

# 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, 13-year-old Michael Mucha, is an honors student in 7<sup>th</sup> grade at Brook's Middle School. 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 and was also awarded the 2017 Hard Charger award. Michael finished the 2018 points season in 3<sup>rd</sup> place out of 18 fellow drivers who ranged in age from 11 to 72. This past 2019 season Michael earned the award for fastest qualifier and achieved a 2<sup>nd</sup> place overall points finish. He is preparing now in hopes of achieving a series championship in 2020.

## GET MAXIMUM EXPOSURE

We have space available on our 2020 car for your sponsorship decals and logos. We provide the strongest possible representation in promoting you as our marketing partner. We attract attention and help you build 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!

## **GOALS**

*“As a driver, 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 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 schedule is on our web site at [www.michaelmuch.com](http://www.michaelmuch.com).

## **COMMITMENT**

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 13-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.



**Public appearances** - In addition to optional appearances at your business to drive traffic or entertain your clients, we also regularly attend events with Bolingbrook STEM Association, Bolingbrook Tee-Ball, Park District, Schools and Library, as well as area 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 – 2019 6x9 Hero Cards. For 2020 we will introduce a brand new card once the car is totally decaled and complete.



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.michaelmuch.com](http://www.michaelmuch.com).

**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 [Rmucha@aol.com](mailto:Rmucha@aol.com) or call 630-967-8465



## 2020 RACING BUDGET

Below is an estimate of our racing costs based on actual past years 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 and 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 and can be done as a wrap or decals.. 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.

## Sponsorship Options



Sponsorship options begin at \$250.00 per year for small decals on each side of the car. 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, such as Cheryl's Candy, Maplebrook Chiropractic, or Create Cut Invent for example. We will work with your logo and within your budget for tasteful placement at a price point that works for you.

One primary sponsor can 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.

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, 2018 and 2019 with great exposure to local families for all of our sponsors. We also present at Bolingbrook STEM Association events, and at schools, car shows and other community events. We presented at the Fountaindale library in 2018 and 2019 and have been invited back for the summer of 2020. We will be at Wood View Elementary School STEAM Night on March 24th, and the Bolingbrook Kids Vendor Fair on April 26<sup>th</sup> at the BRAC. Our full schedule is on our web site.

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 Rmucha@aol.com 630-967-8465 or Carol Mucha at CarolMucha@aol.com 630-302-5336

**THANK YOU!**



[www.michaelmucha.com](http://www.michaelmucha.com)