

**Paylor**  
Motorsports  
Burlington, NC

 **TMAC** **TIM**  
**MCCREADIE**

WWW.TIMMCCREADIE39.COM



**BACK TO BACK**  
Lucas Oil Late Model Dirt Series  
**2x** National  
Champion

WWW.LUCASDIRT.COM

**MARKETING OPPORTUNITIES**

**39**



# TIM *TMAC* MCCREADIE

# Paylor Motorsports Burlington, NC

## COVER LETTER

Thank you for taking the time to review this portfolio on Paylor Motorsports and our driver Tim McCreddie! We are grateful for your interest in Dirt Late Model racing and its infinite marketing opportunities. Through the continued growth of this segment of automobile racing, we feel confident that we can offer your company a level of exposure that will bring great benefits to the sale of your products or services. As you turn the pages, you will find details about the history of Paylor Motorsports and our future goals and aspirations as a race team.

Automobile racing is one of America's favorite professional sports; in fact, it is the number one spectator sport in the world! Every year, hundreds and thousands of fans spend millions of dollars to fulfill their craving for racing. A growing segment of this automobile fan base is the Dirt Late Model fans. These machines are custom-built racecars that race side-by-side for up to 100 laps on tricky dirt ovals all across the country. Combine this with the fact that they are racing against at least 24 of the best dirt drivers in the world at speeds nearing 120 M.P.H., and it is easy to see why the popularity of Dirt Late Model racing has skyrocketed in recent years.

Tim and his #39 Paylor Motorsports team recently captured their second straight Lucas Oil Late Model Dirt Series National Championship in 2022 and will gun for a third straight title in 2023! In the 48 LOLMDS events held in 2022, Tim racked up six victories, 25 top fives, and 41 top tens en route to claiming the \$150,000 Championship spoils. The Watertown, New York driver also accumulated a trio of wins outside of the national touring series schedule including two triumphs with the XR Super Series. Tim had several near misses in many of the sport's biggest races after finishing 2nd in the \$100,000 to win 'Dirt Track World Championship,' 3rd in the \$50,000 to win 'Show-Me 100,' 3rd in the \$128,000 to win 'Dirt Late Model Dream,' 4th in the \$1,002,022 to win 'Eldora Million,' and 4th in the \$55,000 to win 'World 100.'

This portfolio is designed to introduce you to some current marketing opportunities available in the world of Dirt Late Model racing. Then, we hope to make you aware of the benefits surrounding the overall marketing concept, ultimately identifying how your products or services can reach your target market within our loyal fan base!



(1)

# MARKETING OPPORTUNITIES



# TIM *TMAC* MCCREADIE



## INTRODUCTION

Motorsports is one of America's largest spectator sports. Every year, fans spend millions of dollars to witness the spectacle of automobile racing. Not only are their dollars spent at the track, but also in product loyalty to the companies who support the events and competitors.

Motorsports advertising and marketing in Dirt Late Model racing has a unique advantage. High profile companies, like yourself, have not been introduced to the world of Dirt Late Model racing. Therefore, it is virtually untapped and has unlimited potential of providing corporate sponsors with a strong return on investment (ROI). Companies like Valvoline, Lucas Oil, CASE Construction, Stacker2, O'Reilly Auto Parts, Advance Auto Parts, Rockstar Energy Drink, Nutrien Ag Solutions, Life Long Locks, AMSOIL, Champion Spark Plugs, Magnaflow Exhaust, Optima Batteries, Georgia Boot, Peak Motor Oil, Ole Smoky Moonshine, DEKALB, Castrol, and NOS Energy Drink have already entered the Dirt Late Model market and the fan response has been tremendous.

Paylor Motorsports has assembled packages using motorsports as the hub of a complete advertising campaign by utilizing print, television, social media, and the world wide web. We have found that by using the motorsports/multimedia combination, a great deal of excitement is generated around the marketing campaign.

We hope that the topics included in this portfolio will meet your company's marketing needs. Paylor Motorsports and Tim McCreadie are excited about the opportunity to work with you this season and beyond!



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**MARKETING OPPORTUNITIES**  
 



# TIM *TMAC* MCCREADIE

# Paylor Motorsports Burlington, NC

## ABOUT DIRT LATE MODEL RACING

To consumers, most categories of products appear to be very similar. What differentiates them are the intangible ideas imparted by the visuals used to drive them. Motorsports is the most effective impact-driven market for two reasons. The first reason is because our sport has such strong visuals and verbal messaging. On average, the visual stimulation is seen on our car 75-100 times in a four hour period. Combine that with the announcer referring to sponsors an average of 3-5 times a night. This amount of audio and visual stimulation in these four hours far exceeds other market media advertising opportunities.

The other reason that motorsports is the most effective impact-driven market is because the fans are extremely brand loyal. Dirt track Late Model fans are exactly like NASCAR fans in that they both root for their favorite drivers and support companies that spend their promotional dollars to fund race teams. Fortunately, your company can achieve this without spending the millions it costs to fund a NASCAR team.

