

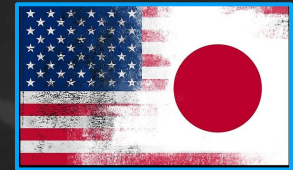
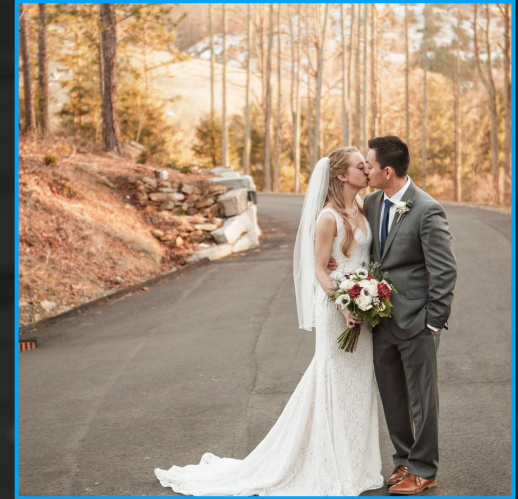
2023 **NASCAR XFINITY SERIES** **PARTNERSHIP DECK**



Personal Life

Ryan lives just outside of Charlotte, NC with his wife Allison, his daughter Hayden, and his two dogs Andy and Barry. He attended George Mason University and Appalachian State University where he pursued degrees in Business-Marketing & Business-Advertising.

Ryan played ice and inline hockey for George Mason University, played professional inline hockey, and plays recreationally to this day. He's a member of the Kappa Sigma Fraternity, an avid-video gamer, and loves to work out in his free time. Being half-Japanese, he's one of just a few diverse drivers competing in NASCAR.



RE RYAN ELLIS



Ryan Ellis - Racing Bio

Ellis is a third-generation racecar driver. His grandfather Vic raced USAC Midgets and Sprint Cars before losing his life in a racing accident in 1958. Despite this tragedy, his father raced his whole life and Ryan began racing at the age of 4.

Ryan has had success at every level of racing he's competed in - Quarter Midgets, Legends Cars, Late Models, IMSA / Grand-Am, and now NASCAR. He's also the first Japanese-American to race for Toyota in the NASCAR Cup Series.

2 Career Grand-Am Wins

2012 Grand-AM ST Rookie of the Year

2012 NASA SU National Champion

2 Volkswagen Jetta TDI Cup Wins

6 NASCAR Cup Series Starts

67 NASCAR Xfinity Series Starts

26 NASCAR Truck Series Starts



ryanellismotorsports.com



Career Highlights/Videos



Discovery Channel Doc

Ryan Highlight Reel



Racing Diversity



A NASCAR veteran with a diverse racing background who has been racing since he was four years old.

- Ryan has been racing in the “top-three” series of NASCAR since 2012, with several NASCAR Cup Series starts.
- Started in dirt racing at the age of 4, transitioned to asphalt ovals at 11, road racing at 16, then into NASCAR at 23 years old.
- Won his first two professional races of his rookie Grand-Am season in 2011.
- Featured on the Discovery Channel reality TV shows “[Rookies to Racers](#)” and “Racing Under Green”, winning two races in 2010.
- Championships in dirt ovals, asphalt ovals, and asphalt road racing at multiple levels

Social Reach



18.4K
followers



11.4K
followers



5K
followers

Social Impressions



		(2021)	
		Month	Impressions
(2022)		Jan	600K*
Month	Impressions	Feb	1.1M
Jan*	420K*	March	2.8M
Feb	1.8M	April	850K
March	570K	May	1.2M
April	530K	June	690K
May	360K	July	2.9M
June	330K	Aug	530K
July	900K	Sept	570K
		Oct	850K
		Nov	270K*
		Dec*	160K*

*offseason



Alpha Prime Racing - Race Team Information

Alpha Prime Racing is a NASCAR Xfinity Series team owned by Craig and Tommy Joe Martins as well as Alpha Prime Sports Founder and CEO Caesar Bacarella. It was founded in 2009 by under the name Martins Racing.

The team announced in 2022 that they will run the No.44 and No.45 Camaro's full-time, with multiple drivers splitting driving duties.

