

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

- Champear 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)
- Champear November 7-November 8 @ OZARKS INTERNATIONAL RACEWAY (Ozarks, Missouri)
- Champear December 29-December 31 @ CIRCUIT OF THE AMERICAS (COTA) (Austin, Texas) (if we get enough help!!!)



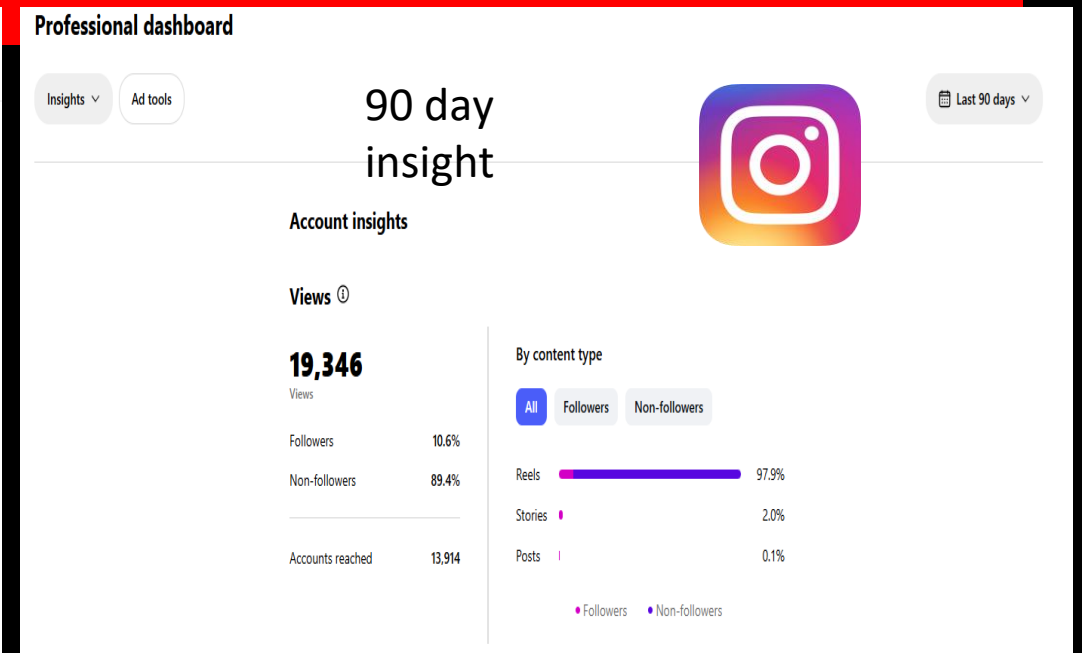
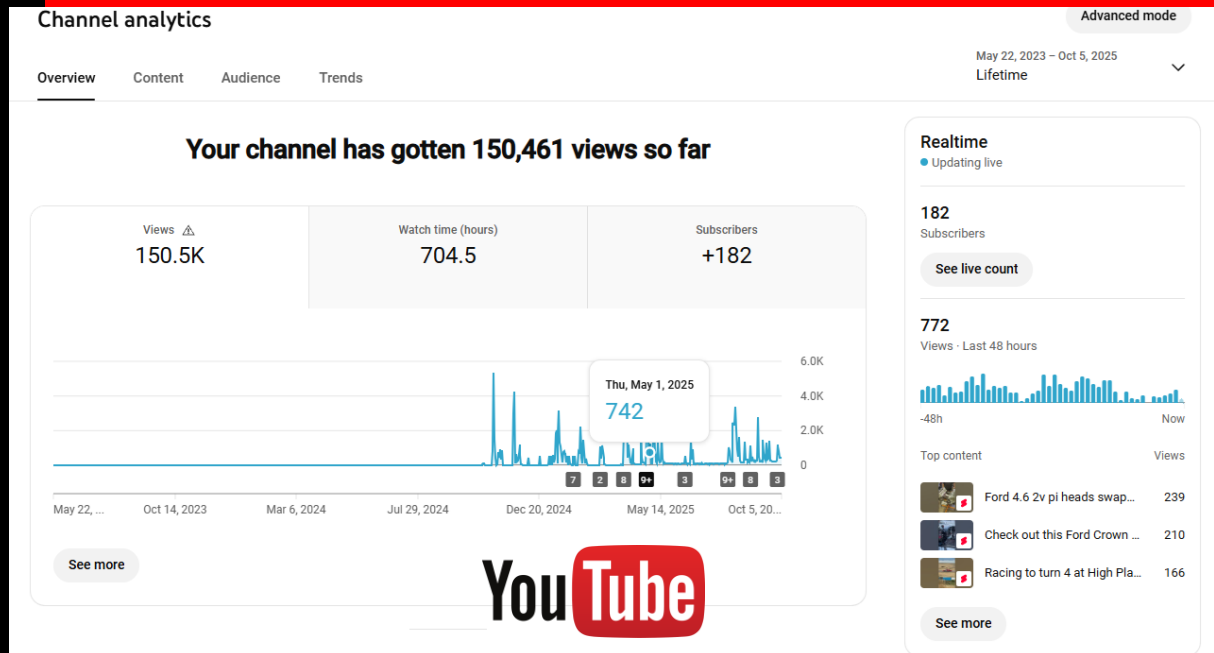
What Makes Us Unique