The combination of all the media elements that Paylor Motorsports will utilize will complete an advertising campaign head-and-shoulders above your competitors. The combination of media is an endless hub of audio and visual stimulation.

Paylor Motorsports will have picture handouts that we give away to the fans at each race and at promotional functions. With apparel distribution in Dirt Late Model racing at an all-time high, we can offer shirts, sweatshirts, hats, decals, etc. with your advertisement on them. We also utilize our driver website ([www.TimMcCreadie39.com](http://www.TimMcCreadie39.com)) and our team website ([www.PaylorMotorsports.com](http://www.PaylorMotorsports.com)) to not only keep fans updated with the latest news, photos, schedule, apparel, and results, but the sites also match the branding and colors of our primary sponsor(s). The pair of websites, along with our social media, enable us to give you a distinct advantage over your competitors by driving brand loyal race fans directly to your social media and/or website!



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MARKETING OPPORTUNITIES 



# TIM *TMAC* MCCREADIE



## ABOUT DIRT LATE MODEL RACING

Dirt track Late Model racing is the fastest growing form of motorsports in the United States today. Within the last 20 years, Dirt Late Model racing has grown from Saturday night beer stands to corporate sponsored, televised events. These full-bodied, 900+ horsepower racecars compete nationwide at the greatest dirt track facilities.

Tim McCreddie or "T-Mac" as he is known to his large fan base, is definitely one of the most talented and popular drivers in Dirt Late Model Racing. Professional sports stars, in general, are unapproachable. To get an autograph from one of your favorite football players is nearly impossible. However, Dirt Late Model racing offers fans an up close and personal view of the machines and heroes of the sport. Tim is very personable and eager to meet and talk with as many fans as possible. He signs numerous autographs and shirts each night he competes. This is another reason why the motorsports market has such unique leverage in comparison with other potential markets.

Dirt Late Model racing is more than a driver and his racecar. It is an entity requiring knowledge, aggressiveness, and showmanship. It takes an entire team to get the driver into victory lane. Tim has shown that the #39 team has the total package to find the winner's circle at the highest level. We hope that your company's logo will grace the hood and doors of our Paylor Motorsports car when we get there!!!



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MARKETING OPPORTUNITIES  



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## ATTENDANCE FIGURES

As stated before, automobile racing is the fastest growing spectator sport in America, and Dirt Late Model racing is growing at an unprecedented rate. According to the Simmons Market Research Bureau, 55-million adults in the United States are interested in motorsports.

Average attendance of projected series events are as follows:

Eldora Speedway Crown Jewel Events	20,000-30,000
Lucas Oil Late Model Dirt Series	4,000-10,000+
World of Outlaws Case Construction Late Model Series	4,000-10,000+
Castrol FloRacing Night in America Series	3,000-5,000
XR Super Series	3,000-5,000
Weekly / Regional Races	1,000-3,000



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MARKETING OPPORTUNITIES  



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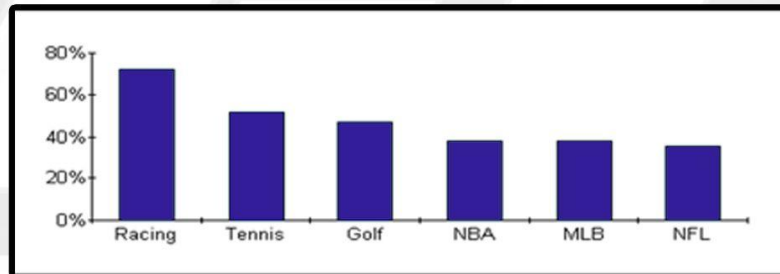
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## BRAND LOYALTY

The auto-racing fan has proven to be the most loyal of all sports fans in supporting those goods and services of the companies that sponsor their favorite sport. Market research has shown that Dirt Late Model fans develop strong loyalties to the products and services they see at the race track.

The effectiveness of motorsports sponsorship is backed up by the most recent Consumer Automotive Repair Study (CARS) done by Automotive Marketing, a sister publication to Motor Age. In that research, 18.6% of consumers surveyed indicated that they believed products used and/or endorsed by race drivers or teams are better than those which are not. That survey was conducted over the general population, not necessarily race fans. Therefore, close to a fifth of the population in the United States sees significant value in product association with motorsports.

In the United States this year, race fans will spend more than 14 billion dollars in goods and services related to the events they attend. Surveys indicate strong brand loyalty, with 72% of the respondents indicating that they purchase products or services from race advertisers in appreciation of their support of racing. That figure is much larger than any other form of professional sports as seen in the following graph (Source- USA Today).



