

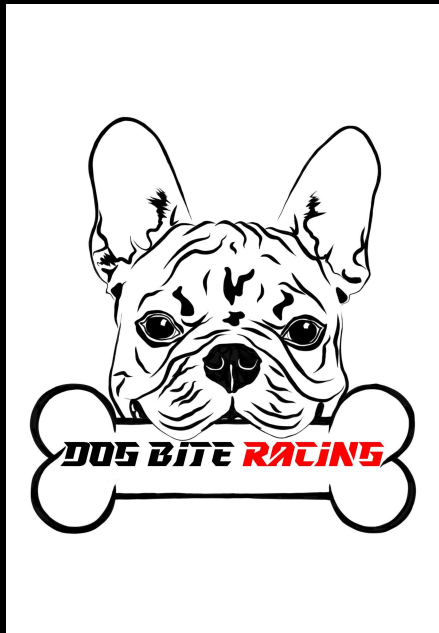
# Fuel the Underdog Sponsorship Proposal



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.



# 2026 DBR RACE SCHEDULE

- **Champear February 28 - March 1 @ G2 MOTORSPORTS PARK (DALLAS, TEXAS)**
- **Champear May 2-3 @ Harris Hills Raceway (San Marcos, Texas)**
- **24 Hours of Lemons June 13-14 @ High Plains Raceway (Byers, Colorado)**
- **24 Hours of Lemons September 12-13 @ High Plains Raceway (Byers, Colorado)**
- **Champear November 7-8 @ OZARKS INTERNATIONAL RACEWAY (Ozarks, Missouri)**
- **Champear December 29-31 @ CIRCUIT OF THE AMERICAS (COTA) (Austin, Texas)**



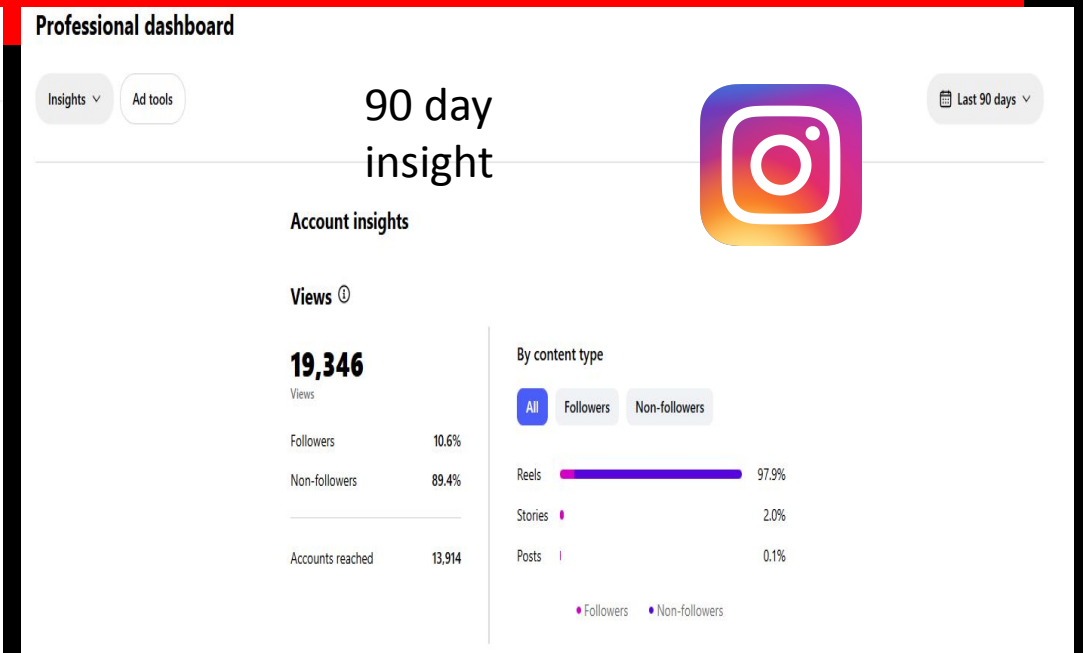
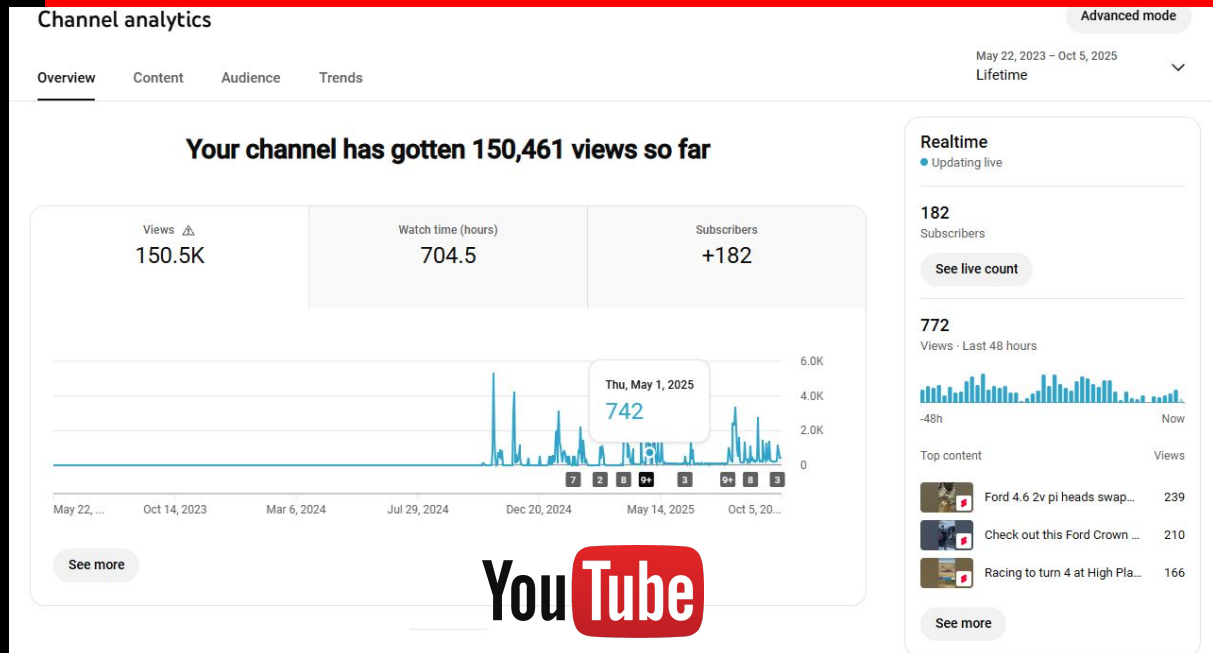
# What Makes Us Unique