- **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



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

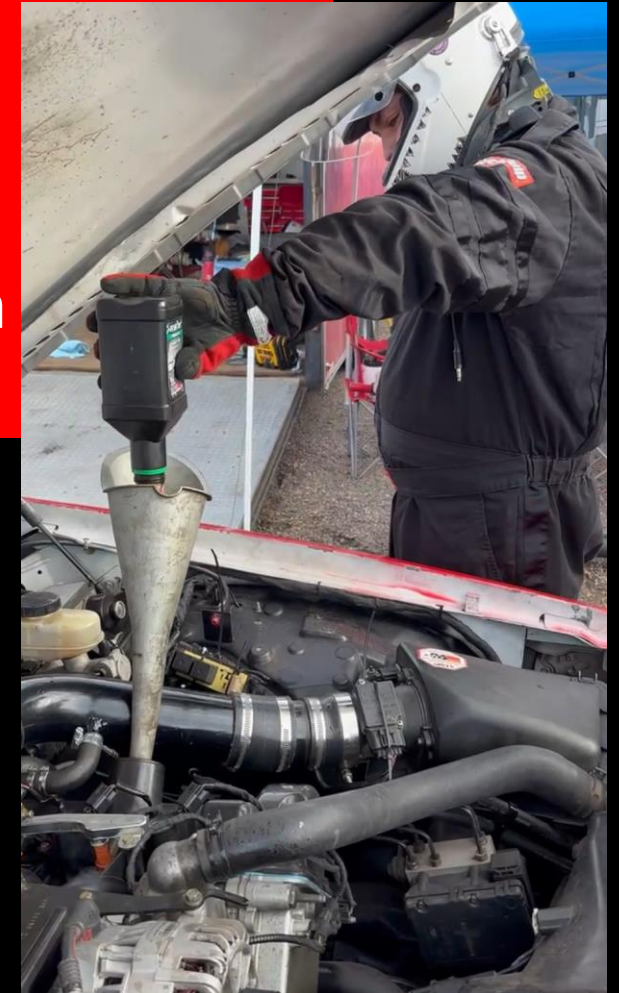
Sponsorship Tiers

	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 Racing• co branded content• Custom branded tire change and pit stop content• included on website sponsor page	<ul style="list-style-type: none">• Shown in shop/maintenance videos• Prominent inclusion in digital content• press materials• product reviews• co branded highlights• included on website sponsor page	<ul style="list-style-type: none">• mentions on some digital content• included 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 race• Pit access at races	<ul style="list-style-type: none">• 2 employees can race 1 stint each in HPR 24 hour race• Pit access at races	<ul style="list-style-type: none">• Pit access at races	
Logo	<ul style="list-style-type: none">• Large logo placement on car• large 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

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