



Dear Sir or Madam:

My name is Jake Waters, and I am an owner and driver of a 305 winged sprint car team, JCW Racing. I would like to inform you and your company about an outstanding opportunity to give yourself additional exposure through a marketing partnership with our motorsports team. Whether it is through a personal, product, or monetary sponsorship, any form of support is appreciative in exchange for advertisement, while allowing you to have an excellent return on investment. Throughout this proposal, you will find useful information regarding the following:

- Why JCW Racing is worth an investment
- Information about the driver, team, and car
- Achievements and past successes of JCW Racing
- JCW Racing's future goals and expectations

It is my hope after reviewing this proposal, you and your company will see a sound investment, creating a professional relationship in hopes of representing one another for years to come.

As you review this proposal, we hope you see the JCW Racing as worthy of your investment. I truly believe any company can support a team that wins every night, but the company that takes a risk and invests in the young up-and-comer is a company that will be remembered and well-respected for years to come.

Thank you for taking your valued time to review this proposal. I look forward to hearing from you soon.

Respectfully,

Jake Waters

Owner/Driver

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JCW RACING



Why Sponsor a Sprint Car?

Motorsports is one of the fastest growing sports in the world. While there are several forms of motorsports, sprint car racing is one of the most unique forms. It has the ability to be seen on the national level, with links to notables such as Kasey Kahne, Jeff Gordon, and Tony Stewart, but remain grassroots with easy accessibility for fans of the sport.

In the past three seasons, we have raced at eight different tracks within a 12 county area in central Pennsylvania. Estimated audiences of over 1.42 million Pennsylvania residents have had the opportunity to see our car race or observe our car hauler, with current sponsors adorning the side of each. This figure does not include those who are traveling from other locations, or spectators who travel from outside our current realm. We have full aspirations to expand to tracks located in Ohio, New York, Maryland, and New Jersey, opening up our marketing and sponsor partners to new and potentially unreached fans.

Unlike a billboard on the side of a highway, a race car and its transporter travel all over, becoming a mobile billboard of the items that are on said vehicles. It essentially turns from having one billboard in one location, to having multiple in a greater travel distance.

The vast majority of fans that go to races, especially in sprint car racing, visit more than just one track in one location; some travel the entire circuit as race teams do. In addition, they are loyal to those products that support the sport they love.

In summary, becoming a marketing partner with a race team allows for a company to cover more territory in advertising, while helping others in the same process.



Jake Waters, Driver/Owner



Born: May 2, 1984

Hometown: Mifflintown, Pennsylvania

Marital Status: Single

Hobbies: Racing, movies, hanging with friends

Education:

Juniata High School, 2002 graduate

York Technical Institute, 2004 graduate

Associates Degree in Specialized Technology

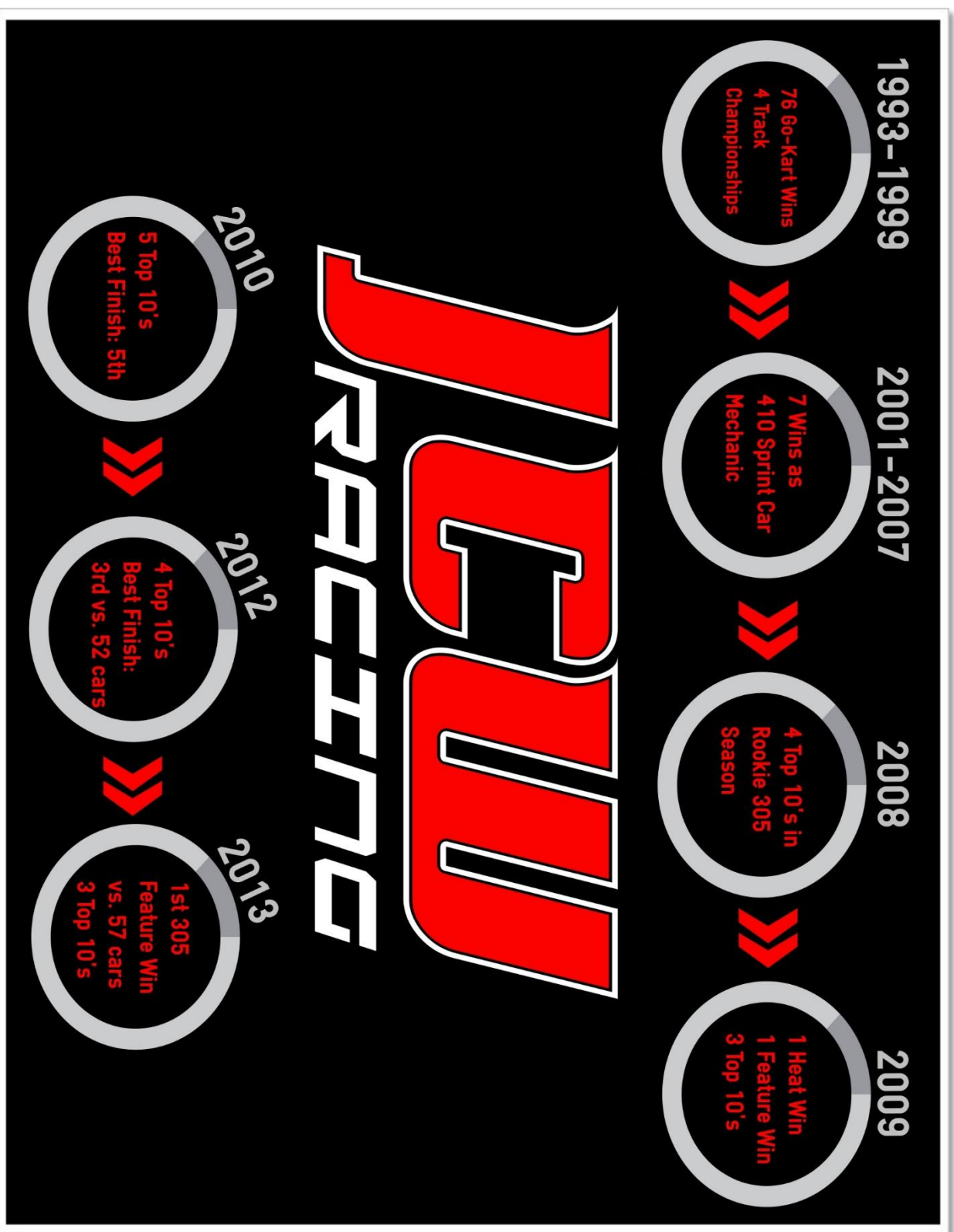
Racing Background: From the first moment I can remember, I have wanted to race. Most of the reason is because of my father, who is a mechanic on several cars, starting in 1971. I would always go to the shops and the races with him, and felt an intimate connection with the sport. When I was old enough, we started racing go-karts, finding much success within a seven year span.

