

2022 Brand Building Opportunity



Doug Herbert Racing



Two Winning Teams Under One Roof

YOUR COMPANY and



Table of Contents

B.R.A.K.E.S.

NHRA

FOX Sports

TV

Doug Herbert

Opportunities +

Supplement



Doug Herbert's EPIC Public Service Endeavor



**Be
Responsible
And
Keep
Everyone
Safe**



Doug Herbert's **EPIC** Public Service Endeavor

Considerable NATIONAL EXPOSURE



Doug Herbert's EPIC Public Service Endeavor

Advanced Driver Training

B.R.A.K.E.S. is NOT Driver's Ed. It is a FREE, hands-on, advanced driver training program taught by professional instructors, including current and former members of law enforcement, professional racers and stunt drivers. B.R.A.K.E.S. maintains a low three-to-one student-to-instructor ratio to maximize educational effectiveness.

Each weekend B.R.A.K.E.S. school includes four identical sessions to allow parents and teens to pick one that will fit into their busy schedules. Each session includes four hours of training, starting with a short, 45-minute classroom presentation followed by nearly three hours behind the wheel of new Kia vehicles.

Courses include distracted driving awareness, panic braking, drop-wheel/off-road recovery, crash avoidance and car control/skid recovery – all of the biggest causes of crashes for new drivers. Other educational elements often include 'Big Rig' safety, first responder vehicle extrication demonstration, and what to do in the event of a traffic stop.

Doug Herbert's B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe) is a GuideStar Platinum-rated 501(c)3 non-profit whose mission is to prevent injuries and save lives by training and educating teenage drivers and their parents about the importance of safe and responsible driving. B.R.A.K.E.S. was founded in 2008 after Top Fuel drag racer Doug Herbert lost his two young sons, Jon and James, in a tragic car crash. Today, more than 40,000 teens from 45 different states and five countries – and their parents – have graduated from the B.R.A.K.E.S.' intensive half-day training course, which is free of charge and features hands-on skills exercises taught by professional instructors in a fleet of new vehicles donated by Kia Motors America.



Curriculum (4 hr. Sessions)

B.R.A.K.E.S. Training Consist Of Five Hands-On Exercises:

Collision Avoidance/Slalom Exercise



The collision avoidance and slalom curriculum is a two part curriculum that forces students to make a split second reaction to negotiate a quick, evasive lane change without losing control. This part of the curriculum is designed to simulate an animal or object jumping out in front of a car. The second part of the curriculum is a coned slalom curriculum where students must negotiate their vehicle around cones while focusing on weight transfer, hand positioning, and eye scanning.

Drop Wheel/Off Road Recovery Exercise



The drop wheel recovery curriculum teaches students how to effectively recover from a drop wheel situation by regaining control of the car and safely returning to the roadway. Drop wheel collisions are among the highest causes of injuries and deaths across the U.S..

Distraction Exercise



The distraction curriculum forces a driver to negotiate a tightly coned curriculum while being distracted by the instructor. The curriculum is designed to demonstrate just how dangerous cell phones, text messaging, music, traffic, and friends in the car can be for drivers.

Panic Stop Exercise



The panic stop curriculum is designed to teach students the proper technique to stop a vehicle in the shortest distance while maintaining control. Students experience first hand the effects of an A.B.S. (Anti-Lock Braking System) and its ability to keep the wheels from locking while pulsating brake pressure.

Car Control and Skid Recovery Exercise



We use special skid tires on a curriculum, in a controlled environment, that is designed to prepare students how to drive in bad weather. We train them for situations in which they can learn how to recognize and avoid a loss of control. The students are taught how to properly avoid and recover from both over-steer (rear wheel) and under-steer (front wheel) skids.

Doug Herbert's EPIC Public Service Endeavor

Latest News



British Drag Racing Hall of Fame

[Read More](#)

part in advanced driving
safe driving practices on th



WXYZ Detroit – ABC

[Read More](#)



Hall Donates Entire Bike Signage to B.R.A.K.E.S.

[Read More](#)



B.R.A.K.E.S. expands presence in Detroit

[Read More](#)



Millican, Herbert united on mission

Shared histories and tragedies keep Millican and Herbert united on a mission...

[Read More](#)



DENSO Partners with B.R.A.K.E.S.

DENSO Prioritizes Safety through Partnership with B.R.A.K.E.S Teen Defensive Driving Program...

[Read More](#)



160 CLASSES IN 2019

Utilizing vehicles provided by Kia Motors America, national charity founded by NHRA Champion Doug He...

[Read More](#)



TERRY VANCE DONATES \$1 MILLION

[Read More](#)



Carolina Panthers and B.R.A.K.E.S.

[Read More](#)



DENSO Sponsors B.R.A.K.E.S

[Read More](#)

Doug Herbert's EPIC Public Service Endeavor

Fundraiser

Tickets and Sponsorships Now Available!