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MARKETING OPPORTUNITIES 



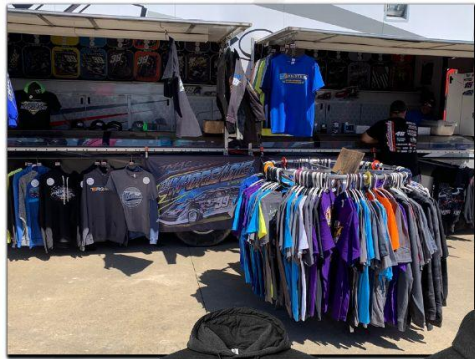
# TIM *TMAC* MCCREADIE

**Paylor**  
*Motorsports*  
Burlington, NC

## BRAND LOYALTY

In addition to the facts on the previous page, Robert Baade at Lake Forest College did a study which found that race fans spend an average of \$5 to \$6 a piece per event on souvenirs. That is dramatically more than any other professional sport. In fact, other sports fans spend only an average of \$1.50 a piece per event. Hopefully, your company's logo will appear on all those Paylor Motorsports and Tim McCreadie souvenirs that are sold at the racetrack and online all year long!

### EXAMPLES OF POSSIBLE APPAREL & MERCHANDISE:



- T-Shirts
- Sweatshirts
- Long Sleeve Shirts
- Jackets
- Fleeces
- Women's Apparel
- Hats
- Visors
- Diecast Cars
- Window Decals
- License Plates
- Temporary Tattoos
- Keychains
- Coffee Mugs
- Coolie Cups
- much, much more...



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**MARKETING OPPORTUNITIES**



# TIM *TMAC* MCCREADIE

# Paylor Motorsports Burlington, NC

## LUCAS OIL LATE MODEL DIRT SERIES

Founded in 2005, the Lucas Oil Late Model Dirt Series is the nation's premier Dirt Late Model sanctioning organization. In 2023, LOLMDS is scheduled to sanction 56 events in 16 states. The series is owned by the parent company Lucas Oil Products, Inc. and receives national exposure through a TV package filmed, produced, and edited by Lucas Oil Production Studios. LOLMDS events will be broadcast on four TV Networks including CBS, NBC Sports, CBS Sports Network, and the MAVTV Motorsports Network. Each of the 56 races are also to be streamed LIVE to a worldwide audience on MAVTV Plus on FloRacing!



These Lucas Oil Late Model Dirt racecars are on the cutting edge of technology in construction and are powered by 900+ horsepower V-8 engines based on the Chevy, Ford, and Mopar power plants. Nothing is “stock” about these \$80,000 machines that provide dirt slinging, sideways, door-to-door racing action lap after lap. The in-your-face excitement of a Lucas Oil Late Model Dirt Series event is second to none in motorsports! For more information about the Lucas Oil Late Model Dirt Series visit the official website at [www.LucasDirt.com](http://www.LucasDirt.com).

The **EXCITEMENT** and **PAGEANTRY** surrounding a Lucas Oil Late Model Dirt Series event is truly must-see!



[8]



# MARKETING OPPORTUNITIES





# TIM *TMAC* MCCREADIE

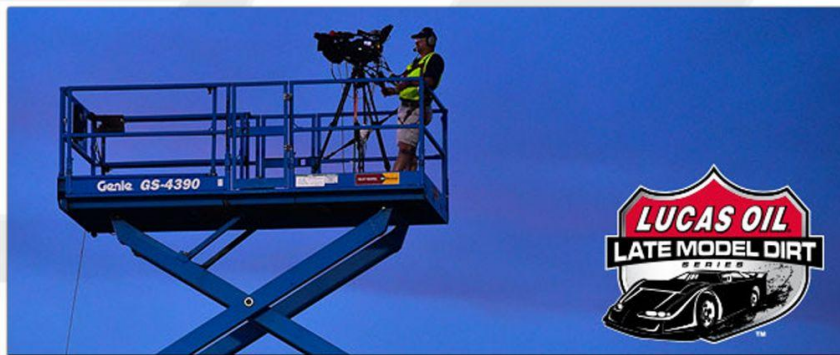
# Paylor Motorsports Burlington, NC

## LUCAS OIL SERIES TV PACKAGE

In 2022, race fans enjoyed the thrilling, edge of your seat racing action of the Lucas Oil Late Model Dirt Model Dirt Series on four major television networks: MAVTV Motorsports Network, NBC Sports Network, CBS Sports Network, and CBS Television Network. Additionally, streaming services MAVTV Plus on FloRacing (live and re-air) and DirtonDirt.com (highlights) brought the high-speed, dirt-slinging excitement worldwide.

This season, the television exposure is expanding to include even more of the premier national touring series for Dirt Late Models. In 2023, each of the 56 Lucas Oil Late Model Dirt Series events will be live streamed on MAVTV Plus on FloRacing in conjunction with multiple live broadcasts on the MAVTV Motorsports Network. While the television schedule for 2023 has not been released as of yet, you can count on the series broadcasting multiple races once again on the NBC Sports Network, CBS Sports Network, and CBS Television Network.

"Our television package is one of the most fundamental elements of our overall program," said Rick Schwallie, Lucas Oil Late Model Dirt Series Director. "We are grateful for the dedication of those at Lucas Oil Products, Lucas Oil Production Studios, and DirtonDirt.com for allowing us to continue the growth and exposure of the Lucas Oil Late Model Dirt Series."



