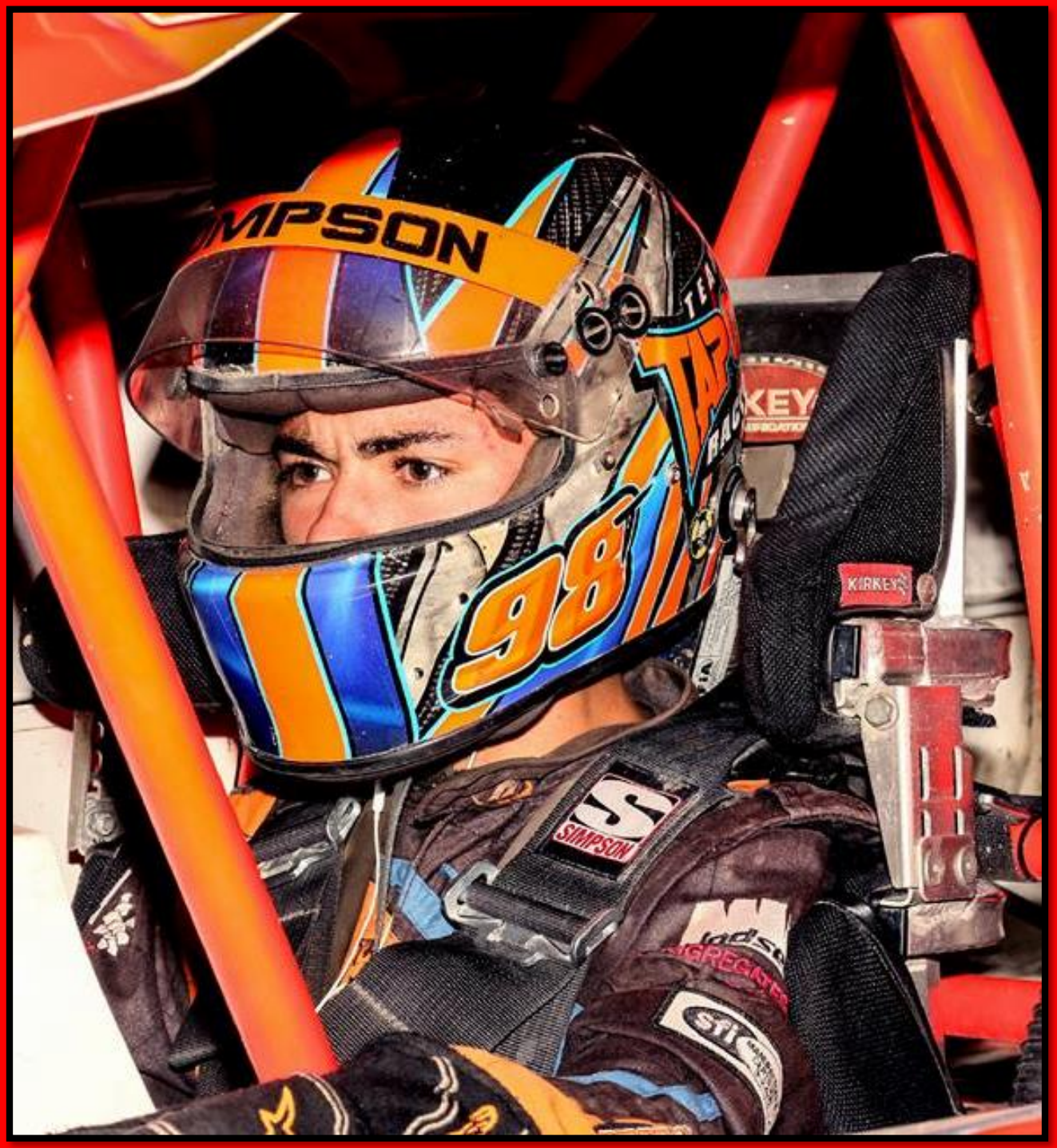
tyler thompson
2018 marketing

meet tyler



Hello, my name is Tyler Thompson. We are a family racing operation that allows our family to spend time together on weekends. I started racing go-karts in 2011 and I was hooked from the start. The first few years was a learning curve and once I got the hang of it in 2015 we were off to the races, so to speak.

My Dad purchased my first DIRT Sportsman car in 2015 from DIRT Modified Star, Larry Wight. We competed in the novice Sportsman Division at the Fulton Speedway and had six wins in 2016, a great start for my transition from karts to modifieds.