SPONSORSHIP OPPORTUNITIES & TICKETS

Roaring Engines - Presenting Sponsor: \$25,000

- Company name & logo on all marketing materials
- Two reserved tables for 10 guests
- Opportunity to choose a high profile person to speak at event
- Featured placement on social media outreach
- Full page ad in Gala program & logo on "Flappers" (Bid Paddles)

Big Band Sponsor: \$15,000

- One reserved table for 10 guests
- Full page ad in Gala program
- Company name & logo on all marketing materials
- Dedicated social media posts
- Two VIP Passes to NHRA 4-Wide Nationals April 2020

Jazz Age Sponsor: \$10,000

- One reserved table for 10 guests
- 1/2 page ad in Gala program
- Company name & logo on all marketing materials
- Two (2) Teen registrations to any 2020 B.R.A.K.E.S. Teen Pro-Active Driving School Nationwide

Speakeasy Sponsor: \$5,000

- One reserved table for 10 guests
- 1/4 page ad in Gala program
- Company name & logo on all marketing materials

Cannot Attend?

Sponsor a Teen to Come To B.R.A.K.E.S.: \$500

- Sponsor name listed in Gala program

Individual Ticket: \$350

TO PURCHASE TICKETS & SPONSORSHIPS

log on to bidpal.net/BRAKESGala

FOR MORE INFORMATION

call the B.R.A.K.E.S. office at 704.720.3806 or email: events@putonthebrakes.org

B.R.A.K.E.S. is a GuideStar Platinum Rated Non-Profit, 501(c)(3) Charity

Tickets and Sponsorships Now Available!



REGISTER NOW



Testimonials

Just want to drop a note of thanks to KKW for being a part of the driving school. Working in the transportation industry it is my hope that my son is not going to be one of those that cuts off trucks on the road or even worse is in an accident with a truck because of his ignorance of what the truck... Click to Read More!

-Dave Burescia

The BRAKES experience was fantastic! I thought the training was superb and that the entire experience was

B.R.A.K.E.S. FOUNDER DOUG HERBERT HONORED BY BRITISH DRAG RACING HALL OF FAME



Herbert Recognized For Establishment Of Lifesaving Teen Defensive Driving Program As Well As On-track Championships

WEYBRIDGE, SURREY, U.K (November 26, 2019)– Doug Herbert, the multi-time Top Fuel drag racing champion and founder of the B.R.A.K.E.S. (Be Responsible And Keep Everyone Safe) national teen defensive driving program founder has received a special honor by the British Drag Racing Hall Of Fame (BRDHoF). [Click to read full story.](#)

Doug Herbert's EPIC Public Service Endeavor

Testimonials



From a teen: “In driver’s ed. they teach the basics of how to drive a car. Here you learn what to do in certain situations. I know how to react to stuff more instead of just being panicked..... it gave me more confidence.”

From a parent: *(Now my daughter has)* “got something positive to pull from, so instead of panicking she knows what to do and she can keep her cool and have confidence that she can handle the situation and that feels good as a parent!”



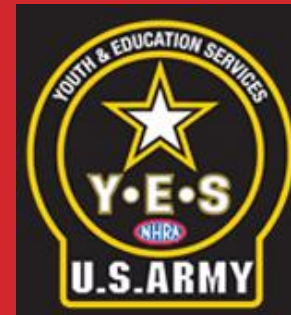
Upon completion of the *B.R.A.K.E.S. Teen ProActive Driving School*, each student is asked to sign the *B.R.A.K.E.S. Teen Driving Pledge*



Doug Herbert's EPIC Public Service Endeavor

Corporate Supporters

Founded only a few years ago, great companies have come onboard to help support B.R.A.K.E.S. in it's mission to save the lives of teenage drivers:



Doug Herbert's EPIC Public Service Endeavor

Contact Us

Office/Mailing Address

B.R.A.K.E.S.

7148 Weddington RD NW

Suite 150

Concord, NC 28027

(mail school deposit checks at the office address above)

Phone 704-720-3806

Bring BRAKES to Your Town

get involved

As you can see, it takes a lot to meet our mission and bring the B.R.A.K.E.S. Teen Pro-Active Driving School to cities across the country. There are many ways you can help.

- ☒ Make a corporate contribution and become a presenting or supporting sponsor.
- ☒ Sponsor a driving course at all schools for a year.
 - Distraction
 - Panic Braking
 - Crash Avoidance
 - Drop Wheel Recovery
 - Car Control & Skid Recovery
- ☒ Sponsor a weekend school.
- ☒ Support an existing school with a corporate day for your employees and their families.
- ☒ Make a recurring monthly donation.
- ☒ Attend a B.R.A.K.E.S. fundraising event.
- ☒ Volunteer at a B.R.A.K.E.S. school or event.

Your contribution helps with some of the following items:

- Flights and hotel rooms
- Lunch for Instructors, Volunteers & Staff
- Instructor Training
- Tires and Skid Rings
- Car Washes and Fuel
- 200lbs of flour for chalking the courses



B.R.A.K.E.S. has reached teens from
46 States & Five Countries
(Canada, South Africa, Colombia, Germany & Australia)



as of July 2019
we have trained over 37,000 teens

contact us today

info@putontheBRAKES.org or call the B.R.A.K.E.S. office
704.720.3806 for more information and to get involved.

