 75 Million Fans
- \$6 billion in advertising exposure
- Fans are 3x more likely to purchase



NASCAR fans make the connection. According to research from James Madison University, **more than 90% of NASCAR fans agree and understand that drivers and teams could not run their cars without sponsor support, 83% of NASCAR fans “like” corporate sponsorship of drivers and teams in NASCAR, and 72% purchase sponsors’ products or services based on their role in the sport.**





# 2011 Camping World Truck Series Schedule

February 18

February 25

March 12

April 2

April 22

May 13

May 20

June 4

June 10

July 7

July 16

July 29

Daytona

Phoenix

Darlington

Martinsville

Nashville

Dover

Charlotte

Kansas

Texas

Kentucky

Iowa

Indianapolis

August 6

August 20

August 24

September 2

September 16

September 24

October 1

October 15

October 22

October 29

November 4

November 18

Pocono

Michigan

Bristol

Atlanta

Chicago

Loudon

Kentucky

Las Vegas

Talladega

Martinsville

Texas

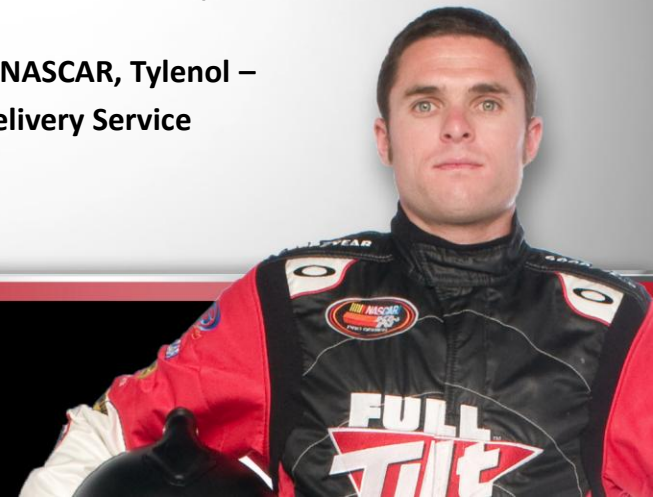
Homestead



# 2010 NASCAR Official Sponsors

3M, Aflac -- Official Supplemental Insurance of NASCAR, Ask.com -- Official Search Engine of NASCAR, Bank of America -- Official Bank of NASCAR, Best Western -- Official Hotel, Camping World -- Official Outdoor and RV Retail Partner of NASCAR, Canadian Tire -- Official Automotive Retailer of NASCAR in Canada, Canteen Vending Services, Chevrolet (Impala) -- Official Pace Car and an Official Passenger Car of NASCAR, Cintas -- The Preferred Uniform Supplier of NASCAR, Coca-Cola -- Official Non-Alcoholic Beverage, Official Soft Drink, Official Sport Drink of NASCAR, Coors Light -- Official Beer, Craftsman Tools -- Official Tools Tools, Hand Power and Tool Storage, Daytona USA -- Official Attraction Motorsports-themed, Diageo -- Proud Sponsor of NASCAR DIRECTV -- Official Partner of NASCAR, Dodge -- Official Passenger Car, DuPont -- Official Auto Finish, Duracell -- Official Alkaline Battery, Exide -- Official Battery, ExxonMobil Lubricants -- Official Lubricants/Motor Oil of NASCAR, Featherlite Coach -- Official Luxury Coach of NASCAR, Featherlite Trailers -- Official Trailer of NASCAR, Ford Trucks -- Official Truck of NASCAR, Freightliner Trucks -- Official Big Rig, Official Hauler, Gillette -- Official Shaving Product, Goodyear -- Official Tire of NASCAR, Kellogg's -- Official Breakfast, Food/Fruit Flavored Snacks, Mars Snackfood & Petfood US -- Official Chocolate of NASCAR, Official Petfood of NASCAR, MTD, Products (Cub Cadet) -- Official Lawn & Garden Equipment of NASCAR, Nabisco (Kraft) -- Official Cookies and Crackers of NASCAR, Nationwide -- Official Auto, Home and Life Insurance, NicoDerm -- Proud Sponsor of NASCAR, Office Depot -- Official Office Supply/, Products Provider, Old Spice -- Official Antiperspirant, Deodorant & Bodywash, O'Reilly -- Official Auto Parts Store, Prilosec OTC -- Official Heartburn Remedy, Raybestos -- Official Brakes, Safety-Kleen -- Official Supplier of NASCAR, SIRIUS XM Radio -- Official Satellite Radio Partner of NASCAR, Sprint -- Official Series Sponsor, Sunoco -- Official Fuel and Official Convenience Store of NASCAR, Tissot

Timekeeper and Official Watch of NASCAR, Toyota -- An Official Passenger Car of NASCAR, Tylenol -- Pain Reliever of NASCAR, Unilever -- Official Partner of NASCAR, UPS -- Official Delivery Service



# Sponsorship Benefits

## Personal Services

Personal appearances depending on investment can include:

- One two-hour appearance (can be used at location of choice or for production of creative)
- Pre-race hospitality appearances at-track
- At-track meet and greets

## Show Car Program

•A fully-managed 200-day show car program is always available for any option selected to leverage the asset beyond the race track at locations of said sponsors choosing for an incremental cost of TBD.