In the end of 2016 we moved from the Novice Sportsman Division to the Open Sportsman series which would be challenging at first. In 2017, we set an ambitious schedule to run over 50 races.

This year started off strong winning heat races and being very competitive right out of the box . We had a tough wreck at Brewerton Speedway in May, setting us back. After taking two weeks off our No. 98 Troyer Racecar was running stout.

Our first big end of the season race was Super Dirt Week at the Oswego Speedway with over 75 cars in our division. We set a goal to qualify and easily made the show, running in a solid top ten position when misfortune struck us with a flat tire, erasing a great finish…but we were ready for the biggest race of my career.

On to Charlotte for an invitation only All-Star race where I was lucky enough to start on the pole and lead all 20 laps. It set a tone for what lies ahead. More wins and a bright future for our team.

tyler thompson quick facts

Racing Timeline & Accomplishments

- *2017- Won All-Star Invitational Sportsman Race at the Charlotte Motor Speedway and was named the DirtCar Sportsman Rookie of the Year. Ran regularly at the Brewerton and Fulton Speedways.*
- *2016- Starting driving Novice Sportsman. Won 5 times and moved up to the Open Sportsman. Had a total of 23 wins between Sportsman and Karting. Named Rookie of the Race at Oswego Speedway during Super Dirt Week. Won a number of races in the Slack House Kart.*
- *2015-Tyler was noticed by Performance Manufacturing Slack Karts and was hired as a fulltime Driver in the New York Dirt Kart Series and the Burris money series. Had an amazing season winning over ten times at races in the Northeast and NC*
- *2009-2014- Tyler honed his skills in a family owned kart. He saw the karting track behind Oswego Speedway where his Dad raced and thought it would be fun. The rest is history.*

Date of Birth:	**September 25, 2001**
Hometown:	**Volney, NY**
School:	**Fulton HS GRB**
Home Track:	**Brewerton Speedway**

racetracks, fans and media

Brewerton Speedway

Fulton Speedway

Weedsport Speedway

Outlaw Speedway
82 Main St Oneonta NY
607-243-0600

Oswego Speedway
Home of the Supermodifieds

Rolling Wheels Raceway Park
Elbridge • New York

Utica-Rome Speedway
Route 5 Vernon, NY

Chapman's Can-Am Speedway & Motorsports Park
LaFargeville, NY

Bridgeport Speedway

Accord Speedway

OCFS
Orange County Fair Speedway
The Herd Cays

The Dirt Track at Charlotte

2018 Tyler Thompson Race Schedule

- ✓ 60 races at 12 different race tracks in 3 states
- ✓ Nearly 100,000 fans in attendance
- ✓ Race dedicated magazines, newspapers, websites, blogs, radio shows & extensive social media makes great exposure for our partners

power of motorsports

315-312-0403

This Year is the BEST SO FAR! Don't Miss It!

Submitted photo

All-Star race winner: Fulton's Tyler Thompson won the Sportsman Modified All-Star race on Saturday at The Dirt Track at Charlotte during the OneDirt World Short Track Championship. Thompson, 16, is a junior at Fulton's G. Ray Bodley High School.

Fulton teen Thompson drives to first Sportsman win in Charlotte

By MIKE LEBOEUF
mleboeuf@palltimes.com

FULTON — Tyler Thompson's racing career continues to pick up speed.

The 16-year-old from Fulton posted the biggest win of his career this past Saturday, taking the checkered flag in the 20-lap All-Star race in the Northeast Sportsman Modified Division at The Dirt Track at Charlotte during the OneDirt World Short Track Championship.

In a division with about 45 racers, Thompson qualified for the All-Star race. In a draw for starting positions, he drew the pole. He led the entire race in the No. 98T car to take the $600 first-place prize.

"I was happy just to be in the race, but to win it was just unbelievable," Thompson said. "The car was perfect."

He said he "was feeling pressure the whole race," but he wound up winning by more than four seconds.

In the Sportsman Modified 30-lap feature, Thompson started in the 17th spot and worked his way forward for a ninth-place finish in the 26-car field.

The race was won by Dave Marcucilli, who also won the Chevy Performance 75 during NAPA Auto Parts Super DIRT Week at Oswego Speedway in October. Many of the best in the sport were in the race, including Rocky Warner and Ron Davis III.

Making Thompson's achievements even more impressive is the fact that this was his first time ever at The Dirt Track at Charlotte.