NHRA Drag Racing



**NHRA is the Most Unbelievable
Sensory Experience in Motorsports**



NHRA Viewership Continues to Grow

NHRA in the Media



Several years ago, CNBC senior feature correspondent Mike Hegedus aired a piece on NHRA that identified the world's largest motorsports organization as one that was an **"attractive"** and **"affordable"** buy for **Corporate America.**



NHRA Viewership Continues to Grow

NHRA in the Media

"I had not realized how big (having an NHRA event in Charlotte, the heart of NASCAR country) was going to be. Had I known that, we would have built more seats."

Motorsports, Inc.

zMAX Dragway)

- **Bruton Smith** CEO, Speedway

(On selling out the state-of-the-art



"NHRA is on the turning point of really being able to expand the sport."

- **Bea Perez**, Coca-Cola North America Senior Vice President for integrated marketing
(On the future outlook for the NHRA)

NHRA Viewership Continues to Grow

NHRA in the Media



TODAY

AUTOWEEK



NEWS

BUYERS GUIDE **NEW!**

NHRA Viewership **GROWING** on FOX Sports and FOX Network HDTV
NHRA scoring big with move to Fox TV



NHRA Viewership Continues to Grow

NHRA in the Media

PRESS RELEASE: NHRA, FOX



NHRA TV ratings up dramatically in new partnership with FOX Sports

NHRA's revamped race coverage on FOX Sports earned more than 300,000 additional viewers through the first two events of the season

NHRA Viewership Continues to Grow

NHRA in the Media

LIVE BROADCAST FROM SONOMA PRODUCED 82 PERCENT RATINGS INCREASE

The first year of the racing marriage between the NHRA and the Fox TV network is producing some pretty impressive numbers, and it's clear that fans are especially embracing the live events.

According to the NHRA, Sunday's Toyota NHRA Sonoma Nationals -- the second live Fox network race of the season -- drew 998,000 viewers, an 82 percent increase over the same event one year ago.

"Our TV ratings continue to astonish us," NHRA spokesman Terry Blount said.

The NHRA goes live on TV this weekend, as well, with eliminations coverage from Seattle beginning at 4 p.m. ET on Fox. The NHRA will return to live TV over Labor Day weekend for the Chevy Performance U.S. Nationals from Indianapolis. The Aug. 21 finals from Brainerd, Minnesota, will be broadcast live on FS1.

Overall, Sunday ratings for the season are up 41 percent over 2015 (762,000 vs. 540,000). By comparison, NBCSN reports that IndyCar is averaging 433,000 viewers for its races in 2016. And the NHRA is quick to point out that its 18-49 demographic is up 82 percent (192,000 vs. 115,000) -- a sign that it's audience is getting younger.

At the track, things are also looking up. Sonoma produced the fourth sellout of the season (Charlotte, Atlanta, and Epping, New Hampshire, are the others). Sonoma was sold out Sunday, while others were packed for Saturday qualifying.

The NHRA signed a multiyear deal with the Fox Network last summer after a 15-year run with ESPN.