**MAVTV**  
ON  
**FLO RACING**



**LUCAS OIL**  
LATE MODEL DIRT

**I-70 MOTORSPORTS PARK**

**AIRS LIVE**  
**JULY 14th | 8pm ET**

**OPTIMA**  
BATTERY

**DICK SHROVER**

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# MARKETING OPPORTUNITIES





# TIM *TMAC* MCCREADIE

# Paylor Motorsports Burlington, NC

## LUCAS OIL SERIES TV PACKAGE

MAVTV Plus on FloRacing brings the adrenaline-pumping Lucas Oil Late Model Dirt Series racing to fans worldwide. ALL 48 events in 2022 were scheduled to be streamed LIVE on the digital network - providing multi-camera coverage, driver interviews, behind-the-scenes content, instant replays and more! Learn more at [www.floracing.com](http://www.floracing.com).

After launching in 2007, DirtonDirt.com quickly became Dirt Late Model racing's home on the Internet as a comprehensive multimedia resource that features video reports, photo slideshows, original journalism, and live video broadcasts. They provided interviews, stories, and video highlights of ALL 48 events in 2022. For additional information, visit: [www.dirtondirt.com](http://www.dirtondirt.com).

In just a handful of years, MAVTV Motorsports Network has increased from 11 original airings to at least 37 for the 2022 season, continuing to make MAVTV the destination for motorsports enthusiasts around the world. In addition, at least 4 shows aired LIVE to over 35 million homes on MAVTV in 2022. You can find MAVTV Motorsports Network, now available in high-definition, on DIRECTV Channel 214. On cable, view the list of nationwide providers at: [mavtv.com/get-mavtv/providers](http://mavtv.com/get-mavtv/providers).

Dedicated to serving passionate sports fans in over 90 millions households, the NBC Sports Network featured at least 14 pulse-pounding Lucas Oil Late Model Dirt Series episodes in 2022.

For nearly two decades, the CBS Sports Network has provided in-depth coverage of a variety of sports. This past season, CBS Sports Network brought at least 3 Lucas Oil Late Model Dirt Series events to motorsports enthusiasts everywhere.

For the eleventh consecutive year, CBS Television Network (reaching over 112 million households) aired the Lucas Oil Show-Me 100 - Presented by ProtectTheHarvest.com from Lucas Oil Speedway. To find CBS Television Network in your area, check your local channel listings.

MAVTV  
ON  
FLOORACING

CBS

DIRT  
DIRT

MAVTV  
American Real

NBC  
Sports  
NETWORK

CBS SPORTS  
NETWORK

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# MARKETING OPPORTUNITIES

LUCAS OIL  
LATE MODEL DIRT  
LUCAS OIL  
LATE MODEL DIRT





# TIM *TMAC* McCREADIE



## ABOUT MAVTV MOTORSPORTS NETWORK

MAVTV produces and edits over 300 hours of original, high definition motorsports programming annually. With 30 full-time-in-house editors and 45 editing bays of Avid Technology, if you're watching grassroots motorsports on television, it was probably created, filmed or edited by MAVTV!



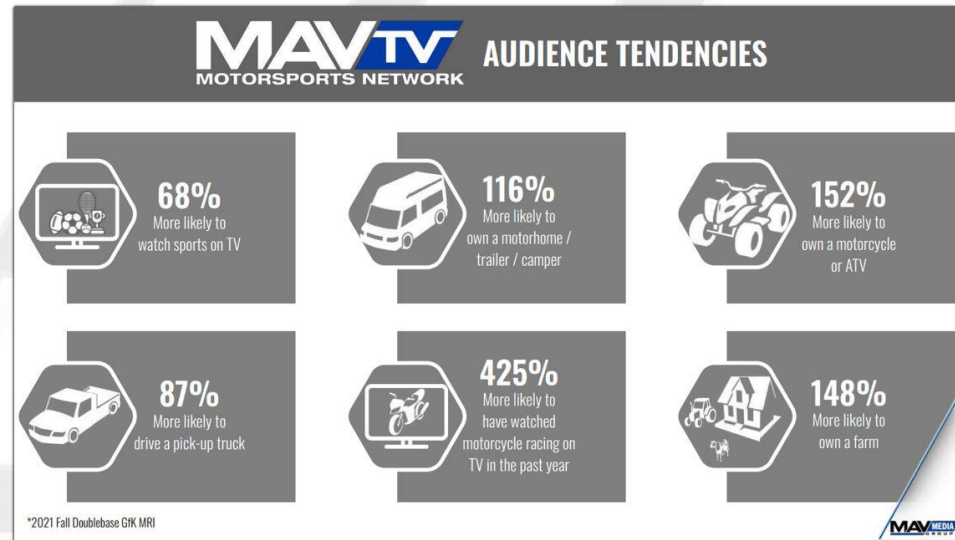
## AUDIENCE:

**40% Gen Z / Millennials**

**69% Male**

**31% Female**

**55% Ages 18-49**



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**MARKETING OPPORTUNITIES**  
LUCAS OIL LATE MODEL DIRT  
LUCAS OIL LATE MODEL DIRT