2022 is Ellis' first season running with the team. He is currently slated to run between 10-15 races throughout the season. In his six races with the team so far, he's finished 13th, 13th, 16th, and 20th. Two crashes took him out of the top-15 in his only two DNF's of the season.



Current Partners




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Laughlin Family Foundation, NASCAR driver Ryan Ellis teaming for great cause



Top Plastic Surgeon: If You Have Wrinkles, Do This Before Bed


TRENDING

- A bank accidentally paid thousands of people more than \$75 million on Christmas Day due to a technical glitch
- Father allegedly drowns 14-year-old son to store to commit murder, police say

The Athletic

CFL NFL MLB NHL NBA NCAAMLL NCAAW Soccer Betting

The Top 5, Las Vegas: Alex Bowman might have backed into another win, but so what?




5. Finally, a chance for Ellis

Toward the end of the race, Ryan Ellis had a chance to win. He was in the lead, but he was out of control. He was in the lead, but he was out of control. He was in the lead, but he was out of control.

The Athletic

Forbes


Nascar's Blue-Collar Connection: A Part-Time Racer Lives His Dream





Greg Engle Contributor @SportsMoney

I have been around and covered NASCAR for over two decades.

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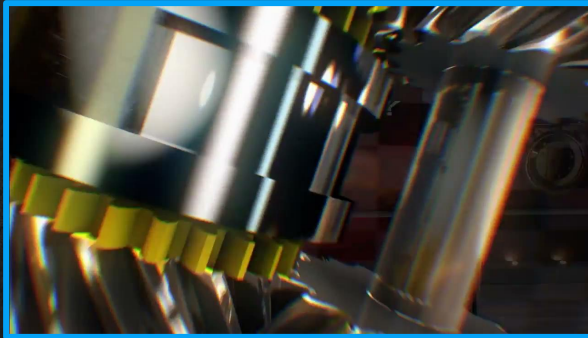




2022 Ryan Press - Video



[Phoenix](#)
Pre-Race Show



[Four Loko Promo - FOX](#)
Cali Race Preview



[Keen Parts](#)
Rare Cancer Charity Scheme



[Phoenix](#)
Qualifying



[Keen Parts](#)
Autism Awareness Scheme



2022 Ryan At Track - Sponsor-Created Content



[Renascent](#)

Nashville Race Recap

[Four Loko](#)

Four Loko USA

[Heartbeat Hot Sauce](#)

Instagram / Ad Content

2023 NASCAR XFINITY SERIES PARTNERSHIP OPTIONS



RYAN ELLIS
MOTORSPORTS

More than a logo on a car...

What is the basic foundation of a sponsorship?

- Yes, national exposure through on-car branding and customized schemes for primary sponsors
- B2B opportunities/introductions to our other partners
- VIP hospitality for your guests - pit-side seating, meet & greets with Ryan, and a guided NASCAR / garage tour
- Social media marketing utilizing Ryan's following
- Options for diecast/swag/apparel

And much more...



Deliverables

Asset Creation

- Fully customizable social media graphics and campaign support suited to you or your customers
- Personalized press release, hero cards and other marketing materials.
- Ever-evolving library of fresh photography highlighting sponsor branding or products

Race Summary

Analytical Support:



Engagement



Impressions



Reach

2023 NASCAR Xfinity Race Schedule



DAYTONA
SAT | FEB 18

AUTO CLUB
SAT | FEB 25

LAS VEGAS
SAT | MAR 4

PHOENIX
SAT | MAR 11

ATLANTA
SAT | MAR 18

COTA
SAT | MAR 25

RICHMOND
SAT | APR 1

MARTINSVILLE
SAT | APR 15

TALLADEGA
SAT | APR 22

DOVER
SAT | APR 29

DARLINGTON
SAT | MAY 13

CHARLOTTE
SAT | MAY 27

PORTLAND
SAT | JUN 3

SONOMA
SAT | JUN 10

**NASHVILLE
SUPERSPEEDWAY**
SAT | JUN 24

CHICAGO STREET RACE
SAT | JUL 1

ATLANTA
SAT | JUL 8

NEW HAMPSHIRE
SAT | JUL 15

POCONO
SAT | JUL 22

ROAD AMERICA
SAT | JUL 29

MICHIGAN
SAT | AUG 5

**INDIANAPOLIS ROAD
COURSE**
SAT | AUG 12

WATKINS GLEN
SAT | AUG 19

DAYTONA
FRI | AUG 25

DARLINGTON
SAT | SEP 2

KANSAS
SAT | SEP 9

PLAYOFF RACES

BRISTOL
FRI | SEP 15

TEXAS
SAT | SEP 23

CHARLOTTE ROVAL
SAT | OCT 7

LAS VEGAS
SAT | OCT 14

HOMESTEAD-MIAMI
SAT | OCT 21

MARTINSVILLE
SAT | OCT 28

PHOENIX
SAT | NOV 4





RE RYAN ELLIS MOTORSPORTS

THE BUSINESS TEAM

Ryan Ellis Motorsports - The Marketing Team

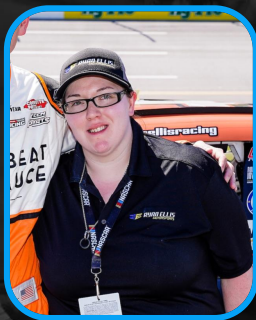


Ryan Ellis

Driver / Owner

ryan@ryanellismotorsports.com
(703) 501-3618

Ryan has been racing for nearly 30 years and studied Marketing and Advertising at George Mason University and Appalachian State University. He's a 3rd-generation racecar driver, former college hockey player, and Kappa Sigma alumni. Ryan helps with **day-to-day logistics, strategy, and marketing creative**. And occasionally, **holding the steering wheel**.



Sarah Handy

Director of Sales and Marketing

sarahhandy.rem@gmail.com
(401) 636-1624

Sarah has worn many hats in the racing industry - she is a credentialed member of the NASCAR media, working for Kickin' the Tires and has worked with several race-teams as their Marketing Director. Sarah's degree is in Communications/PR from SNHU. Sarah is known for her hard-work ethic and grind throughout the NASCAR garage and specializes in **sponsorship acquisition, public relations, and social media**.

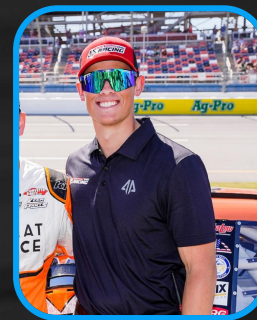


Phillip Smalley

VP of Athlete Management (*Spire*)

psmalley@spiresportsinc.com
(248) 303-4753

Phillip is a motorsports management, marketing, and consulting professional specializing in **driver management, career consulting, and driver development**. He assisted with several hospitality programs including 5-Hour Energy Racing, Auto-Owners Insurance, JF Electric, Phillips66, Victory Lane Quick Oil Change, Chevron, Solid Start (True Brand), Trophy Tractor, and more.



Garrett Miller

VP of Business Development

garrettmillerrem@gmail.com
(828) 337-2072

Garrett graduated from the University of North Carolina at Charlotte where he received a BBA in Marketing. He's an avid-golf-fanatic and grew up in a passionate, racing-oriented family. He is a proven marketing professional assisting in **B2B opportunities, sponsorship acquisition, hospitality, and sponsorship activation**.

Spire Sports + Entertainment - [Ryan's Management Group](#)

[Spire Sports + Entertainment](#), a part of Spire Holdings, is an independently-owned marketing agency originally born out of motorsports.

With a rich heritage in the automotive industry, Spire has developed and managed automotive-endemic and motorsports sponsorship marketing campaigns for some of the largest and most admired brands in the United States and the world, including Toyota, JX Nippon, STP, Great Clips, Dollar General, JP Morgan, Capital One and more.

While we have since developed into more than an automotive-based marketing agency, Spire is and continues to be rooted in the automotive sector.

Situated in Charlotte, North Carolina, Spire was founded in 2010 with the mission of becoming an agile, caring and valuable agency capable of providing impactful marketing solutions for our clients. We have deep connections with our tenured clients, and believe in developing genuine relationships that allow our businesses to be forged together as one. This is when our partnerships are truly able to flourish.





Thank You