NHRA Viewership GROWING on FOX Sports and FOX Network HDTV



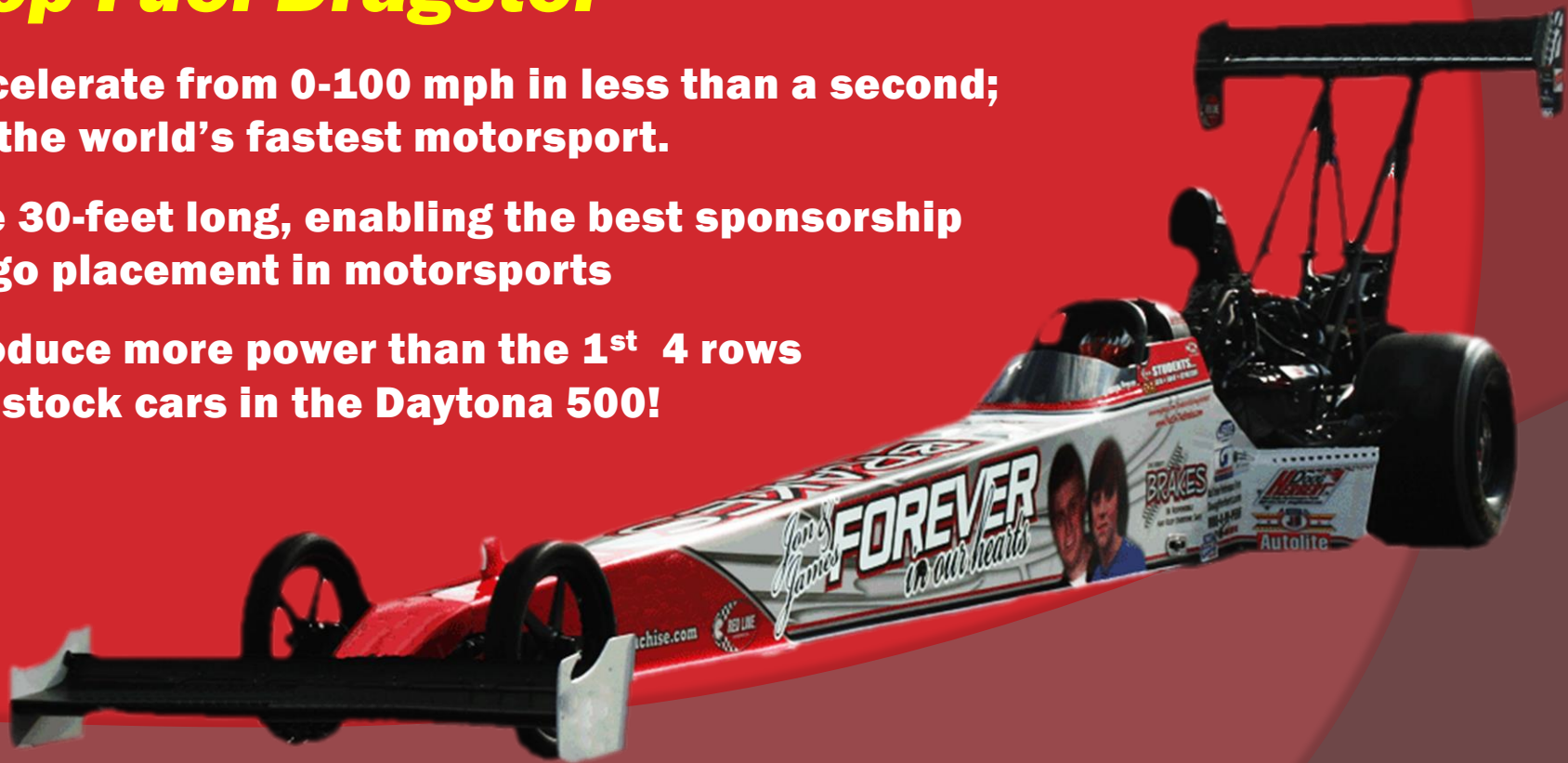
Why...???0



**What separates the NHRA Mello Yello
Drag Racing Series from all other sports associations?**

The Race Car: Top Fuel Dragster

- **Accelerate from 0-100 mph in less than a second;
is the world's fastest motorsport.**
- **Are 30-feet long, enabling the best sponsorship
logo placement in motorsports**
- **Produce more power than the 1st 4 rows
of stock cars in the Daytona 500!**



NHRA is the Ultimate Environment for Fans and Sponsors



Fact Sheet

- 33.6 million or 15.5% of Americans are fans of NHRA Drag Racing
- 89% of NHRA fans try to support companies that sponsor NHRA
- 66% stated they have switched brands because the brand was a sponsor of NHRA

**Over 80,000 members, over 300,000 participants,
140+ NHRA Member Tracks and 5,000+ events annually**

- The Coca-Cola Company's Full Throttle brand is the title sponsor of NHRA's prestigious 23-event national racing series
- NHRA National Events reach 37 of the top 50 DMA's, attract over 2 million fans.
- Four professional classes headline the racing action at NHRA National events as they vie for a share of more than \$50 million in cash and contingency awards

NHRA is the Ultimate Environment for Fans and Sponsors



The Fan Summary:



According to Scarborough Research, 33.6 million or 15.5% of Americans are fans of NHRA Drag Racing

Source: Scarborough Research 2005 (Fan = Very or Somewhat interested)



More than **50%** of NHRA spectators are “avid” fans of NHRA

NHRA fans live in a household with an average income of **\$84,759**

Higher than the average income of US population of **\$67,256**

More than **54%** of NHRA spectators have attended college

Nearly **60%** of NHRA fans live in a household of 3 or more people Indexed versus the US population, NHRA spectators are **14%** more likely to own a computer.