# TIM *TMAC* MCCREADIE



## REACH OF MAVTV



### OUR REACH

**MAVTV**  
MOTORSPORTS NETWORK  
The Linear Channel  
Available to 25M+ HHS

**MAVTV**  
**SELECT**  
The OTT Channel  
Available to 120M+ HHS

**MAVTV**  
ON  
**FLORACING**  
The Streaming App  
1.3M+ Paid Subscribers



Social Media  
313K+ Followers



1 Million+ HRS of Streamed Programming viewed Monthly



Rakuten TV

VIZIO

Roku TV

fubo TV

PLEX



YouTubeTV

hulu



## MARKETING OPPORTUNITIES



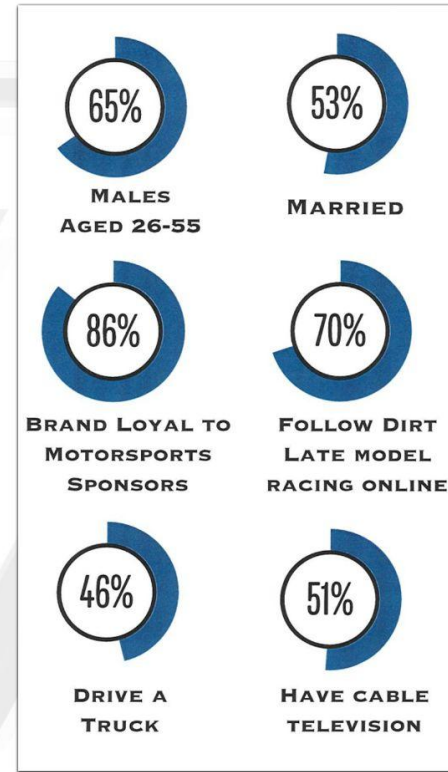
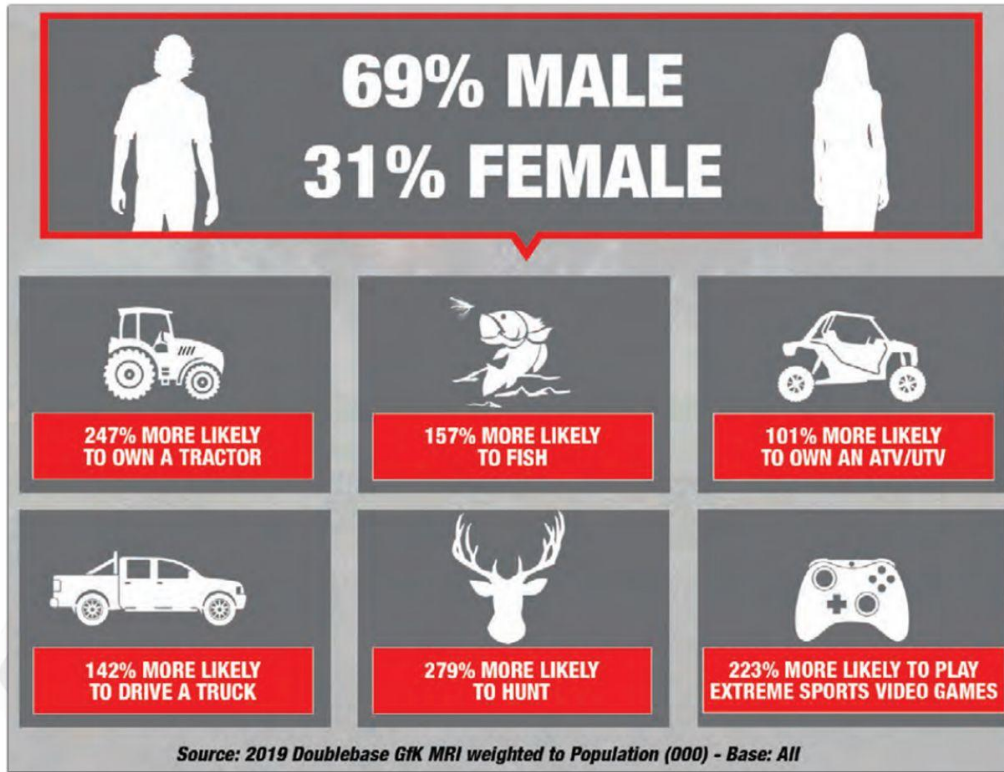
[12]



# TIM **TMAC** MCCREADIE



## FAN DEMOGRAPHICS



**FAN AVERAGE HOUSEHOLD INCOME TOTALS \$60,000**  
**34% LIVE IN MIDWEST, 30% IN NORTHEAST, 20% IN SOUTHEAST, 16% ON WEST COAST**

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**MARKETING OPPORTUNITIES**





# TIM *TMAC* MCCREADIE

# Paylor Motorsports Burlington, NC

## LUCAS OIL SERIES SCHEDULE

The 2023 Lucas Oil Late Model Dirt Series schedule is slated to be bigger and better than ever before. The nation's premier tour for dirt late models will bring 56 events to 32 tracks across 16 states from January to October with over \$5 million in purse money up for grabs along the way. Per usual, the 2023 campaign will launch with 13 events during Georgia-Florida Speedweeks and conclude with the 43rd Annual Dirt Track World Championship.



