



GMS Racing Ownership/Management

Owner, Maurice Gallagher, Chairman & CEO of Allegiant Air
President of GMS Racing, Mike Beam

GMS Racing currently competes in the NASCAR Xfinity Series, NASCAR Gander Outdoors Series, NASCAR K&N Series and ARCA Series. In 2012 GMS Racing ran limited ARCA Series and NASCAR Gander Outdoors Series races. In 2015 under the management of Mike Beam GMS Racing commits to a full-time schedule in the NASCAR Gander Outdoors Series and the ARCA Series, winning the ARCA championship. GMS backed up its ARCA Championship with the 2016 NASCAR Gander Outdoors Series championship and regular season championship in 2018. GMS Racing currently fields the No. 2 Chevrolet Silverado full-time for Sheldon Creed, the No. 24 Silverado full-time for Brett Moffitt, and the No. 21 Silverado part-time for Sam Mayer. GMS fields the #21 Chevy Camaro for Sam Mayer in NASCAR K&N East Series with Sam Mayer winning the championship for 2019.

In 2016 GMS started competing in the NASCAR Xfinity Series, the team currently fields the No. 23 Chevrolet Camaro full-time for John Hunter Nemechek. GMS first Xfinity win came in 2018 with Spencer Gallagher at Talladega. GMS fields a Chevy late model program for Toni Breidinger. Toni's is USAC's all-time winningest female driver.

Driver Edge Development. GMS Racing and Junior Motorsports capture emerging talent and build future stars through clear growth and increasing competition experience. This program is supported by Chevy Racing along with GMS Racing and Junior Motorsports.





Proven Performance on Track

- 2018 NASCAR Gander Outdoors Series Truck Regular Series Champions
- Ten (10) NASCAR Gander Outdoors Series wins in 2018
- One (1) NASCAR Xfinity win in 2018
- Six (6) NASCAR Gander Outdoors Series Truck Series Wins in 2017
- NASCAR Gander Outdoors Truck Series Champions in 2016
- Seven (7) NASCAR Camping World Truck Series Wins in 2016
- 2015 ARCA Championship
- 2019 NASCAR K&N East Champion

18 Poles

40 Wins

159 Top 5's

298 Top 10's





13,600

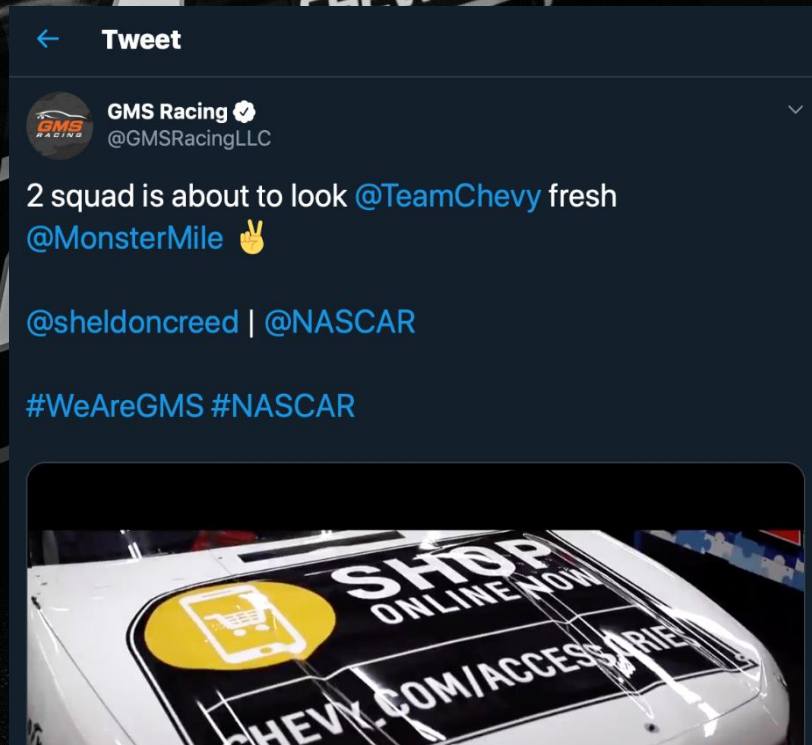
GMS Racing
Social Media Reach



16,800



17,200



Weekly Social Media posts and Photo recaps

Career Stats

**** 2018 NASCAR Gander Outdoors Truck Series Champion**

- **11 Career NASCAR Gander Outdoors Series Wins**
- **28 TOP-5 Finishes**
- **33 TOP-10 Finishes**
- **2015 NASCAR Cup Series Rookie of the Year**

