



Who is Dog Bite Racing?

Dog Bite Racing is an endurance team based in Fort Collins, Colorado. Two friends Kyle Robinson and Thomas Schooling founded DBR in 2021. After years of tinkering together, this pair found they needed to stop dreaming about motorsport and make it happen. Out of a small one-car garage, DBR was started. We acquired a 1999 Ford Crown Victoria Police Interceptor and got started. All work is done in-house including the roll cage, building axles, building engines, and custom-fabricated parts. No challenge is too great and no stone is left unturned. DBR is focused on improving our skills and learning about the sport of racing.



Currently, for 2025 we are building two Ford 4.6 SOHC engines complimented with 4r70w transmission. We are documenting our builds through YouTube, Facebook, and Instagram. Other upgrades we plan on adding to the car are a 2L surge tank, a higher-pressure fuel system, improvements on the aero, and custom-making upper control arms to help with the camber. We plan on attending 5 races across 3 states making it our most raced season.



Goals for DBR in 2025

- Build two engines + transmission combos for the season
- Upgrade fuel system
- Learn tuning of engine and transmission
- Better car setup
- Sub 2:20 lap around High Plains Raceway
- Compete in 3, 24-Hour of Lemons races and 2 ChampCar races across 3 states
- Learn and grow as a team
- Don't suck on track





Media Reach @DogBiteRacing

24 Hours of Lemons and Champcar has a reach of 100K plus on social media and large event turnouts at every race event.

Dog Bite Racing Youtube stats as of 11/22/2024

Subscribers 39+

View time 93+ hours

Views 19.4K total

Dog Bite Racing Instagram stats of 11/22/2024

Followers 33+

Average views 4k a reel





DBR BRAND

Dog Bite Racing's roots are from hardwork and dedication. When work is needed to be done we put our nose to the grindstone, but we always have fun doing it. We are creative with our solutions. Always learning from our experiences. With everything completed in house there is no time for BS. We show our authentic selves and what we can do as a team. At DBR we are honest about our mistakes and aim to guide others from slowing them down. As a community we are a team that is always looking towards that next corner





Why Motorsports

1. **Brand Loyalty** - motorsports community supports brands participating in the sport
2. **Product exposure** - Motorsports is a extreme environment for products to show their strengths
3. **Community Networking** - the stress of official engagement from representative to representative is made easier with common interests of sport
4. **Closer engagement to buyers** - getting to know the buyer on a closer level. See what needs they need at the ground level





Why Dog Bite Racing?

Dog Bite Racing is a fast growing organization that makes waves with every event we participate in. We stand out with our blue collar approach to getting the task done. Being in entry level Motorsports we represent the common everyday customer with our brand authenticity. Creating familiarity with customers is easiest at the ground floor. By sharing our experiences partners gain customers' support by investing in the entry levels. These levels of Motorsports bring all walks of life making excellent networking environments. The flag is green and Dog Bite Racing does not plan on stopping. Will you be a part of Dog Bite Racing for the Checkered flag?



Deliverables

BRANDING

- **Logo placement**
 - On car
 - On season apparel
 - Live streams
 - Team uniforms
- **Corporate signage at race shop**
- **Corporate mentions during YouTube videos, social media Posts, interviews, ETC**
- **Branded promotions and product promotion**
- **Digital and social media campaigns**
- **Brand awareness through word of mouth**
- **Community and social media campaigns**



CONTACT DOG BITE RACING

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