The 2023 schedule is highlighted by a colossal 18 races that pay \$25,000 or more to the winner, including the return of 11 crown jewel events that boast a \$50,000 or more top prize.

Like years past, Golden Isles Speedway kicks off the season with the Super Bowl of Racing on January 25-28. From there, the Lucas Oil Late Model Dirt Series is back at Bubba Raceway Park for two nights on January 29-30 before heading to All-Tech Raceway, February 2-4. The 47th Annual Wieland Winternationals will close out Speedweeks, February 5-11, at East Bay Raceway Park.

In addition to the return of several iconic venues, the Lucas Oil Late Model Dirt Series will make its inaugural appearance for the \$18,049 to win Melvin L. Joseph Memorial at Georgetown (Del.) Speedway on April 28; the \$25,000 to win Farmer City 74 at Farmer City (Ill.) Raceway on May 12; and the \$30,000 to win FALS Spring Shootout Presented by Titan Industries at Fairbury (Ill.) Speedway on May 13. One of the richest events on the tour, the 13th Annual Silver Dollar Nationals, will shift to Huset's Speedway in Brandon, S.D. in 2023. The traditional format will continue, culminating in the \$53,000 to win, \$5,300 to start, finale on Saturday, July 22.

The season-long grind will come to an end with the 43rd Annual Dirt Track World Championship. However, the Lucas Oil Late Model Dirt Series finale will have a new home. The famed Eldora Speedway in Rossburg, Ohio will be the destination for the \$100,000 to win crown jewel starting in 2023.



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MARKETING OPPORTUNITIES  
 

# TIM **TMAC** McCREADIE



## LUCAS OIL SERIES SCHEDULE

### 2023 SCHEDULE

**JANUARY**

- 25 - GOLDEN ISLES SPEEDWAY - PRACTICE
- 26 - GOLDEN ISLES SPEEDWAY - \$10,000 TO WIN
- 27 - GOLDEN ISLES SPEEDWAY - \$12,000 TO WIN
- 28 - GOLDEN ISLES SPEEDWAY - \$25,000 TO WIN
- 29 - BUBBA RACEWAY PARK - \$10,000 TO WIN
- 30 - BUBBA RACEWAY PARK - \$10,000 TO WIN

**FEBRUARY**

- 2 - ALL-TECH RACEWAY - PRACTICE
- 3 - ALL-TECH RACEWAY - \$12,000 TO WIN
- 4 - ALL-TECH RACEWAY - \$15,000 TO WIN
- 5 - EAST BAY RACEWAY PARK - PRACTICE
- 6 - EAST BAY RACEWAY PARK - \$5,000 TO WIN
- 7 - EAST BAY RACEWAY PARK - \$5,000 TO WIN
- 8 - EAST BAY RACEWAY PARK - \$7,000 TO WIN
- 9 - EAST BAY RACEWAY PARK - \$10,000 TO WIN
- 10 - EAST BAY RACEWAY PARK - \$12,000 TO WIN
- 11 - EAST BAY RACEWAY PARK - \$15,000 TO WIN

**MARCH**

- 17 - ATOMIC SPEEDWAY - \$12,000 TO WIN
- 18 - BROWNSTOWN SPEEDWAY - \$15,000 TO WIN

**APRIL**

- 21 - TRI-CITY SPEEDWAY - \$12,000 TO WIN
- 22 - MACON SPEEDWAY - \$15,000 TO WIN
- 28 - GEORGETOWN SPEEDWAY - \$18,049 TO WIN
- 29 - HAGERSTOWN SPEEDWAY - \$15,000 TO WIN
- 30 - PORT ROYAL SPEEDWAY - \$10,000 TO WIN

**MAY**

- 5 - PONDEROSA SPEEDWAY - \$12,000 TO WIN
- 6 - FLORENCE SPEEDWAY - \$15,000 TO WIN
- 12 - FARMER CITY RACEWAY - \$25,000 TO WIN
- 13 - FAIRBURY SPEEDWAY - \$30,000 TO WIN
- 19 - 34 RACEWAY - \$12,000 TO WIN
- 20 - 34 RACEWAY - \$15,000 TO WIN
- 25 - LUCAS OIL SPEEDWAY - \$6,000 TO WIN
- 26 - LUCAS OIL SPEEDWAY - \$6,000 TO WIN
- 27 - LUCAS OIL SPEEDWAY - \$50,000 TO WIN

**JUNE**

- 2 - WEST VIRGINIA MOTOR SPEEDWAY - \$10,000 TO WIN
- 3 - WEST VIRGINIA MOTOR SPEEDWAY - \$50,000 TO WIN
- 16 - SMOKY MOUNTAIN SPEEDWAY - \$5,000 TO WIN X2
- 17 - SMOKY MOUNTAIN SPEEDWAY - \$50,000 TO WIN
- 22 - LENOIRVILLE SPEEDWAY - \$5,000 TO WIN X2
- 23 - LENOIRVILLE SPEEDWAY - \$5,000 TO WIN X2
- 24 - LENOIRVILLE SPEEDWAY - \$50,000 TO WIN
- 30 - MUSKINGUM COUNTY SPEEDWAY - \$3,000 TO WIN X3