NHRA is the Ultimate Environment for Fans and Sponsors

Unmatched Geographic Reach



24 National Events
Two Million Spectators
96 Million ESPN 2 TV Household Coverage
37 of the top 50 DMA's

2021 NHRA Camping World Drag Racing Series Schedule

NHRA Camping World Series Regular Season

March 12-14 - AMALIE Motor Oil NHRA Gatornationals Gainesville, Fla.
March 26-28 - NHRA Southern Nationals, Atlanta
April 9-11 - Lucas Oil NHRA Winternationals, Pomona, Calif.
April 16-18 - DENSO Spark Plugs NHRA 4-Wide Nationals, Las Vegas
April 23-25 - NHRA Arizona Nationals, Phoenix
May 14-16 - NGK Spark Plugs NHRA 4-Wide Nationals Charlotte N.C.
May 21-23 - Mopar Express Lane NHRA Spring Nationals, Houston
June 4-6 - Virginia NHRA Nationals, Richmond, Va.
June 11-13 - NHRA New England Nationals, Epping, N.H.
June 24-27 - Summit Racing Equipment NHRA Nationals Norwalk, Ohio
July 16-18 - Dodge Mile-High NHRA Nationals, Denver
July 23-25 - NHRA Sonoma Nationals, Sonoma, Calif.
July 30-Aug. 1 - Flav-R-Pac Northwest Nationals, Seattle
Aug. 13-15 - Menards NHRA Heartland Nationals, Topeka, Kan.
Aug. 19-22 - Lucas Oil NHRA Nationals, Brainerd, Minn.
Sept. 1-5 - NHRA U.S. Nationals, Indianapolis
NHRA Camping World Countdown to the Championship
Sept. 10-12 - NHRA Nationals, Reading, Pa.
Sept. 17-19 - NTK NHRA Carolina Nationals, Charlotte, N.C.
Sept. 24-26 - NHRA Midwest Nationals, St. Louis
Oct. 7-10 - Texas NHRA Fall Nationals, Dallas
Oct. 29-31 - Dodge NHRA Nationals, Las Vegas
Nov. 12-14 - Auto Club **NHRA Finals** - Pomona, Calif.

NHRA is the Ultimate Environment for Fans and Sponsors

Fan Access



Each ticket to an NHRA event is an
automatic all-access pit pass
for the two million plus spectators

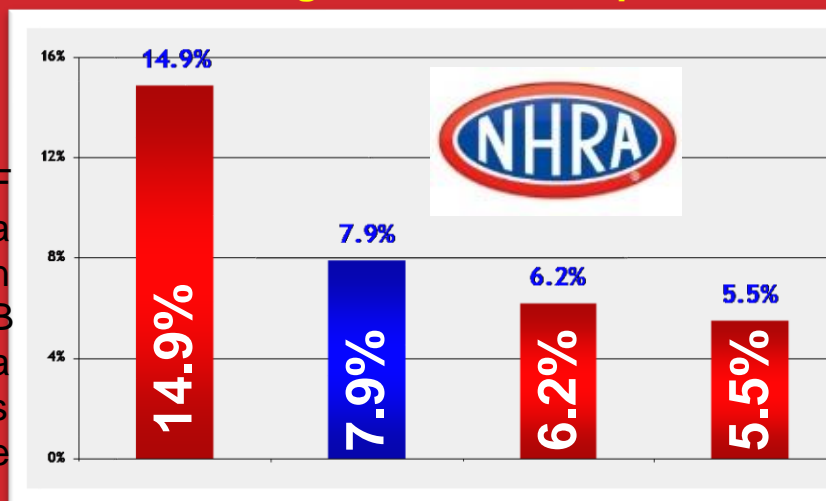


The Incredible NHRA Sponsorship Value

Huge, Growing Fan Base, Value



Fan Base:
2nd Largest Avid Motorsports



Price tag:
**NHRA is less than
one-quarter the
cost of NASCAR:**



In a World of Shrinking, NHRA is Growing

Increased Viewership



Despite a flat to declining sports market, the world's *fastest* motorsport is also one of the *fastest* growing. NHRA / ESPN2's viewership:

INCREASED 47% Early on...

UP an astounding 30%

And continues to impress!

**Significant growth since the
move to FOX Sports HD**



NHRA Viewership Continues to Grow



TV Coverage

All 24 NHRA Mello Yello Series National Events are broadcast live or on a same day basis

- 96 million household TV coverage
- FOX Sports HD and broadcast simultaneously on FOX Network TV

41 NHRA Race Day television magazine shows

- Nine-month racing schedule (February - November) with up to 125,000 spectators per event

NHRA Viewership Continues to Grow

Additional Exposure



- Widely distributed by FOX Sports HD and FOX Network TV
- Over 60 hours of programming on TSN, an all-sports TV network in Canada
- Available to troops via Armed Forces Network (AFN) and the U.S. Navy's Direct-to-Sailor (DTS) TV service



NHRA Viewership Continues to Grow



The Voices of

www.NHRA.com

- 600,000 unique visitors and 20 million page views per month
- News and event coverage
- Schedules
- Up-to-the-minute results
- Current standings
- Ticket information
- Driver, team and sponsor information
- Multi-media



National Dragster

- Official weekly publication
- Over 80,000 subscribers
- 48 weekly issues printed annually
- Nearly 350,000 avid weekly readership
- Provides synergistic marketing exposure platform for sponsors
- Exposure value through race/event mentions and continuous photo coverage
- \$1.5 billion+ spent annually by *The National Dragster* readers in automotive after-market



The Incredible NHRA Sponsorship Value

Strong & Growing

Sponsorship Portfolio:



ACDelco



Autolite



GMC



CATERPILLAR

GEICO



GOODYEAR



FRAM



LOKUMA



Prestone



Sioux City
Truck And Trailer

Snap-on



TOYO
TIRES



The Incredible NHRA Sponsorship Value

Sponsorship Satisfaction



NHRA achieved top scores in sponsor satisfaction:

- # 1** Offer good value for the money
- # 2** Focus on strong return-on-investment
- # 2** Offer good value-added programs
- # 2** Satisfaction with teams / events
- # 2** Athletes enjoy a good reputation with sponsors / fans
- # 3** Easy to coordinate programs between league and teams
- # 3** Provide in-venue assets
- # 4** Client centered and service oriented
- # 4** Responsive to sponsor as a customer, understand our objectives
- # 4** Media package meets needs



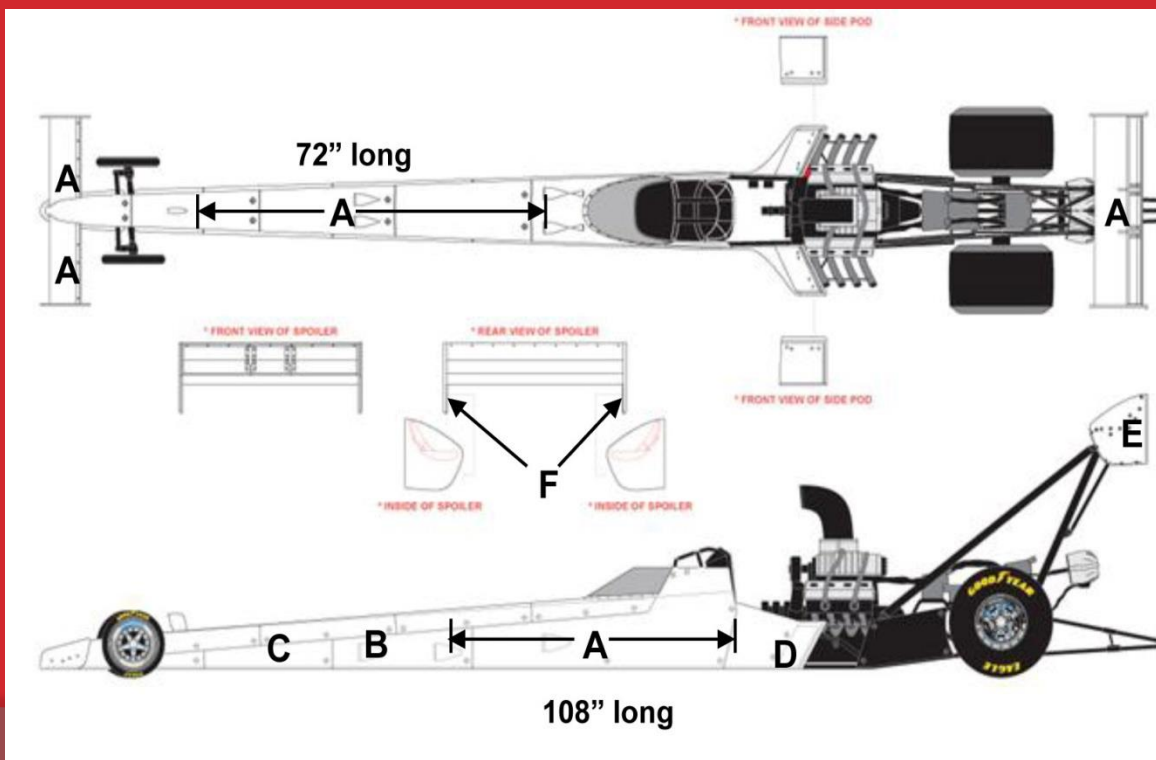
**AFL Champ Car IndyCar LPGA Minor League Baseball Minor League Hockey
MLB MLS NASCAR NBA NCAA NFL NHL NHRA PGA WNBA**

2022 Brand Building Opportunity



- Representation in Doug Herbert's trillion plus media hits throughout the year
- DHR VIP Hospitality Experience at all races
- DHR Hometown VIP Race Weekends at zMAX Dragway
- Personal appearances at sponsor corporate events or at-track hospitality areas
- Logo placement on race car, trucks, team van, souvenir trailer, race suit, helmet, team uniforms, souvenir t-shirts and other marketing materials
- Cross-marketing with Doug Herbert Performance, including website, quarterly catalogs, car shows, & other Doug Herbert Performance Cntr events
- Show car program option also available
- Option to sponsor B.R.A.K.E.S. teen safe driving schools

Doug Herbert: The Opportunity On Car Inventory



Position on Dragster	Sponsor Level
Ability to determine overall paint design	Primary
Side Body Panel (108" long)	Primary (A)
Top Body Panel (72" long)	Primary (A)
Top of Rear Wing	Primary (A)
Back of Rear Wing	Primary (A)
Top of Front Wing	Primary (A)
Forward side Body Panels	Major Associate (B)
Forward side Body Panels	Major Associate (C)
Side Pods	Associate (D)
Wing Side Panel - Outside	Associate (E)
Wing Side Panel - Inside	Associate (F)



Doug Herbert: The Opportunity



DHR V.I.P.

Hospitality Experience

Want to get even closer to the action? VIP Hospitality is just a few feet away from Doug Herbert and his Top Fuel Dragster!

