

EMILY COOK RACING

2019

SPRINT CAR MINI CUP

LATE MODEL

NASCAR CAMPING

WORLD TRUCK

SERIES

MARKETING DECK





EMILY COOK

RACING

Mission:

Expand your company's reach with respectable ROI and become an ambassador and spokesman for you while increasing general public awareness and gaining new customers!



Emily Cook is a 16 year old driver from Corbin Kentucky. She is currently signed by Affarano Motorsports in their NASCAR Driver Development Program.

Like many young drivers her ultimate aspiration is to suit up for a NASCAR sanctioned race on any given weekend. Emily's goal to begin racing started at the local pavement track in Corbin, KY when a visit by her and her family introduced her to the Mini Cup cars. Emily decided she wanted to try it out. A trip to Pennsylvania by Emily, her mom and stepdad for her 12th birthday, resulted in one of the half sized race cars sitting in the family garage. The trip also resulted in the beginning of a steep learning curve for the family race team, which had no previous racing experience.

The first race was at the legendary Lonesome Pine Speedway in Coeburn, VA. Emily knew she made the right choice in pursuing racing. " I loved the feel of the car and learning how to push myself to make the car do what I wanted it to do," Emily recalls, " The adrenaline rush I got in passing other drivers to pick up positions was and is a great feeling."

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Emily Cook Racing

Whitley County teen signs developmental contract with NASCAR team

DRIVEN BY HER DREAMS

https://www.thetimestribune.com/sports/local_sports/whitley-county-teen-signs-developmental-contract-with-nascar-team/article_f3adc6b5-df7c-55c2-93ce-76025b04fe98.html



Emily Cook signed a contract last weekend to become a developmental driver for a NASCAR race team. | Photo Contrib

Follow Your Dreams

By Linda Spangler

In the vast sea of male race car drivers, one young up and coming female driver stands apart from the rest. Her sincere positive attitude toward racing ensures her a spot among the greats in the future. Emily wants to be a NASCAR Monster Sprint Cup car driver and is inspired by Sherry Pollex and Martin Truex, Jr. "I have met Mr. Truex, Jr. and think the both of them are just amazing. He is very humble and very kind."

Emily is a power house at only 15 years old and one hundred pounds. Her racing has spanned for three seasons as she has already made her niche in Mini Cup Racing. You will find her racing in conjunction with the South East Super trucks series at Newport Speedway (Tennessee), Kingsport Speedway (Tennessee), Tri County Motor Speedway (North Carolina), Anderson Motor Speedway (South Carolina), and Franklin Lonesome Pine Speedway (Virginia). You

will see EC Racing in the South East Super Mini Cup Series next year, as they plan on racing around 27 races. She is looking forward to racing at the different tracks to get experience and to see what kind of set up changes you have to do at the various tracks.

Emily has raced over 15 races. She has won two feature wins with two podium finishes as well as five additional top five finishes. She is looking forward to the 2018 racing season because she will be testing very soon with Winn Smith Racing Enterprises in a Late Model. Emily says Winn Smith has been a constant source of help for her and feels without his help she wouldn't have come as far as she has. She looks forward to a successful future with Winn Smith Racing Enterprises. Her sponsor is Frank's Auto Repair. He has supported her racing and is considered an important part of her racing family. Frank's Auto Repair is in Corbin, Kentucky, and if you need your auto repaired, his shop

is the place to go.

Emily's desire to race started with a visit to a local pavement track in Kentucky. She knew that she wanted to race a Mini Cup car. William and Shilo, Emily's step dad, and mom, took Emily to Pennsylvania for her 12th birthday. They purchased in a Mini Cup car and Emily's future in racing began. Her first race was at Lonesome Pine Speedway in Virginia which solidified her love for the sport. "I loved the feel of the car and learning how to push myself to make the car do what I wanted it to do. The adrenaline rush I got in passing other drivers to pick up positions was, and still is, the greatest feeling."

Emily's fans are inspired by her relentless determination to motivate others and her ability to capture the hearts of the people in the stands. "I've been told that since I'm a female that I can't do as well as other guys in the sport." She simply tries her best to push her car to its limits, which changes that mindset one person at a

time. When you think of Emily the words strong, determined, well-mannered, and truly amazing come to mind. She races to win, but her strong emotional bond with her fans is what motivates her to win.