After 76 wins and four track championships, we decided to focus our attention on the mechanical side of racing. From 2000-2007, together with my dad, we worked on four different teams, scoring nine wins in the sprint car ranks,

while I also worked on Dave Blaney's two-seat sprint car. In 2008, we focused our efforts on racing a 305 winged sprint car in the tough and challenging central Pennsylvania ranks. After three years and some success, we feel we have the pieces in place to become a strong force in the sprint car world. In order to achieve this, we need assistance from several dedicated people.



Achievements



JCW's Team

Curt Waters, Head Mechanic:

Since 1971, Curt has worked on sprint cars, developing an accomplished track record with some key names in the industry. From 1971-1980, Curt worked with Keith Kauffman, winning over 50 features on the tough central Pennsylvania circuit. Some of those wins came against the World of Outlaws, All Stars, and some of the biggest names and races in the area. During the 1980's, he worked with several teams, working alongside several accomplished drivers, including Dave Blaney, Jac Haudenschild, Jim Nace, and Kenny Jacobs, among others. In the mid-1990's, Curt shifted focus to forming JCW Racing's go-kart team with Jake, which creating great success, which has continued to this day.



Todd Shellenberger: Todd brings an engineering background to the team with a strong passion for motorsports. Competing as a former go-kart racer, Todd won countless races and championships. For Jake, having Todd on the team has proven highly beneficial, understanding not only what is felt with the car, but having a sense of how to better the car, while assisting the driver in bettering his performance on-track.

The Car



Chassis: J & J

Engine: 305 C.I. small block Chevy with Fuel Injection

Horsepower: 450-500 H.P.

Wings: 5' x 5' top and 2' x 3' front

Tires and Wheels: Hoosier tires on aluminum wheels

Fuel: Methanol

Body: Custom Fiberglass

Weight: 1550 lbs with driver

Sprint Car FAQ's

Still curious as to what sprint car racing is all about?

Why is there a wing on the top of the car?

A large wing on top of the car with sideboards that face opposite directions help to produce a great amount of downforce to help keep the car planted on the track and turn in the corners. The wings also help to absorb energy in the case of the car getting airborne in an accident. Top wings became prominent in the early 1970's. Sprint cars also are equipped with nose wings.

Why are the cars pushed to start?

Sprint cars do not have starters in them, so a push truck is used to fire the engine, and get the car in-gear. A sprint car only has an in/out direct drive, no reverse gear.

Race Night Glossary:

A-Main (or Feature) – The final race of the night which decides who is the overall winner. Depending on the size of the track the A-Main can be from 25-40 laps, which is predetermined before the event.

B-Main– This is a driver's final chance to make it into the A-Main. Depending on the number of heat races run, the top 4 (or in some cases more) cars will transfer into the main event. The B-Main is usually 8-12 laps in length.

Heat Race (or Heat) – An 8-12 lap race (the distance is determined by track) that determines which cars will move on to the A-Feature or B Main. The top five cars in the heats transfer to the A-Main, when there are four heat races. If there are three heat races, then the top-four transfer.

Hot Laps –During this practice session each car is allotted 3 or more laps (the number depends on the size of the track) at speed in order to ensure that their car is ready for qualifying.

For more information, check out the World of Outlaws website:

www.worldofoutlaws.com/sprint



Future Goals:

YEAR 1



Compete in the central Pennsylvania area at 5-7 tracks, focusing on local brand awareness and improving social media branding for current and additionally acquired sponsors

YEARS 2-3



Expand to additional tracks in a different division, competing in various additional markets to reach a broader audience while intensifying social media branding

YEARS 3-4



Expand to competing throughout most of the East Coast and Northeast regions, racing in diverse divisions of sprint cars

YEAR 5 and beyond



Competing at the national level, racing 410 winged sprint cars

On Track Expectations

Be a competitive force

Win Races

Have and gain respect of sponsors, competitors, peers, and fans

Off Track Expectations

Maintain a professional, yet relaxed race team

Earn respect from competitors, track officials, fans, and members of the community

Promote sponsors to maximum capacity and beyond

Expectations to Sponsors

Increase visibility towards key demographics

Improve sales and marketability of products, while reaching to new markets and demographics

Utilize myself as a form of salesman