

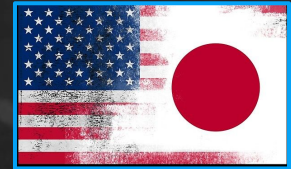
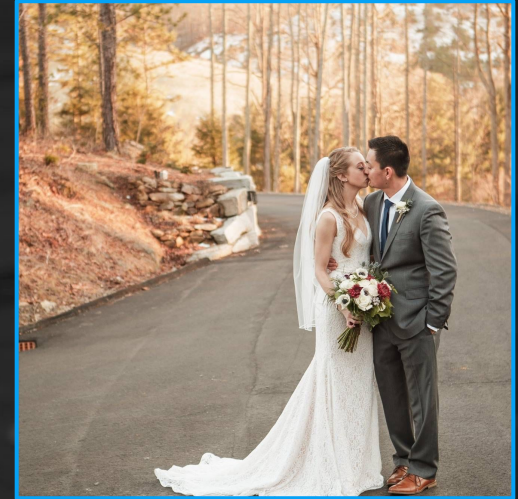
RYAN ELLIS PARTNERSHIP DECK



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

61 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)	Month		
	Jan*	Jan	563K*
	Feb	Feb	1.08M
	March	March	2.8M
	April	April	852K
	May	May	1.18M
		June	691K
		July	2.85M
		Aug	531K
		Sept	573K
		Oct	852K
		Nov	264K*
		Dec*	159K*

*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



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



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



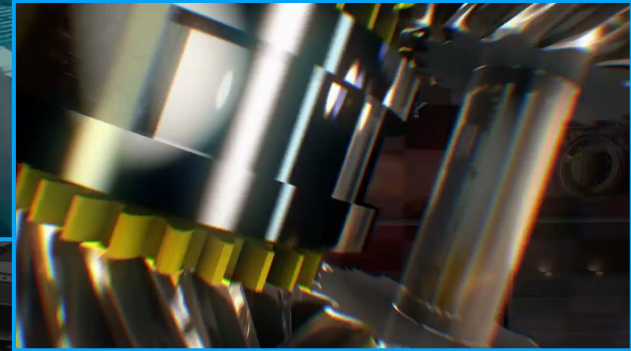
Phoenix Pre-Race Show

A screenshot from the FS1/NASCAR Phoenix Live broadcast. The main image shows a race track with a car in the distance. To the left is a leaderboard for the NASCAR Xfinity Series Qualifying. To the right is a graphic for Ryan Ellis, number 44, with his age, hometown, and career statistics.

FS1/NASCAR		
NASCAR XFINITY SERIES		
QUALIFYING		
1	Boye	27.201
2	Di Greg	27.421
3	Rodriguez	27.431
4	Weatherman	27.697
5	Conroy	27.744
6	J. Burton	27.864
7	Parsons	27.865
8	K. Greg	27.947
9	Snyder	27.915
10	Brown	28.009
11	Grate	28.020
12	Sanchez	28.020
13	Williams	28.371
14	Mattrey	28.380
15	Talley	28.380
16	Ruford	28.417
17	Eckhardt	28.588
18	Little	28.600
19	Griff Jr	28.870
20	Martin	29.779

44 RYAN ELLIS
57 CAREER XFINITY STARTS
AGE: 32 HOMETOWN: ASHBURN, VA
BEST FINISH: 13th - 2022 LAS VEGAS SPRING

Phoenix Qualifying



Four Loko Promo -
Cali Race Preview



RYAN ELLIS ***PARTNERSHIP OPTIONS***

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
- *Tangible branding add-on options: diecast/swag/apparel*
- *Other add-on options: in-car camera, at-track suites, etc*

And much more...



Single Race Partner Pricing

<u>Associate Sponsorship</u>	<u>Secondary Sponsorship</u>	<u>Secondary Sponsorship</u>	<u>Primary Sponsorship</u>
C-Post	Rear Bumper -or- Decklid	Lower Quarterpanel + C-Post	Paint Scheme Design + Rear QuarterPanel + Hood
2-4 VIP Pit Passes Social Media Marketing Logo on website	4 VIP Pit Passes Social Media Marketing Mentions in most media/PR Logo on website	4-6 VIP Hot Passes Driver Meet & Greet Social Media Campaign Mentions in all media/PR 2022 Partnership Inclusion	15 VIP Hot Passes Driver Meet & Greet Fully Branded Firesuit Mentions in all media/PR Social Media Campaign 2022 Partnership Inclusion Press Release +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

2022 NASCAR Xfinity Race Schedule *(2023 will be similar both in track and date - schedule TBA soon)*



NASCAR Xfinity Series

PLAYOFFS*

DAYTONA
SAT | FEB 19

AUTO CLUB
SAT | FEB 26

LAS VEGAS
SAT | MAR 5

PHOENIX
SAT | MAR 12

ATLANTA
SAT | MAR 19

COTA
SAT | MAR 26

RICHMOND
SAT | APR 2

MARTINSVILLE
FRI | APR 8

TALLADEGA
SAT | APR 23

DOVER
SAT | APR 30

DARLINGTON
SAT | MAY 7

TEXAS
SAT | MAY 21

CHARLOTTE
SAT | MAY 28

PORTLAND
SAT | JUNE 4

NASHVILLE
SAT | JUNE 25

ROAD AMERICA
SAT | JULY 2

ATLANTA
SAT | JULY 9

NEW HAMPSHIRE
SAT | JULY 16

POCONO
SAT | JULY 23

INDIANAPOLIS RC
SAT | JULY 30

MICHIGAN
SAT | AUG 6

WATKINS GLEN
SAT | AUG 20

DAYTONA
FRI | AUG 26

DARLINGTON
SAT | SEPT 3

KANSAS
SAT | SEPT 10

BRISTOL
FRI | SEPT 16

TEXAS*
SAT | SEPT 24

TALLADEGA*
SAT | OCT 1

CHARLOTTE ROVAL*
SAT | OCT 8

LAS VEGAS*
SAT | OCT 15

HOMESTEAD-MI-AMI*
SAT | OCT 22

MARTINSVILLE*
SAT | OCT 29

PHOENIX*
SAT | NOV 5



RYAN ELLIS
MOTORSPORTS

THE TEAM



Ryan Ellis Motorsports - The Marketing Team

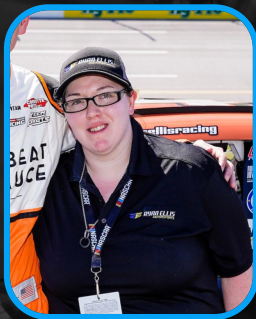


Ryan Ellis

Driver / Owner

ryan@ryanellismotorsports.com

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

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

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

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!