A junior at Fulton's G. Ray Bodley High School, Thompson has made rapid progress in his racing career.

He started out racing karts at Oswego Kartway in 2010. He thanked Mike Babcock for helping him move up in the karting ranks, to the point where Thompson won the New York Dirt Kart Series Clone Light championship in 2016.

In kart racing, Thompson competes for Slack Karts and Performance Manufacturing.

After competing in the E&V Energy Novice Sportsman Class at Fulton Speedway, this year was Thompson's first as a regular in the SUNY Canton Sportsman Division. At Fulton Speedway, he posted three top-10 finishes in nine starts. He turned in two top-five finishes and six top-10 finishes in 12 starts at Brewerton Speedway.

During Super DIRT Week at Oswego, Thompson finished 25th in the Chevy Performance 75.

After knocking at the door several times for his first Sportsman feature win, Thompson [illegible] through in the All-Star race at Charlotte.

"It was a big relief to [illegible] said. "It's been a pretty good [illegible]

Although his Sportsman season is over, Thompson [illegible] running his kart indoors at the Center of Progress Building at the fairgrounds in Syracuse.

He plans to continue his [illegible] man career in 2018, and he [illegible] ride in a 358-Modified might [illegible] the works.

"We're going to mainly progress [illegible] in the Sportsman class," he said.

We are often asked, "Why Motorsports?" Our answer is because...

- ✓ No. 1 Spectator Sport in North America
- ✓ Most Loyal Fan Base in the Sport's Arena
- ✓ The Effectiveness of Grass Roots Marketing
- ✓ Ability for Hands on Promotional Marketing
- ✓ Employee Morale and Teamwork theme
- ✓ We Brand to the Right Audience
- ✓ Cause Marketing is Powerful
- ✓ Extensive Media Coverage
- ✓ Effective Use of Social Media
- ✓ Powerful Demographics
- ✓ Family Oriented Sport
- ✓ Tyler is a Role Model
- ✓ B2B and B2C introductions

race fans are fiercely loyal

75%

ARE LIKELY TO TRY YOUR PRODUCT OR SERVICE

73%

ARE LIKELY TO CONSCIOUSLY SUPPORT YOUR PRODUCT OR SERVICE

63%

ARE LIKELY TO RECOMMEND YOUR PRODUCT OR SERVICE

83% STATE THAT SPONSORSHIP OF RACING MAKES THEM FEEL GOOD ABOUT A PRODUCT OR SERVICE…THAT'S A POWERFUL TOOL IN YOUR POCKET

Every marketing partnership we design is about building relationships, raising awareness, increasing loyalty, establishing relevance, encouraging interaction and product trial, creating memories, stimulating a positive word of mouth, changing the minds of dissatisfied customers, creating product desire, verify the target audience and increase your ROI...

we get it...it s all about you and your customers

primary partnership

our most comprehensive package. we tell your story, we boast your colors and it s all about you

Your exclusive primary marketing partnership program includes:

- ✓ *Your company colors & design choice*
- ✓ *Your logo large on the wing*
- ✓ *Your logo on banner (4 ‘ by 6’ on back of trailer facing the crowd at track)*
- ✓ *Logo on Crew Shirts (across chest)*
- ✓ *Logo on Tyler’s Uniform & Helmet (across chest on uniform)*
- ✓ *Hero Card Fan Handouts (story on back)*
- ✓ *Personal Appearances (4)*
- ✓ *Tyler becomes an extension of your Sales & Marketing team…*
- ✓ *Your logo & car design on Merchandising*
- ✓ *Press Releases about your involvement*
- ✓ *Extensive Social Media and Website*
- ✓ *Mentions in Victory Lane and Interviews (EX: my D&S Landscaping car was…)*

Primary Partnership investment starting at $2000 per month for 12 months

primary associate partnerships ...custom designed to fit your company s budget and business model

- ✓ Your logo displayed on racecar (24”)
- ✓ Logo on Crew Shirts (patch size logo)
- ✓ Logo on Tyler’s Uniform (patch size logo)
- ✓ Logo on Hero Card Fan Handouts
- ✓ Personal Appearances (2)
- ✓ Work with your Sales & Marketing team
- ✓ Inclusion in Merchandising (logo on t-shirt)
- ✓ Introductory Press Release about program)
- ✓ Social Media & Website
- ✓ Mentions in Victory Lane Ceremonies and Interviews as a partner

Primary Associate Partner Investment starting at $900 per month for 12 months

Our primary associate partnership has many of the benefits of our primary partner… you get a powerful program custom designed for you that can have a great impact on your business. We can also custom design an Associate Partnership that starts at $500 per month. Size of logos and amount of media and benefits are adjusted according to your level of partnership.

our unique business partnership

An entry level partnership that gets you involved in our exciting motorsports program at an affordable cost. This is a great way to take advantage of the loyalty of race fans and build your involvement with Tyler Thompson. A perfect way to start your long-term partnership with us. Starting at $125 per month for 12 months.

tyler thompson its in his eyes!