I love asking racers what experience can you sit back and say "wow, that was amazing." Her response wasn't a race she won; it was an experience with one of her fans. This young man came up to her in the pits in a wheel chair. He was struggling with cancer and wasn't supposed to leave Saint Jude's Hospital. His father, knowing his son's end was near, graciously offered to take him to the Knoxville, Tennessee - Food City Race Night as one of his last wishes. Emily was who he wanted to see and she humbly showed him the car and talked with the young man for a while. When I spoke with Emily, she got really choked up and said "it was hard not to cry when I talked to him." That was her last time she saw the young man, but this experience will remain with her forever.

The spot in Victory Lane and her fans are what drives her to succeed. She wants to show them that they can succeed if they try hard enough. To Emily, it doesn't matter whether you are a male or female in the sport, it's your positive outlook. She said a little girl came over with her father, when she was in the pits, and said she was told since she was a little girl she couldn't drive. Emily pulled her over and showed her car that said "Follow your dreams." She sat her in the Mini Cup and showed her how everything worked.

Emily stated that "they remind her where she comes from and who got her there." She has had her fans sign the under part of her hood and clear coated it so the signatures won't disappear. Since the under part of her hood is full, she now asks that her fans sign her book so she can remember them. Emily loves working with the kids at the track and has expressed her desire to participate with the Make-a-Wish Foundation. She feels

that even if she can only play a small part in the program, she would consider it a great honor to help the kids.

A Mini Cup is a NASCAR Sprint Cup car, but it's just half the size and has a 390 GX Honda engine, which has 13 horsepower. Emily's crew chief is her step-father, William. William also races a Mini

giving. She would give her last amount of time and energy to her friends and fans; she also gives advice to other drivers to help them to succeed.

When most kids her age are struggling with peer pressure and dating, Emily mostly focuses on her racing. Since she is homeschooled, she can work hard to get her studies done to be able to focus on her car. Her favorite subjects are history and learning about the

medical field. She would love to train to be a paramedic or an EMT someday.

As most drivers, Emily has had her struggles that she has overcome. Emily began

homeschooling because she has ulcerative colitis, which she was diagnosed with four years ago. Being a

young female power house, she has not let her chronic condition stop her from racing. They have modified her car to add a water bottle to help her stay hydrated which was mandated by her doctor. Her modified regimen consists of making sure she watches what she eats, and staying well hydrated.

Emily is a female racer in a vast sea of endless male racers. However, this young powerhouse believes "that if you treat me just like one of the guys... I won't let you down. I don't want to be treated differently because I'm a female."

Emily has an amazing future ahead of her we expect to see her career blossom. **LR**

If you are interested in sponsoring Emily, you can contact William or Shilo at:

[facebook.com/emilycookracing](https://www.facebook.com/emilycookracing)



that if something goes wrong, she will know when it's time to park the car or to keep racing it. I asked William and Shilo, Emily's mother, to describe Emily. Both described her as very friendly, caring, and

STANLEY STEEMER

CARPET TILE UPHOLSTERY WATER RESTORATION



1361 West Laurel Road, London, Kentucky

12/14/2017

15-year-old girl aspires to be NASCAR driver | Community | thetimestribune.com

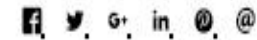


http://www.thetimestribune.com/community/year-old-girl-aspires-to-be-nascar-driver/article_2683e402-8df3-11e7-8443-2fb3ac2070d0.html

TOPICAL FEATURED

15-year-old girl aspires to be NASCAR driver

By Angela Turner Staff Writer Aug 30, 2017



CORBIN— Half the size of a late model car and not much bigger than her, a black and pink mini cup car bought for her 12th birthday has become a prized possession and passion for Emily Cook.

After attending a race at the Corbin Speedway with her parents, 15-year-old Cook of Corbin saw one of the mini cup cars on the track and knew she had to have one herself.

"I saw this thing come out and I said, 'I want one of these'," Cook said. "It blew my mind."

Cook said when she found out an 8-year-old boy was driving one of the race cars she knew she had the potential to drive one as well.

