



Marketing Proposal 2022



www.EvanBeaulieu.com

Marketing In Motorsports



There are many great ways to market your business in the Motorsports industry. Many people are misled into thinking that it's just your name on the racecar.

Beaulieu Racing goes more in depth than just that. Opportunities could include...

- Appearances with Evan Beaulieu and the Super Late Model at your company or events. This is a great way to attract potential customers to your business and create excitement for your employees.
- Logo placement on the team's transporter, which would be seen by thousands of people on major highway providing a much more effective alternative to a stationary billboard. Your business name on the driver's suit, crew shirts and fan apparel.
- We work extensively with great charities such as Camp Sunshine, Make A Wish Foundation and Toys for Tots. At our motorsports shows we have raised money for these charities and we will be working with kids in 2021 to bring them to the track with us.
- At-track raceday VIP opportunities. Treat your employees and best customer to a fun day at the biggest races with a luxury suite along with food and drinks in the evening.
- Mentions in all driver's interviews and marketing material created by Beaulieu Racing, a great way to promote your product throughout the year to many people.
- Appeals to a vast variety of people. Thousands of fans are at the track each week and they are three times as likely to support the companies that participate in motorsports than fans of any other sport in America.

The Racing Fan

- Average Age: 40-years old
- Average HH Income: \$50K+
 - 51% Male
 - 69% Ages 18-54
 - 25% College Grad.

Companies in Motorsports

A list of local companies that see the benefit of motorsports.



OTT Communications



About Evan Beaulieu

Evan Beaulieu is one of the most marketable drivers on the East Coast short track racing scene. He had a successful rookie season in the Pro Series at Beech Ridge, becoming the only rookie to win a race in 2013. Evan's team competed for wins around the Northeast in 2021, capturing two third place finishes in the Granite State Pro Stock Series. With an outgoing, fan friendly personality, strong focus on building an image, and a strong passion for the sport of auto racing, Evan has become one of the leading ambassadors for motorsports on the East Coast.

In addition to driving racecars, Evan holds a full time job as a building supply salesman. He also runs a small business, "Nitro Designs," out of his shop in Durham, Maine and has a degree in Business Management.

After proving his own success on the track, Evan has used his resources in racing to help younger drivers learn the ropes. He one day hopes to create a program to get more kids involved in racing and help them find their way into go-karts and go through the ranks as he has.

Highly proficient in graphic design, Evan uses a variety of tools including but not limited to, his website, social media and various other forms media to maximize promotion for his marketing partners.

With his many years of hard work and dedication to the sport, Evan understands how to maximize exposure for his partners while delivering success on the racetrack and working towards his goal of reaching the elite level of Motorsports.



Racing Highlights

- 2021 - Two Podiums with the Granite State Pro Stock Series
 - 2017 Top Ten in Beech Ridge Weekly Points Standings
 - 2013 Scored First Super Late Model Win in Rookie Season
- 2012 Selected as one of the "Maine Young Guns" - A talent search competition
 - 2011 Amsoil Nelcar Legends Tour Champion
 - 2011 Beech Ridge Thursday Thunder Legends Champion
 - Two time winner of PASS 400 weekend Legends Car race
- Lap record holder at New Hampshire Motor Speedway Road Course

Media

Evan uses a variety of different media tools to reach thousands of potential customers and gain maximum publicity for his marketing partners.

After each race the team will be publishing a press release that is distributed to local, regional and national outlets. Each press release is also posted on Evan's website and through social media, where it gets thousands of hits each month.

Evan has gathered following on social outlets such as Facebook, Twitter, Instagram and YouTube. This is a great way to get information about your company or weekly offers to many more potential customers. You can take advantage of Evan's 13,000 followers on social media to give away promotional items to potential customers through engaging content.

Throughout the COVID pandemic, esports became very popular and being an avid sim racer, Evan took to streaming and now streams races with his partners names across the streams to thousands of racing fans across the world.

For 2022, Evan and his team have created a plan to include a video blog after each race throughout the season using on board cameras in the racecar and outside the car to create a fun and entertaining video while also showcasing our partners and team. The team worked with the idea last year with great results.

Evan has also appeared on TV Shows such as Mainly Motorsports and on local and regional radio shows as well. He is a fan favorite at each track and enjoys interacting with fans. We would welcome the opportunity to speak with you about a way to include your company in our promotional efforts.



Evan is a fan favorite at the track, shown here at the autograph session at Beech Ridge.



Evan maintains his own website, and posts weekly press releases and his blog.



Social media is a great way to reach new customers, Evan has a great following on Instagram, Facebook and Twitter to engage potential customers.



After each race, press releases are posted on various news websites, shown here on Race Chaser Online.

2022 Plans

Evan will be competing in his sixth season of Super Late Model competition and the team has their eyes set running races throughout the North East, dependent on how much funding the team can acquire. They will be focusing on the regional series, the Granite State Pro Stocks Series, which hosts races from Maine to Connecticut. The team also wants to make their first attempt at the prestigious Oxford 250 at Oxford Plains Speedway along with Pro All Star Series events.

The team has invested a lot of their time and effort into a new racecar built by Dale Shaw Racecars, one of the premier chassis builders in the Northeast. The team started to run well at the end of 2017 and with many improvements, they are confident they can compete for wins in 2022.

Evan has worked with motorsports and marketing coaches and now uses that knowledge to maximize his performance on and off the track and create unique and effective programs for his marketing partners.

A motorsports marketing program with Beaulieu Racing is a unique and effective way to energize your company and brand in a high speed and exciting form of advertising. We know we can't have results without our partners, and are driven to ensure you get the most out of your investment.

We can customize a specific promotional plan for your company. In addition to having your name associated with the car and team, Evan took to esports during the COVID pandemic and he races in front of thousands of people through his online streams. It's a great way to engage directly with potential customers of your business. We can also promote on popular websites such as Speed51, on the weekly TV Show "Mainly Motorsports" and as a partner at any of the local tracks and touring series. With your investment, we have the potential to put your business in front of up to a quarter of a million potential customers.

2022 Team

- Driver: Evan Beaulieu
- Car Owner/Tires: Todd Beaulieu
- Crew Chief: Robbie Harrison
- Manager: Lindsey Beaulieu
 - Crew: Derek Jefferson
 - Crew: Matt Grant
- Crew: Brandon Lambert
- Media: Kaylee Lambert

Contact us and let us show you how we can help you to achieve your 2022 marketing goals!

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Visit our website at EvanBeaulieu.com for more information about our team as well as videos, photos and all the latest news and information.

Like us on Facebook and Follow us on Twitter (@Ebeaulieu56).



Racing Budgets

National Tour: \$600,000



Regional Tour: \$60,000



Local Track: \$20,000



Body: \$3,000 Tires: \$700/Set Crew/Travel: \$300/Week



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