**JULY**

- 1 - MUSKINGUM COUNTY SPEEDWAY - \$30,000 TO WIN
- 6 - DEER CREEK SPEEDWAY - \$5,000 TO WIN
- 7 - DEER CREEK SPEEDWAY - \$5,000 TO WIN
- 8 - DEER CREEK SPEEDWAY - \$50,000 TO WIN
- 11 - DAVENPORT SPEEDWAY - \$10,000 TO WIN
- 14 - TRI-CITY SPEEDWAY - \$12,000 TO WIN
- 15 - LUCAS OIL SPEEDWAY - \$15,000 TO WIN
- 20 - HUSET'S SPEEDWAY - \$12,000 TO WIN
- 21 - HUSET'S SPEEDWAY - PRELIMS
- 22 - HUSET'S SPEEDWAY - \$53,000 TO WIN

**AUGUST**

- 10 - FLORENCE SPEEDWAY - \$5,000 TO WIN X2
- 11 - FLORENCE SPEEDWAY - \$5,000 TO WIN X2
- 12 - FLORENCE SPEEDWAY - \$75,000 TO WIN
- 18 - BATESVILLE MOTOR SPEEDWAY - \$5,000 TO WIN
- 19 - BATESVILLE MOTOR SPEEDWAY - \$50,000 TO WIN
- 25 - PORT ROYAL SPEEDWAY - \$5,000 TO WIN X2
- 26 - PORT ROYAL SPEEDWAY - \$50,000 TO WIN

**SEPTEMBER**

- 2 - PORTSMOUTH RACEWAY PARK - \$15,000 TO WIN
- 3 - TYLER COUNTY SPEEDWAY - \$30,000 TO WIN
- 14 - KNOXVILLE RACEWAY - \$7,000 TO WIN
- 15 - KNOXVILLE RACEWAY - \$7,000 TO WIN
- 16 - KNOXVILLE RACEWAY - \$50,000 TO WIN
- 22 - BROWNSTOWN SPEEDWAY - \$10,000 TO WIN
- 23 - BROWNSTOWN SPEEDWAY - \$30,000 TO WIN
- 29 - RACEWAY 7 - \$12,000 TO WIN
- 30 - PITTSBURGH'S PENNSYLVANIA MOTOR SPEEDWAY - \$30,000 TO WIN

**OCTOBER**

- 20 - ELDORA SPEEDWAY - PRELIMS
- 21 - ELDORA SPEEDWAY - \$100,000 TO WIN



**IN 2023...  
56 EVENTS.  
32 TRACKS.  
16 STATES.**

**18 EVENTS  
\$25,000+**

**11 EVENTS  
\$50,000+**

**\$500,000  
POINT FUND**

**\$5 MILLION  
PURSE MONEY**

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## MARKETING OPPORTUNITIES






# TIM *TMAC* MCCREADIE



## DRIVER BIOGRAPHY

**Name:** Tim McCreddie

**Date of Birth:** April 12, 1974

**Hometown:** Watertown, New York

**Nickname:** "T-Mac"

**Family:** Karen (wife), Gavin (son), & Cambria (daughter)

**Hobbies:** Racing & Spending Time with Family

**Years Racing:** Super Late Models Since 2003 &  
Big Block Modifieds Since 1996

**Favorite Track:** Knoxville Raceway - Knoxville, Iowa

**Favorite Race:** 'World 100' - Eldora (OH) Speedway

**Most Wanted Win:** 'Dirt Late Model Dream' - Eldora (OH) Speedway

**Most Memorable Moments:** Winning the \$50,000 'North/South 100' at Florence (KY) Speedway in 2017 with Entire Family in Attendance and Winning the Lucas Oil Late Model Dirt Series National Championship in 2021 & 2022!



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**MARKETING OPPORTUNITIES**  
 

# TIM *TMAC* MCCREADIE



## CAREER ACCOMPLISHMENTS

- 34 Career Lucas Oil Late Model Dirt Series Wins
- 2022 Lucas Oil Late Model Dirt Series Champion
- 2006 World of Outlaws Late Model Series Champion
- 33 Career World of Outlaws Late Model Series Wins
- 2021 Lucas Oil Late Model Dirt Series Champion
- 2004 World of Outlaws Late Model Series Rookie of the Year

