

3 GENERATIONS OF SPEED
ROBERTSON
Racing

Ryan Robertson is a 22 year old up-and-coming NASCAR driver, currently racing in the Late Model Division. 2006 was only Ryan's second full year racing, and he needed sponsors in order to make it to the next level of the sport. MediaFit developed:

- A positioning concept and logo for the team and "best-in-class" sponsorship kit to bring Ryan's story to life
- A comprehensive public relations plan
- A robust website for the team showcasing the team's story, its current activity, and its sponsors

Three sponsors signed on for both the 2006 and 2007 seasons, including a media sponsor which provided additional visibility for both the team and its other sponsors. As the team's continuing marketing partner, we managed the sponsorships throughout the season, which included:

- Promotional materials
- Customized on-track promotions and event development
- Public appearances and media exposure
- Ongoing press releases
- Merchandise development

For 2008, all of the team's major sponsors renewed. Plus we added a second primary sponsor and another media sponsor on the late model team and secured a separate UARA sponsorship deal with Savage Energy.



www.RyanRobertsonRacing.com

"MediaFit has given our team a huge leg up on the competition with their attention to detail and professionalism." ~Mike Robertson



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