## Collateral

Sponsor shall receive up to six (6) credentials (restricted pit/garage access) for each race entered as the Primary Sponsor (sponsor will assign and submit its list of up to six guests for each race event, and Taylor Barton Racing will arrange for such credentials per NASCAR rules, schedule deadlines and other sanctioning body guidelines).



# Sponsorship Benefits

## Investment Benefits

### Assets

Title sponsorship rights include a custom-designed racecar entry with sponsors brand or customer's corporate marks on the hood, upper-rear quarter panels, TV panel, B-post and C-post of the car.

The assets included below provide sponsor substantial inventory for activation, and are applicable to all options.

### Rights

Marketing rights package includes full and liberal use of image/likeness/photo/signature/voice of the driver and liberal use of image/likeness/ photo of race vehicle/number in pre-approved advertising and promotion (all photography from NASCAR sanctioned events is subject to an incremental licensing fee levied by NASCAR)





# Taylor Barton Foundation

## No One Is Alone-

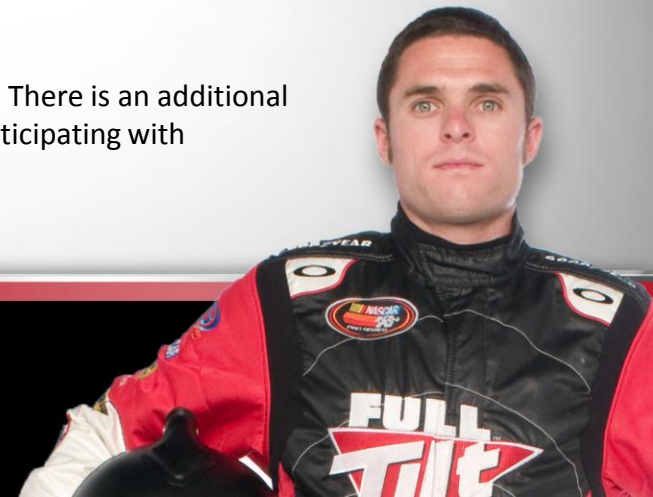
Being bullied is a distressing experience that remains with someone forever. As a victim of bullying himself, Taylor wanted to pull from his past to help others who lack the support and resources that he had as an adolescent facing school bullies. By taking the technologies bullies themselves use—such as text messaging and social media—the foundation will show youth how to stand up to the ugliness of bullying.

The Taylor Barton Foundation's mission is to prevent bullying in America's middle schools and high schools with education, "Challenge Day" strategies and technology. The foundation's vision is to prevent bullying in America's middle schools and high schools because no one is alone.

Through projects Operation Text It Forward and [Challenge Day](#), Taylor hopes to bring awareness to the subject and curb middle and high school bullying in America. With Operation Text It Forward, youth send positive messages to their peers, who then pass on text encouragements to others, creating a chain of support and compassion to combat the trend of text message bullying. A third component is an outreach program where Taylor will speak to youth and promote the foundation's message that "no one is alone."

Most recently the Taylor Barton Foundation hosted it 's first Annual Celebrity Poker Tournament at the Palms Resort Casino raising over \$40,000, in addition the winner of the tournament walked away with a FullTiltPoker.Net sponsored seat in the 2011 World Series of Poker.

As sponsors of the racing team you will be introduced to opportunities with the foundation. There is an additional realm of business to business opportunities and a broader demographic available by also participating with the Taylor Barton Foundation, which are included in sponsorship benefits.



# Creating a WIN WIN Partnership

This package was designed to introduce you to Taylor Barton & Barton Racing opportunities. We would love to help meet the marketing needs and goals of your business. Demographically we often share the same targeted market, the wonderful people who enjoy the services and products your company offers, share a love for racing. Racing fans are very brand loyal, it has been proven repeatedly through NASCAR sponsorships.

We are confident a sponsor and/or promotional opportunity with Barton Racing will help attract customers and create awareness of your brand. Sponsorship opportunities vary per the sponsor, our goal is to create a win-win partnership on and off the track. In addition, various hospitality and promotional packages are available to support sponsorships, many times creating business to business opportunities.

All packages are flexible and negotiable to best fit the needs of both partners, after meeting we can “Taylor” the package to reach your 2011 goals.



# Thank You



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