### Major Dirt Late Model Race Wins:

- 2022 'Firecracker 100' Winner at Lernerville (PA) Speedway (\$50,000)
- 2022 'Kokomo Dirt Nationals' Winner at Kokomo (IN) Speedway (\$40,000)
- 2022 'Florida Dirt Nationals' Winner at All-Tech (FL) Raceway (\$25,000)
- 2022 'Jackson 100' Winner at Brownstown (IN) Speedway (\$20,000)
- 2020 'Dirt Late Model Stream' Winner at Eldora (OH) Speedway (\$50,000)
- 2020 'North/South 100' Winner at Florence (KY) Speedway (\$50,000)
- 2020 'I-80 Nationals' Winner at I-80 (NE) Speedway (\$30,000)
- 2020 'Jackson 100' Winner at Brownstown (IN) Speedway (\$15,000)
- 2019 'Firecracker 100' Winner at Lernerville (PA) Speedway (\$30,000)
- 2018 'World 100' Winner at Eldora (OH) Speedway (\$51,000)
- 2017 'Silver Dollar Nationals' Winner at I-80 (NE) Speedway (\$53,000)
- 2017 'North/South 100' Winner at Florence (KY) Speedway (\$50,000)
- 2017 'Bad Boy 98' Winner at Batesville (AR) Motor Speedway (\$20,000)
- 2014 'Prairie Dirt Classic' Winner at Fairbury (IL) Speedway (\$25,000)
- 2013 'USA Nationals' Winner at Cedar Lake (WI) Speedway (\$50,000)
- 2010 'Gopher 50' Winner at Deer Creek (MN) Speedway (\$11,000)
- 2008 'Knoxville LM Nationals' Winner at Knoxville (IA) Raceway (\$40,000)
- 2008 'Topless 100' Winner at Batesville (AR) Motor Speedway (\$25,000)
- 2008 'Jackson 100' Winner at Brownstown (IN) Speedway (\$20,000)



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MARKETING OPPORTUNITIES  



# TIM **TMAC** MCCREADIE



## MARKETING OPTIONS



Shown above is one example of the many advertising strategies that the Paylor Motorsports team can offer a potential marketing partner. In addition to a visible logo on the race car, below is a list of items also available:

- \* Logo space on driver uniforms
- \* Logo space on all crew shirts
- \* Logo space on all pit equipment (toolbox, jacks, etc.)
- \* Logo space and links on team/driver websites
- \* Show car appearances and company displays
- \* Apparel and merchandise with your company logo and colors
- \* Race track displays and banners where permitted
- \* VIP hospitality and tickets
- \* Jumbotron spots and live track announcements
- \* Vendor booths with ticket coupon inclusion
- \* Possible commercials on MAVTV & MAVTV Plus on FloRacing
- \* Picture handouts with your company logo and colors
- \* Press releases sent out to thousands via Internet / race papers



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MARKETING OPPORTUNITIES 

# TIM **TMAC** MCCREADIE



## SPONSORSHIP OPPORTUNITIES

### PRIMARY SPONSORSHIP INCLUDES:

- Full branding rights for the car, driver uniform and helmet, team uniforms, merchandise, and online.
- Hospitality at race events including pit tours and VIP seating.
- Public relations and marketing opportunities.
- Full rights to race team marks, logos, images, and car number.
- Meet & Greets, car shows, and appearances.

### SECONDARY SPONSORSHIP INCLUDES:

- Partial branding rights, which could include sponsorship for certain races events only or a limited location on the car.
- Branding locations available: front nose, front left and right fenders, right and left side doors, quarter panels, front and rear spoiler, and rear decking.

### SPONSORSHIP BENEFITS:

- Sponsorship packages can be tweaked to meet your company's marketing strategy. The goal of Paylor Motorsports is to ensure your Return on Investment (ROI), which means sponsorship benefits will be unique to your company's needs and goals!
- At track displays for both B2B and B2C targets.
- Weekly newsletter to sponsor stakeholders and/or fans to include race results, photos, and news.
- Race hospitality event; for example at Volusia Speedway Park during NASCAR Daytona Speedweeks in February. Could include a special VIP tent that has catering and a great view of the racetrack, plus pit passes!
- Promotional videos including race footage for internal and external use.
- Special merchandise for company employees.

*"The 39 team vows to represent your company in a professional manner at all times during competition & in the media"*

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MARKETING  
OPPORTUNITIES 



# TIM *TMAC* MCCREADIE



## CONCLUSION

Paylor Motorsports and Tim McCreadie are committed to excellence both on and off the racetrack. We will focus not only on our obligation of winning races and running competitively, but also on our obligation to represent your company or business to the fullest. You already know that compared to other programs, motorsports offers diverse demographics, economical promotional programs, and a significant Return on Investment (ROI).

Race fans understand that sponsorship is necessary to the continuation of their sport. Therefore, it is perceived as an integral part of racing, rather than an interruption. This creates a positive buying environment not duplicated in other programs. Any other type of event seldom matches the excitement generated at a racing event. Paylor Motorsports would like to team up with you to transform that excitement into a successful marketing campaign to sell your products and services in a positive and welcomed fashion.

We appreciate your consideration of our racing team! We look forward to sitting down with you and discussing all the options that are available, and those that will best suit you and your objectives and those of our team. For additional information and to discuss a marketing campaign with us, feel free to contact us at the following numbers and addresses!



### MAILING ADDRESS:

Paylor Motorsports  
P.O. Box 397  
Alamance, NC 27201

### PHONE NUMBER / EMAIL / WEBSITES:

336-382-2194 (Donald Bradsher)  
dbradsher@megaplumbing.net  
www.timmccreadie39.com  
www.paylormotorsports.com



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Burlington, NC

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WWW.TIMMCCREADIE39.COM



WWW.LUCASDIRT.COM

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