NASCAR
GANDER
OUTDOORS™
TRUCK SERIES



**WE
ARE
GMS**



GMS Partnership Marketing
Sponsor branding on the
following:

- #24 NASCAR Truck
- 53" NASCAR Transporter
- Pit & tool boxes
- Pit road wall banner
- Driver & crew apparel
- Company website and print materials



Driver meet & greet
Garage & Pre-race access





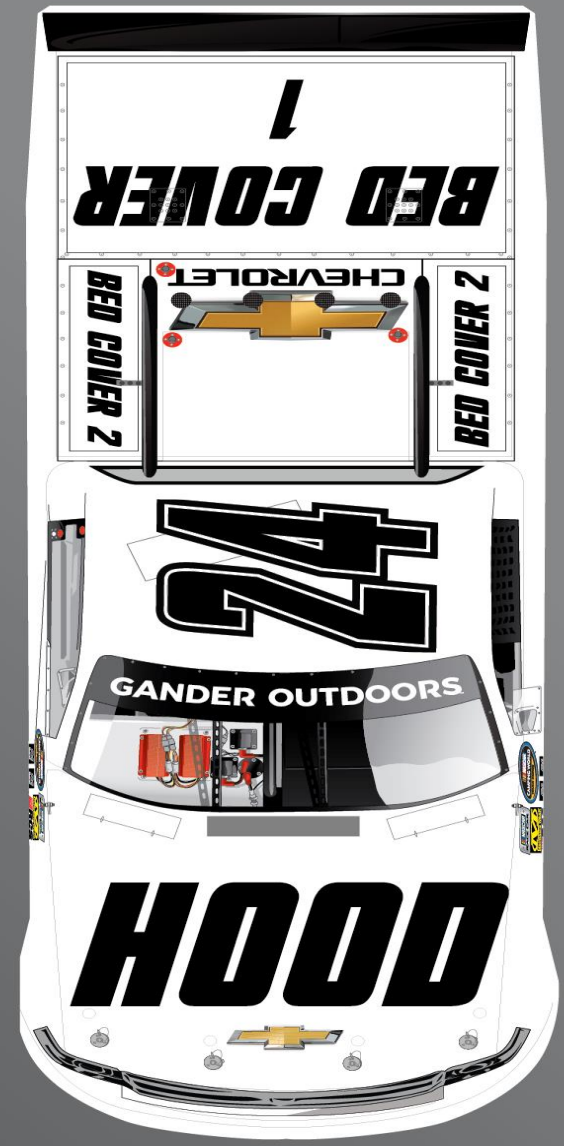
**GMS Pit &
Toolbox
Branding
VIP Guest's pit
Box Access**



Hospitality Suite



BPOST



UNDERHOOD

PROJECT:	
TRACK:	
ARTIST:	
VERSION:	

Artwork is the sole property of GMS Racing



COLOR PALETT

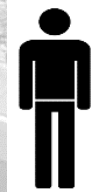
Driver Uniform Design



NASCAR Gander Outdoors Truck Series Fan Base Demographics



73%
Male



27%
Female



2
OUT OF
5

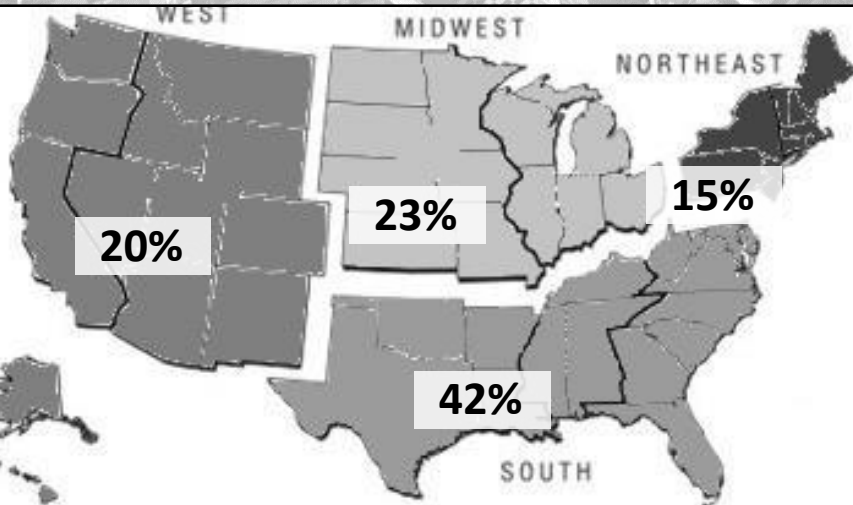
18-44 Years Old



27%

Multicultural

Geographic Distribution



3
OUT
OF 5

Household Income
\$50,000+



1
OUT
OF 3

Households
with Children



1
OUT
OF 2

Some College
or Beyond

\$2,317,460

\$100,759 per race

FULL TRUCK RG Value

\$499,768 – (\$21,729/race average)