Cook began tinkering with racing cars at the age of 12 — yes, 12. Her parents drove to Pennsylvania in the midst of a snowstorm to buy the car in order to make her dreams come true. Since Cook's 12th birthday she's been pursuing that dream ever since. Cook said there aren't many mini cup racers in the community or are there places to race locally.

http://www.thetimestribune.com/community/year-old-girl-aspires-to-be-nascar-driver/article_2683e402-8df3-11e7-8443-2fb3ac2070d0.html

1/2

12/14/2017

15-year-old girl aspires to be NASCAR driver | Community | thetimestribune.com

Cook said she didn't have any formal training she just jumped in the car and basically taught herself.

Cook and her family travel to Newport, Tennessee, both to practice and compete. Cook said with the cars, travel and lift it takes more than two hours to get there. The distance is not a question for Cook and her family.

Ultimately, Cook aspires to be a NASCAR driver and already has scouts looking at her. Her mother, Shilo Alsip admits that it's scary but said there's no denying she's good.

"Everybody is shocked at how quick she picked it up," Alsip said about Cook's racing talent.

Cook attends race events yearly held in Knoxville and will soon be featured in Let's Race magazine.

Currently, Cook stands in third place with points but will race again on Saturday in Newport. There are several more races left in the season and Cook hopes to bring home the championship.

NASCAR fans gear up for Bristol at Food City Race Night

By: Annie Culver



Updated: Apr 16, 2015 04:36 PM EDT





Emily cook racing

Young Corbin driver making a name for herself on the track



Photo Submitted

NATIONAL EXPOSURE: Local race car driver Emily Cook (above) was recently selected to be featured in an upcoming issue of Let's Race Magazine. Cook, who turns 16 this week, drives a mini cup car and has competed at race tracks in Kentucky, Tennessee, Virginia and North Carolina. For more information, look her up on Facebook at emilycookracing.

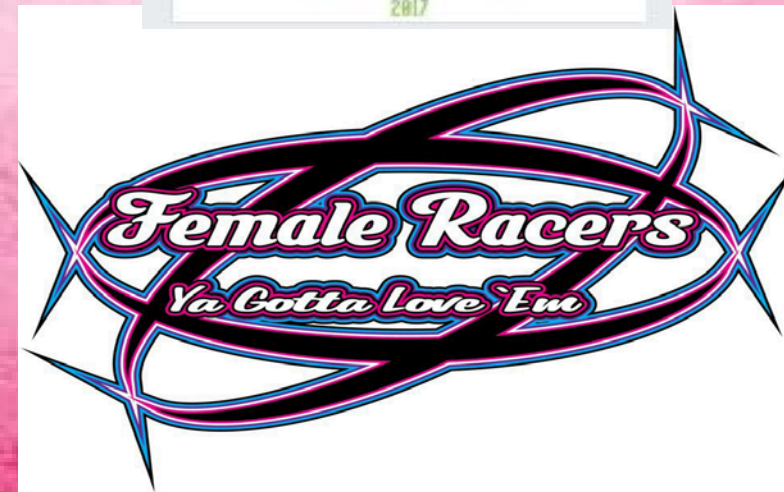


BLOGTALKRADIO.COM

Race Chat Live With Chris and Craig.

Your hosts, Chris Creighton and Craig Moore, have proven...

Save



TERESA'S GARAGE RADIO SHOW

Featuring Racer Emily Cook

1180 AM
Tuesday 2 PM

Podcast
amm.streamon.fm

AIR

Emily Cooking Racing for Cures Kentucky

Hi! My name is Emily Cook and I am proud to be the Crohn's & Colitis Foundation's Kentucky Ambassador for 2018. I join with Honored Hero, Bella Bruner, to raise awareness about inflammatory bowel disease.

I was diagnosed at age 11 with ulcerative colitis but that never stopped me from following my dreams. In fact, that phrase "follow your dreams" is on the back of my race car.

That's right. I am a 16-year, female MiniCup car race car driver and currently racing all over the United States to move up in the ranks. My goal is to race in the MonsterCup series and go pro. My goal is also to raise \$750 to find cures for IBDs.