- **Turning a retired police car into a full-fledged race car – true creativity and grit.**
- **Standout paddock presence.**
- **Bold lively, 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


- 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

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

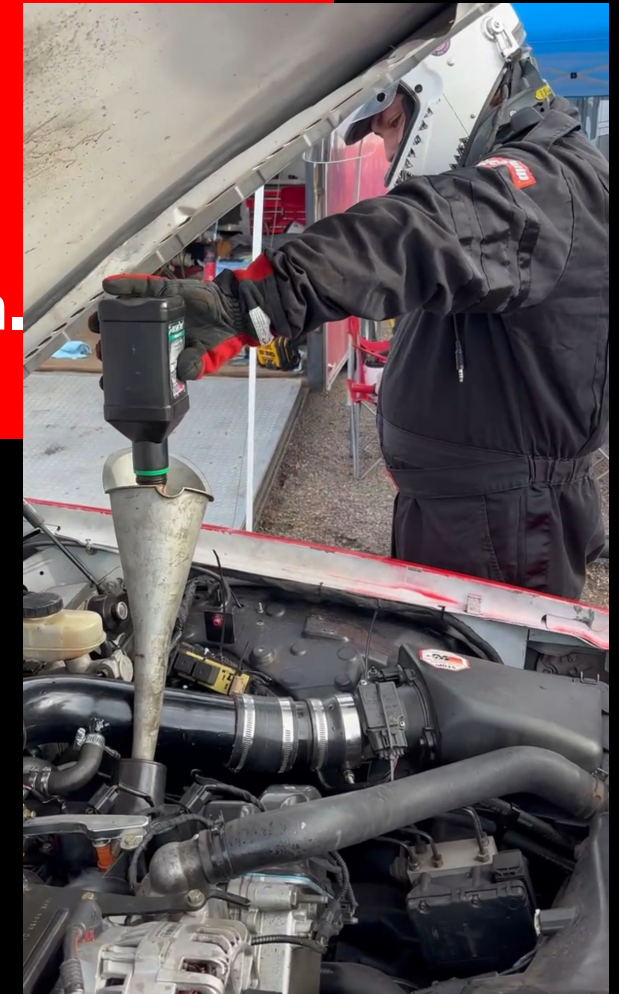
# Sponsorship Tiers

	Tire Sponsor	Oil/Fluids Sponsor	Pit Stop Sponsor	Fan Sponsor
Pricing	\$8,000 or product.		\$250	\$100
Social Media	<ul style="list-style-type: none"> <li>• Exclusive title: Official Tire Sponsor of Dog Bite Racing.</li> <li>• Co branded content.</li> <li>• Custom branded tire change and pit stop content.</li> <li>• Included on website sponsor page.</li> </ul>		<ul style="list-style-type: none"> <li>• Mentions on some digital content.</li> <li>• Included on website sponsor page.</li> </ul>	<ul style="list-style-type: none"> <li>• Social media shout out.</li> </ul>
Access	<ul style="list-style-type: none"> <li>• 2 employees can race 1 stint each in HPR 24 hour race.</li> <li>• Pit access at races.</li> </ul>		<ul style="list-style-type: none"> <li>• Pit access at races.</li> </ul>	
Logo	<ul style="list-style-type: none"> <li>• Large logo placement on car.</li> <li>• Large logo on team swag and team banner.</li> </ul>			

# 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

- **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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.com



**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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