Yearly HOOD RG Value

\$298,363 – (\$12,972/race average)

Yearly BED COVER RG Value

\$185,754 – (\$8,076/race average)

Yearly TV PANEL RG Value



WE
ARE
GMS

Source: (2018)
Joyce Julius &
Associates, Inc.
Gander
outdoors
Assets ONLY –

\$105,653 – (\$4,594/race average)

Yearly B-POST RG Value

\$40,840 – (\$1,776/race average)

Yearly ROCKER PANEL RG Value

\$225,105 – (\$9,787/race average)

Yearly UPPER REAR QUARTER PANEL RG Value



MASSIVE REACH. HIGH ENGAGEMENT. MULTIPLE PLATFORMS.

2018 YEAR END



TELEVISION



48

MILLION
UNIQUE VIEWERS



#1 OR 2
SPORT
OF THE WEEKEND
(14 Times)



3.3
MILLION
VIEWERS TUNED
IN PER MINUTE
(MENCS)



98%
OF EVENT WATCHED
LIVE OR SAME DAY
(MENCS)

DIGITAL



202

MILLION
VISITS



992
MILLION
PAGE VIEWS



1.6
MILLION
AVERAGE RACE
DAY VISITS



2/3
OF ALL NASCAR CONTENT
CONSUMED ONLINE IS VIA
NASCAR DIGITAL
PLATFORMS

SOCIAL



2.6

BILLION
IMPRESSIONS



330
MILLION
VIDEO VIEWS




62
MILLION
TOTAL
ENGAGEMENTS



19
MILLION
AVG. RACE DAY
IMPRESSIONS
(MENCS)

Data is representative of all three national series unless otherwise noted. Data represents 2018 calendar YTD except for the TV metrics that are specific to the race broadcasts or otherwise noted. Sources: TV: The Nielsen Company; data based on Live + SD data stream. Digital: Adobe Analytics; digital metrics represent all platforms (NASCAR.com, NASCAR Mobile Web, NASCAR Mobile Apps). Social: Facebook Insights, Iconosquare and Twitter TV Analytics. Social followers include the NASCAR Facebook page, the primary NASCAR Twitter Handles (@NASCAR, @NASCAR_XFINITY, @NASCAR_Trucks), the NASCAR Google+ page, the NASCAR Instagram account and Snapchat account.

2020 NASCAR Gander Outdoors Schedule



February 14 – Daytona
February- 21 Las Vegas
March 14 – Atlanta
March 26 – Homestead
March 27 – Texas
April 18 – Richmond
May 1 – Dover
May 15 – Charlotte
May 30 – Kansas
June 5 – Texas
June 12 – Iowa
June 19 - Chicagoland

June 27 – Pocono
July 9 – Kentucky
July 30 – Eldora
August 8 – Michigan
August 21 – Gateway
September 6 – Canadian
Tire
September 17- Bristol
September 25 – Las Vegas
October 3 – Talladega
October 30 – Martinsville
November 8 -ISM Phoenix

 **NASCAR**
GANDER
OUTDOORS™
TRUCK SERIES



Sponsorship Assets Recap

- Primary sponsor for GMS Racing #24 NASCAR Gander Outdoors Series
- Associate sponsor for GMS Racing #24 NASCAR Gander Outdoors Series
- Logo on GMS Driver Uniform & Crew Apparel
- Branding on GMS Pit Road Wall Banner/Pit Box
- Branding on GMS 53' transporter
- Logo on GMS promotional materials for #24 truck team
- Social Media Engagement. GMS weekly social media posts. One Social Media video prior to race events
- Presence on GMS web site with live link back to sponsor web site.

Driver Obligations:

- GMS Drivers to attend in market track personal appearance for sponsor during the race season.
- @ track meet and greet appearances during race weekend. TBD number of Meet & Greets, not to exceed twenty minutes.

IP Marks/GMS facility

- Sponsor has the right to use the GMS Racing marks for promotional, marketing, publicity, racing and advertising purpose.
- Sponsor has right to use GMS Racing Facility for group outing and client meetings. Maximum 5 times per year.

GMS Suite/Credentials :

- At selected races Sponsor will receive up to 10 suite passes
- At selected races Sponsor will receive up to 10 pit and garage passes
- Sponsor VIP tour of Hauler and Garage Area, Access to pit box to watch race



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