When you first meet the soft spoken teen you might think that his calm demeanor is a sign of weakness. Think again, because Tyler Thompson has the heart of a lion and a ferocious appetite for winning.

His passion for racing has grown every season and when you take the time to get to know Tyler you will find a dedicated warrior that is destined for greatness.

In October, he won the biggest race of his promising career in Charlotte, NC some 766 miles from Fulton, NY. After celebrating his family drove through the night so that he wouldn't miss school on Monday.

"I admit, I was a little tired on Monday after the ride home," said Thompson. "I take my school as serious as my racing and after missing a few days earlier at Super Dirt Week, I needed to be there."

Tyler is focused on becoming a champion and he has the drive and determination to succeed for years to come. You see, it's all in the eyes.

Liftech Equipment Companies

JCB

We are very proud of our relationship with Liftech and JCB. We will continue to add new equipment as our company grows. . Liftech's seven locations fall directly into a geographic area where Tyler Thompson will race 60 times in 2018. Here's a look at our concept.

LANDSCAPE DESIGN & CONSTRUCTION

GREEN INDUSTRY Pros

WHAT'S ON MY TRAILER: JCB Trifecta Helps Upstate New York Contractor Expand His Landscaping Business

BY GREGG WARTGOW ON JUL 6, 2015

Jason Simmons, owner/operator of D&S Landscaping of CNY in Fulton, NY

JCB Racing

We get B2B…just look just at the logos on the side of the race car photo below. When you add in our 70-foot trailer and toter with JCB colors you have an impressive travelling billboard driving over 10,000 miles throughout Liftech's sales and marketing area this season.

Lindsey Aggregates has been a major supplier for Jason Simmons and his companies for a number of years. They approached Jason about helping out with Jason's son Tyler's blossoming racing career. The result was the first of what we are hoping will be many B2B programs where we can design a way to help both JCB and Liftech build their business through utilizing the strong benefits of a marketing partnership. We believe in relationship marketing and the loyalty it brings.

JCB Racing

Here's what you get:

- ✓ JCB colors and logo and Liftech's logo prominently displayed on the truck and trailer
- ✓ JCB colors and logo and Liftech's logo prominently displayed on Tyler's five race cars
- ✓ JCB colors and logo and Liftech's logo prominently displayed on Tyler's uniform
- ✓ JCB colors and logo and Liftech's logo prominently displayed on team apparel
- ✓ Inclusion in all merchandising including logos and JCB colors (sales opportunity)
- ✓ Hero cards designed with JCB and Liftech
- ✓ Use of Tyler's name and likeness in all aspects of marketing
- ✓ Use of Jason Simmons and his companies in marketing and promotions
- ✓ Inclusion in all marketing materials of Tyler Thompson Racing
- ✓ Press Releases and Social Media
- ✓ Extensive media coverage
- ✓ Show Car and Personal Appearances
- ✓ Tyler and Jason become an extension of your sales & marketing team
- ✓ Visit to JCB home office in Savannah in October in conjunction with race in Charlotte

Total investment for all of the above would be $65,000 for the 2018 racing season. We would like to start this on a regional basis in Liftech's area and potentially build it nationwide as Tyler moves up the racing ladder. Our out of pocket costs that we would spend out of the $65,000 would be about $20,000 to get everything painted and decaled, uniforms and printing costs. We would like this to be a joint venture between JCB and Liftech.

TAKE YOUR MARKETING TO THE NEXT LEVEL

We invite you to find out how we can take you to the next level of marketing and media excitement. We design, create and implement opportunities to accomplish your goals while bringing you the power of motorsports and a strong ROI.

Exclusive Branding
Exclusive Promotions
Exclusive Entertainment
Exclusive Experiences
Powerful Media & Marketing

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ROLFE SCHNUR
MOTORSPORTS MARKETING

Cover photo by Joe Johnson * Thank you AJ Yabroudy for the excellent photos