I want to use my platform to talk to kids, like Bella, and adults who, like me, have IBD's like Crohn's and colitis. It's not an easy disease to have. There are days that it seems like you can leave the pit stop. (I know, bad pun) And I know that there are lots of people who don't understand what people go through with an inflammatory bowel disease.

I want to stand up for people and inspire people to do whatever it is they want. My disease has made me stronger. It has made me want to win and fight for others to win.

Please join me and Team Emily Cook Racing for Cures to find cures and provide a better quality of life for patients and families to feel safe and supported. I want little girls like Bella to believe that she can do anything she wants and follow her dreams!





ECR

Emily Cook Racing

How Sponsoring Emily will benefit your Company:

- Your brand is placed in front of a large local group of new consumers
- Your brand will be seen through Local media coverage at the scheduled races
- Your brand will be seen each time someone logs into the Emily Cook Racing Facebook page
- A partnership with Emily Cook Racing creates an opportunity for your company to team up with our current partners to improve sales, and enhance business networking
- Being a marketing partner allows you to use the excitement of being “behind the scenes” to motivate your employees and customers.
- Racing fans are loyal to the racers sponsors

Sponsor/Partnership Opportunities

Branding Properties

- Cars/Uniforms
- Signage
- Clothing

Marketing Properties

- Merchandising
- Sales Promotion
- Event Marketing
- Driver Appearances
- Show car



IECR

LOCAL MEDIA COVERAGE

MINI CUP PACKAGES – 6 Races

A - Platinum Level (HOOD) - \$1,000 Full Season

B - Gold Level (QP) - \$500 Full Season

C - Silver Level (TV) - \$450 Full Season

D - Bronze Level (LQ) - \$400 Full Season



COMPLETE WRAP \$450



- A Hood \$ 200
- B Quarter Panel \$ 100
- C "TV" Panel \$90
- D Lower Quarter \$75

**Prices listed are per race



<https://www.facebook.com/emilycookracing/>

MULTI-STATE MEDIA COVERAGE



COMPLETE WRAP \$4,995

****Prices listed are per race**

B \$1,000



LATE MODEL PACKAGES – 4 Races

A - Platinum Level (HOOD) - \$10,000 Full Season

B - Gold Level (QP) - \$500 Full Season

C - Silver Level (TV) - \$450 Full Season

D - Bronze Level (LQ) - \$400 Full Season

LATE MODEL



EAST



WEST



NASCAR NATIONAL SERIES

NASCAR REGIONAL
TOURING SERIES

NASCAR
INTERNATIONAL
SERIES

NASCAR WEEKLY
RACING SERIES

NASCAR Racing Series Hierarchy

About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States. NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR XFINITY Series™, and NASCAR Camping World Truck Series™), four regional series, one local grassroots series and three international series. The International Motor Sports Association™ (IMSA®) governs the TUDOR United SportsCar Championship™, the premier U.S. sports car series. Based in Daytona Beach, Fla., with offices in eight cities across North America, NASCAR sanctions more than 1,200 races in more than 30 U.S. states, Canada, Mexico and Europe.

WHELEN – LATEL MODEL



****Prices listed on the cars
are per race**



FULL SEASON PACKAGES: LATE MODEL– 4 Races

A - Platinum Level (HOOD) - \$17,000

B - Gold Level (QP) - \$500 Full Season

C - Silver Level (TV) - \$7,500 Full Season



NASCAR Camping World Truck Series

Primary Sponsorship per race weekend

(Associate Sponsors get select few options from this list, designated with "**")

