

Fuel the Underdog Sponsorship Proposal



Grassroots racing. Real passion. Big heart.

About Dog Bite Racing

- **Founded by lifelong friends with a shared love of cars and competition.**
- **Based in Colorado, racing in grassroots endurance events like the 24 Hours of LeMons & ChampCar.**
- **Team car: 'Clifford' – a 1999 Ford Crown Victoria Police Interceptor reborn for racing.**
- **A family-driven team built on passion, grit, and the spirit of the underdog.**



The Team

- **Tommy**
 - **Co-founder, team captain, crew chief, and driver.**
- **Kyle**
 - **Co-founder, mechanic, driver, and welder.**
- **Cory**
 - **Driver, and steady hand behind the wheel.**
- **Keaton**
 - **Driver, Crew member, and logistics support.**



Racing History & Events

- **2024**
- **Champcar**
 - **At HPR top 20 finish in first race and 2nd in class**
- **24 Hours of lemons**
 - **Full 24 hour at HPR finished top ten in class and 38th overall**
 - **HPR September race finished 14th in class 68th over all (Engine failure)**
- **2025**
- **Champcar**
 - **Ozarks INT finished 3rd in class and 16th overall**
- **24 Hours of Lemons**
 - **Hallet finished 13th in class and 42nd overall (transmission failure). Received Heroic Fix award.**
 - **HPR in June finished 3rd in class and 19th overall**
 - **HPR full 24 hour 9th in class and 41st overall**



Unofficial 2026 team schedule

- **Champcar February 28 - March 1 @ G2 MOTORSPORTS PARK (DALLAS, TEXAS)**
- **24 Hours of Lemons MAY (TBD) @ Hallot Motor Racing Circuit (Jennings, Oklahoma)**
- **24 Hours of Lemons June (TBD) @ High Plains Raceway(Byers, Colorado)**
- **24 Hours of Lemons September (TBD) @ High Plains Raceway(Byers, Colorado)**
- **Champcar November 7-November 8 @ OZARKS INTERNATIONAL RACEWAY (Ozarks, Missouri)**
- **Champcar December 29-December 31 @ CIRCUIT OF THE AMERICAS (COTA) (Austin, Texas) (if we get enough help!!!)**



What Makes Us Unique

- **Turning a retired police car into a full-fledged race car – true creativity and grit.**
- **Standout paddock Presents**
- **Bold livery, roaring V8 — a fan favorite at every event.**
- **Authentic grassroots story that resonates with fans and sponsors alike.**
- **Underdog ethos — proving passion can compete with big budgets.**
- **Unbeatable hard work that stands out in the paddock**
- **Strong community presence and social engagement.**



Audience & Reach @DOGBITERACING

- Local and regional racing fans across Colorado and beyond.
- Social media engagement with car enthusiasts and grassroots motorsports fans.
- On-site exposure at race events and car meets.
- Growing network through content, partnerships, and community support.
- YouTube, Facebook and Instagram

Channel analytics

Overview Content Audience Trends

Your channel has gotten 150,461 views so far

Views 150.5K Watch time (hours) 704.5 Subscribers +182

Realtime Updating live 182 Subscribers See live count 772 Views · Last 48 hours -48h Now

Top content Views

- Ford 4.6 2v pi heads swap... 239
- Check out this Ford Crown ... 210
- Racing to turn 4 at High Pla... 166

See more

YouTube

Advanced mode May 22, 2023 – Oct 5, 2025 Lifetime

Professional dashboard Insights Ad tools

90 day insight

Account insights

Views 19,346

By content type

All	Followers	Non-followers
Followers	10.6%	
Non-followers	89.4%	
Reels	97.9%	
Stories	2.0%	
Posts	0.1%	

Accounts reached 13,914

Followers Non-followers

Sponsorship Tiers

	Primary Sponsor	Gold sponsor (2 available)	Silver sponsor (4 available)	Bronze sponsor (10 available)
Pricing	\$5,000	\$2500	\$1000	\$500
Social Media	<ul style="list-style-type: none"> “Powered by” in all media co branded content on stage/social media shoutouts/ takeover included on website sponsor page 	<ul style="list-style-type: none"> Prominent inclusion in digital content press materials co branded highlights included on website sponsor page 	<ul style="list-style-type: none"> mentions on most digital content included on website sponsor page 	<ul style="list-style-type: none"> some mentions on digital content included on website sponsor page
Access	<ul style="list-style-type: none"> if local, DBR car can attend 2 event or promotional as a stand out piece 2 employees can race 1 stint each in HPR 24 hour race Pit access at races 	<ul style="list-style-type: none"> 2 employees Drive car on one track day at HPR Pit access at races 	<ul style="list-style-type: none"> Pit access at races 	<ul style="list-style-type: none"> Pit access at races
Logo	<ul style="list-style-type: none"> primary placement on car largest logo on team swag and team banner 	<ul style="list-style-type: none"> Secondary placement on car, team swag and team banner 	<ul style="list-style-type: none"> Small branding on car included some team season swag and team banner 	<ul style="list-style-type: none"> smallest logo on car included on some team season swag