- A DHR VIP experience in the hospitality area provides exclusive access for sponsors, their clients and guests
- Catering and staff are available at each of the 23 NHRA Full Throttle Series National Events
- DHR VIP Hospitality guests can be eligible for unique rides to the starting line, autographs, access to the crew and Doug, himself on race day
- Watch DHR crew members rebuild their 8,000-horsepower machine between rounds
- Participate in Doug Herbert's private "Drag Racing 101 Lessons," making every guest feel part of the action
- DHR VIP Hospitality guests are invited to have pictures taken by the car in the pits & join the team in the winner's circle



Doug Herbert: The Opportunity



DHR Hometown VIP Race Weekend at zMAX Dragway

Your company will enjoy special VIP treatment at the two national events at Doug Herbert's hometown track in Charlotte, NC. This brand-new \$60 million state-of-the-art drag racing facility boasts the only all-concrete, four lane drag strip in the U.S.

Primary Sponsors will be treated to:

- *Four seats in the DHR team van to the starting line*
- *Special one-of-a-kind VIP pictures with Doug by the race car*
- *Four invitations to attend the Annual B.R.A.K.E.S. Charity Events, as Doug Herbert's guest,*
- *...with a chance to meet ALL the NHRA Top Fuel, Funny Car, Pro Stock and Motorcycle stars, as funds are being raised for a great cause; to save the lives of teens and promote safe driving.*



Additional Opportunities

Community Involvement



Despite his hectic schedule, Doug Herbert finds the time to contribute to the community and give back to others. Outside his work with his own non-profit foundation, B.R.A.K.E.S., Herbert regularly supports events put on by various organizations for kids, such as Speedway Children's Charities and Garth Brooks Teammates for Kids Foundation.



Himself an Eagle Scout, Herbert is also an Assistant Scout Leader with his late son's Boy Scout troop and often has the Scouts and other children's groups out at the races.



Let's Build Something Together....

A Championship Team!



**Doug Herbert
Winner Top Fuel**



Supplement:

**Additional
Information
About Doug
Herbert**



Doug Herbert: *The Opportunity*



Sponsorship with Doug Herbert

He is a *sponsor's dream* because of his work ethic, amiable personality and marketability. With the ability to drive an 8,000 horsepower machine at speeds of more than 330 mph, the only thing more impressive are the relationships he forms with his sponsors and their partners.

It's a challenging task – successfully balancing a booming racing career, a company and a family. He is always focused on being the best, whether it's on the track, at his business, or at home with his wife and daughter. Doug Herbert is a virtual force of nature who embodies the hard-working man who cannot accept anything less than the best from himself in any aspect of his life.

The fact that he maintained a primary sponsor relationship with Snap-on Tools for *more than 16 years* speaks for itself. Doug knows and understands how to bring value to any partnership. It is a partnership with your company that maps to Doug's vision and the vision of his company.



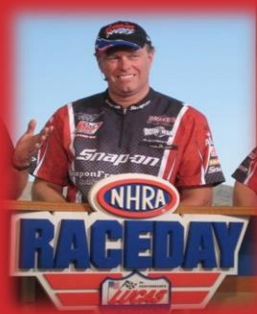
Doug Herbert: The Driver

Doug Herbert Quick Facts

- Earned his 10th career NHRA Top 10 Countdown to the Championship points finish in 2008
- Ranked #1 quickest NHRA Top Fuel driver in reaction time off the starting line in 2008
- 2nd quickest driver in Top Fuel history for the 2008 NHRA season
- Claimed 30 career National Event wins
- 2nd driver in Top Fuel history to exceed 300mph, 2nd member in the NHRA 300 MPH Club
- 2-time Japanese Top Fuel Champion
- 3rd quickest driver in Top Fuel History, turning a 4.441 second pass (1,320')
- 1st driver to ever run in the 4.80's with a 4.880 second pass
- 4-time IHRA Top Fuel World Champion
- 1st driver in IHRA history to run a 300mph pass
- One of the longest running sponsorships in motorsports history; 16 years
- Eagle Scout, pilot
- Race car owner



Supplement Doug Herbert in the TV Media



Doug Herbert brings incredible value to all his sponsors. In his ESPN2 exposure alone, the NHRA ESPN2 National Television Impression Value(NTIV) Analysis for the 2008 Doug Herbert Racing season was valued at:

\$3,991,975

As a major sponsor Snap-on received **\$2,686,555** in it's ESPN2 TV exposure.

*TV broadcast value only. Does not include spectator at-track viewing, track hospitality, team trucks and trailers traveling on the road, team displays, show car, print media or any other media Doug Herbert participates in throughout the year on other TV networks. Depending upon the degree of sponsorship activation, the above mentioned activities can bring an additional 10 times the TV exposure value to sponsors.

**Source: NHRA 2008 & Joyce Julius & Associates -A review of television and events coverage of races, with assigned value to each verbal sponsor mentioned and in-focus shots of a sponsor logo, based on the cost of advertising time during that event. The result is an approximation of the amount of exposure your team or brand receives during a broadcast



Supplement

Doug Herbert in the Print Media

Doug Herbert's media print exposure impressions exceeded 1,439,091,200 (*prev. statistics*).