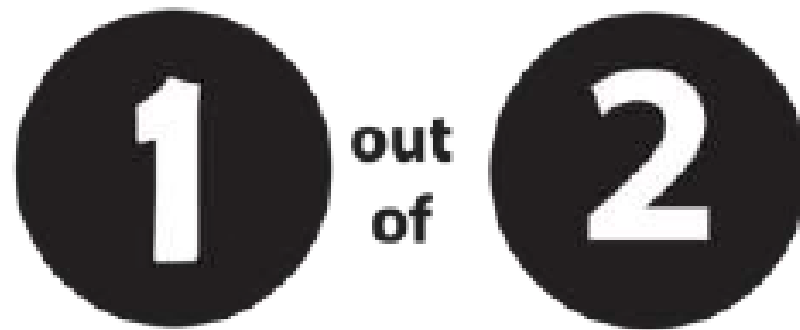
- *Nationally Televised on Fox Sports 1 Network found in over 85 million viewer homes with 10.3 million unique viewers throughout the season
- Tickets/passes to NASCAR Camping World Truck Series race
- *One Autograph session per NASCAR Camping World Truck Series race
- *Public appearances by racing driver at events designated by you in the US when I'm available.
- *Company Graphics and schemes will be selected and approved by you for cars, autograph cards, drivers helmet, & driver uniforms. For car, graphics will go on upper rear quarter panel of race car, hood, and/or deck lid.
- *Race Weekly Company promotions and post tags on my racing page on Facebook, Instagram, and Youtube.
- *Rights of use for race car, team & photos in all publications
- Show Car appearances at company events (grand openings, functions, etc) in US when available.
- Fans (teens and adults) at the autograph signing session pre-race can receive company info
- Company logo and recruiting info signage on Team car hauler for added exposure on road trips and at the races (Multi-race deals only)
- Company can bring guest, VIPs, and executives to the race(s) for a VIP experience and a fun NASCAR raceday!
- Ability for company to utilize all NASCAR activities (races, driver appearances, show car appearances) as a promotional tool to broaden outreach and strengthen current public relations.
- *Hand out company products, brochures, etc to hundreds of fans during autograph signing to increase awareness about the company
- Pit Passes for company guest to enjoy the race from the pit side seeing the action. Selected guest may also sit in Pit Box on Pit Road to get the best view of the pit road action and on-track action.



Reaching our Key Fan Base



The NASCAR fanbase has a strong female following.*



Over 50% of NASCAR fans make over \$50,000 a year.**



NASCAR fans are more likely to have children in their household***

Partnership Package deals



NASCAR Camping World Truck Series WORLD WIDE MEDIA COVERAGE 2020 RACING SEASON

Please Choose One (23 race season)

- **Platinum level – \$100,000-150,000 per race wanted (Primary Sponsor, Top 10 capable)**
- **Gold Level – \$50,000-70,000 per race wanted (Primary Sponsor, Top 15 capable)**
- **Silver level – \$30,000-50,000 per race wanted (Primary Sponsor, 15th-25th capable)**
- **Bronze level – \$1,000, \$3,000, \$4,000, or \$12,000 per race wanted (Associate Sponsor)**

Additional cost per race may be needed depending on logistics for certain pieces of each package.



NASCAR Fan Base Demographics



57% Male
43% Female



18-44 Years Old



23%

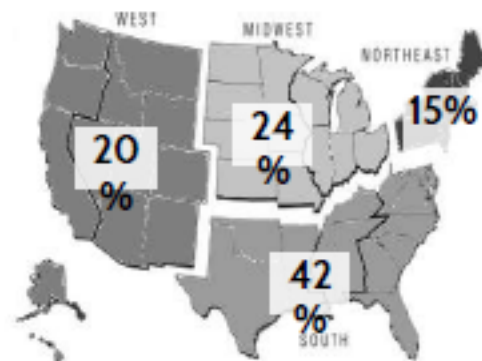
Multicultural



3 OUT OF 5

Employed
(full or part-time)

Geographic Distribution



\$71,000

Average
Household Income



1 OUT OF 3

Households
with Children



1 OUT OF 2

Some College
or Beyond



2 OUT OF 3

Homeowners

Top 5 NASCAR Markets

(by number of people interested in the sport)

1. Los Angeles
2. New York
3. Chicago
4. Dallas
5. Atlanta

Source: Nielsen Scarborough (USA+ Release 1, 2015). Field dates: February 2014-March 2015. Sample size is approximately 47,000 NASCAR fans. Random is determined by using the following question: "How interested are you in [NASCAR]?" ("Very", "somewhat", "a little bit", or "not at all"). NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR.



COMPLETE VEHICLE
\$10,000



- A Hood \$ 5000
- B Quarter Panel \$ 2500
- C "TV" Panel \$800
- D Lower Quarter \$1500



Testing & 1 Race starting in August of the 2019 racing season