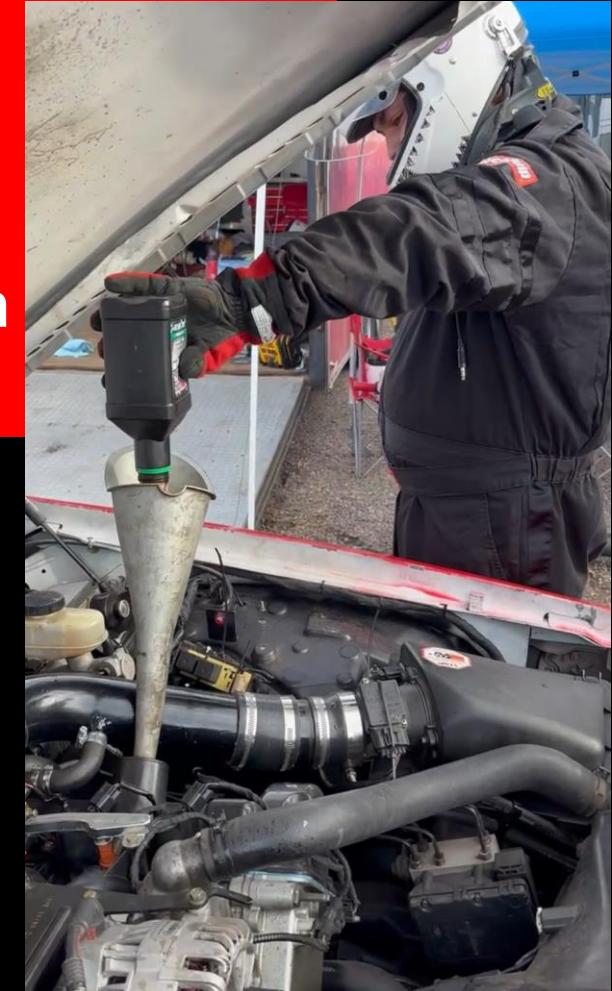
Sponsorship Tiers

	Tire sponsor	Oil/fluids sponsor	Pit stop sponsor	fan sponsor
Pricing	\$8,000 or product	\$5000 or products	\$250	\$100
Social Media	<ul style="list-style-type: none">Exclusive title: Official Tire Sponsor of Dog Bite Racingco branded contentCustom branded tire change and pit stop contentincluded on website sponsor page	<ul style="list-style-type: none">Shown in shop/maintenance videosProminent inclusion in digital contentpress materialsproduct reviewsco branded highlightsincluded on website sponsor page	<ul style="list-style-type: none">mentions on some digital contentincluded on website sponsor page	<ul style="list-style-type: none">Social media shout out
Access	<ul style="list-style-type: none">2 employees can race 1 stint each in HPR 24 hour racePit access at races	<ul style="list-style-type: none">2 employees can race 1 stint each in HPR 24 hour racePit access at races	<ul style="list-style-type: none">Pit access at races	
Logo	<ul style="list-style-type: none">Large logo placement on carlarge logo on team swag and team banner	<ul style="list-style-type: none">large logo placement on car, team swag and team banner		

Your Support Fuels the Team

Sponsor contributions directly support:

- **Vehicle prep and maintenance**
- **Safety equipment and upgrades**
- **Race entry fees and travel costs**
- **Team gear, branding, and logistics**
- **Content creation and community outreach**
- **Ability to race around the country**



Special Project sponsorship supports

- Rewiring car this off season - any support acquiring wire, tools, sensors and connectors
- Improving handling of car. We are lowering car - any support in parts, shocks, springs, traction arms, bushings...
- Fuel system improvements/eliminate fuel slosh - fuel pumps, an line and Holley Hydramat
 - All help with these projects will be included in all media about project
 - Logo included on car and team swag
 - Shout out on social medias and posts directly about these projects



Sponsor ROI & Value

- **Brand exposure at live events, Live streams and posts online.**
- **Social content and community engagement opportunities.**
- **Association with authentic, passionate motorsport culture.**
- **Cross-promotion through Dog Bite Racing channels.**

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24 HOURS OF LEMONS
racing for real people



Proposed Sponsorship Packages

- Tailored packages available for each partner level.
- Flexible options to match your marketing goals.
- Collaborate directly with the Dog Bite Racing team to maximize impact.



Next Steps

- **Let's discuss your goals and align with the right sponsorship level.**
- **Confirm commitment and provide logo files for placement.**
- **Branding deadlines and race schedule shared upon agreement.**
- **Join us in fueling the underdog this season!**



Contact

Team Captain - Thomas Schooling

Dogbiteracing@gmail.com

Info@dogbiteracing.com

Dogbiteracing.com

PHONE 760-508-2102

