







Originally founded in Michigan in 1981, Port City Racecars has become one of leading chassis manufacturers in the short track asphalt world. Known for its superior craftsmanship, cutting edge design and affordable options, PCR's dynamic value proposition is what sets it apart from its competitors. Additionally, PCR has created a customer centric model and will work hard to deliver key insights whether someone is asking for a part recommendation or setup tips for their local track.







## The Owner - Gary Crooks

A son of entrepreneurial parents, Gary Crooks has owned and operated his own business for the past 28 years and eagerly matches his passion for racing with his high business acumen.

Gary's calculated moves that drive PCR's growth are quickly exploiting a gap in the industry which is catering to the amateur racer who is racing on a budget but still wants to be competitive.





## The Driver - Mike Hopkins

A native of Herman, Maine, Mike owns his own heating oil business and has been racing for over 15 years.

Mike represents a large population of short track asphalt racers as he realized early that for him to realize his racing dreams, he had to go out and work for it.

Mike's salt of the earth personality combined with his intense focus behind the wheel makes him a favorite at any track he shows up at.





## 2021 ACT Late Model Tour Schedule (Balance)

- June 20** Hudson Speedway Hudson, NH
- July 4** Monadnock Speedway Winchester, NH
- July 24** Autodrome Chaudiere Vallee-Jonction, QC
- July 31** White Mountain Motorsports Park North Woodstock, NH
- August 28** Oxford Plains Speedway Oxford, ME
- September 5** Thunder Road International Speedbowl Barre, VT
- September 11** Autodrome Chaudiere Vallee-Jonction, QC
- September 26** White Mountain Motorsports Park North Woodstock, NH
- October 2-3** Thunder Road International Speedbowl Barre, VT
- October 23** Seekonk Speedway Seekonk, MA





## Event Distribution

All events streamed live on Speed51.com

Speed51 viewers each pay ~\$75 per year  
for access to live streamed events

Approximate audience for the balance of  
the aforementioned 2021 events is 30K  
streamers







**THE PARTS COUNTER**  
WITH  
**JIM CRAMSEY**



## Digital Assets

PCR social media take-over on race day(s)

Ownership of reoccurring PCR content for the balance of '21 – *The Setup with Shane Tesch & The Parts Counter with Jim Cramsey*

Cross promotion of partner company's posts during the month of the race(s)



**THE SETUP**  
WITH  
SHANE TESCH







## Experiential Assets

Fractional ownership of GRIP seminars for the balance of '21.

Access to "Sticks & Stones" a Carolina BBQ feast at PCR headquarters featuring a collection of cigars, local spirits and attended by short track legends, Mike Hopkins and Bubba Pollard.





## Physical Assets

Race Car

Driver Firesuit

Car Hauler (Spot Graphics)

Crew Apparel





## Available On-Car Inventory

- A. Hood
- B. Upper Rear Quarter
- C. Lower Rear Quarter
- D. Deck Lid
- E. Bumper Panel
- F. B-Post
- G. C-Post
- H. Door







Primary locations on car and driver firesuit are depicted in these comps.

From a pure location strategy, these two locations will be picked up the most in video and still images.







## Audience Insights

62% Male  
38% Female

25-34 Year Old (M&F combined) – 29.8%  
35-44 Years Old (M&F combined) – 24.2%

Weekly reach of 100K~ people on  
Facebook alone

152~ Hours of video consumed weekly on  
Port City Racecars platforms



# Primary Value Proposition

In the United States alone motorsports represents a \$6B+ industry. One primary indicator that professional motorsports has shown over the last 10 years is the fact that audiences have become fragmented (NASCAR, IndyCar, IMSA, NHRA) even though the desire to consume persists.

This nuance is our key primary value proposition. *We are able to deliver passionate audiences to potential sponsors at a fraction of the cost.* We can also integrate brand messages into our own social media platforms thus eliminating the reliance on large, slow moving sanctioning bodies. What we lack in volume of audience (TV, digital, physical) we make up for in quality which is realized in reach, engagement and action.

*We represent the convergence of micro influencers and affordable digital distribution at scale.*





## Investment

Per race – \$4,500

Balance of Season – \$40,000

Add Snowflake 100 - \$32,500





THANK YOU