Now, as in the past, Herbert has been regularly featured in major newspapers across the world, appearing in *USA Today* 43+ times as well as popular magazines, such as *Autoweek*, where he appeared 47+ times. *Autoweek* has a weekly readership of over 3 million.

Nationwide radio programs such as the *John Boy & Billy Show*, *ESPN Radio*, *NASCAR* on satellite radio, *NPR* and many others have welcomed Herbert on a regular basis as their guests.

His weekly blog on www.dougherbertracing.com (and *nhra.com*) rec'd over 20,000 hits per month and had a tot 11,208,612,425 page views on other websites.



Supplement



Doug Herbert Performance Parts

To no one's surprise, Doug Herbert has approached his own business with the same work ethic and professionalism which made him a racing champion. *Doug Herbert Performance* has grown dramatically since its early days, all under his steady leadership. It is the only high performance auto parts distributor owned by a Top Fuel driver, selling parts to professional race teams, including NASCAR and other Top Fuel teams, sportsmen drivers, car enthusiasts and many of his racing fans all over the world.

Herbert has put his thumbprint on many of the parts he sells by designing, and building them in his 100,000sq.ft. manufacturing, warehousing and retail facilities located in Lincolnton, N.C. , where he was awarded the "Key to the City" by the Mayor. He also holds events for the Lincolnton Economic Development Board at his business several times throughout the year.

Doug Herbert Performance distributes over 100,000 Doug Herbert Performance catalogs four times per year all over the world and also sells his products online at www.dougherbert.com , which gets up to 240,000 page views per month.

Five annual car shows are held at *Doug Herbert Performance*, drawing thousands of fans and customers. His Top Fuel Dragster, always a fan favorite, is on display at each event.

As a partner/sponsor of Doug Herbert Racing, you can cross-market with Doug Herbert Performance in very creative ways to expose even more customers to your brand, product and logo.

Doug Herbert: The Person

Meet Top Fuel Driver & Car Owner Doug Herbert



He has the build for a career in professional football. He has the height for basketball. He has the energy for Wall Street. He's a pilot and has flown with the U.S. Thunderbirds. But he chose drag racing. Doug Herbert grew up around the motorsports industry, and now the 6'4" Top Fuel driver, who hails from the drag racing hot bed of Southern California, is aiming to add another piece to his lifelong puzzle. Herbert wants to drive his Top Fuel dragster into the ultimate winner's circle in Drag Racing, the 2022 Series Championship.

Doug Herbert: The Opportunity

Doug Herbert Racing



Winning a race takes more than a fast car, great sponsorship and a top-notch driver - it takes the resources and skills of a superior team, inspired with an unending spirit to win; that's Doug Herbert Racing



From the long-distance transporter drivers who get the cars and the souvenir trailer across the country for every race, the crew members fabricating parts at the 100,000sq.ft. race shop in Lincolnton, N.C. and the office staff who manage the daily business details, every team member is committed to the success of the team and all Doug Herbert Racing sponsors.

Doug Herbert: The Person



As a veteran of Top Fuel racing with more than 17 years of experience, Herbert has a voice with the National Hot Rod Association sanctioning body and knowledge of the sport unlike other drivers. He has an ever growing legion of loyal fans that keep their eyes on his car. As an Eagle Scout and accomplished pilot, Herbert appeals to people of all ages and backgrounds. And as the owner of a booming voice and a smile as big as his dragster is fast, Herbert commands an audience and makes friends and fans wherever he travels.



Doug Herbert: The Person

Drag racing has been part of Herbert's life since he could remember. His late father, legendary racing parts supplier and Drag Racing Hall Of Fame inductee, Chet Herbert, was part of the scene in Southern California when drag racing was moved off the streets and into dedicated drag strips.

When Herbert was a 15-year-old he decided driving was something he'd like to try, so he began racing BMX bikes, motocross and boats. After becoming an *Eagle Scout* and graduating high school, he spent two years working at Konblett's Service Center before he decided to strike out on his own. "I asked my dad about building a speed shop. I told him I could handle the business if he would let me use the building".



Doug Herbert: The Person



In 1990, Herbert earned his pilot's license and shortly thereafter launched his own business and started his professional racing career. Doug Herbert Performance Parts was born and a legendary drag racer in the making took his first blasts down the pro drag strip. Since that time, Herbert has juggled two things at all hours of the day: his parts business and his driving career. "Working and driving a dragster are the two things I know how to do best," Herbert said. "Drag racing has changed so drastically over the years and it constantly evolves. You have to pay attention and try to stay with the pack, but it takes a lot of time and money to do it. I keep after it because I love racing."

In 1991, Herbert moved his business to the Charlotte, N.C. area where he currently resides.



Contact Information:



Doug Herbert

Owner, CEO

Doug Herbert Racing

Email: hnitro1@aol.com

