



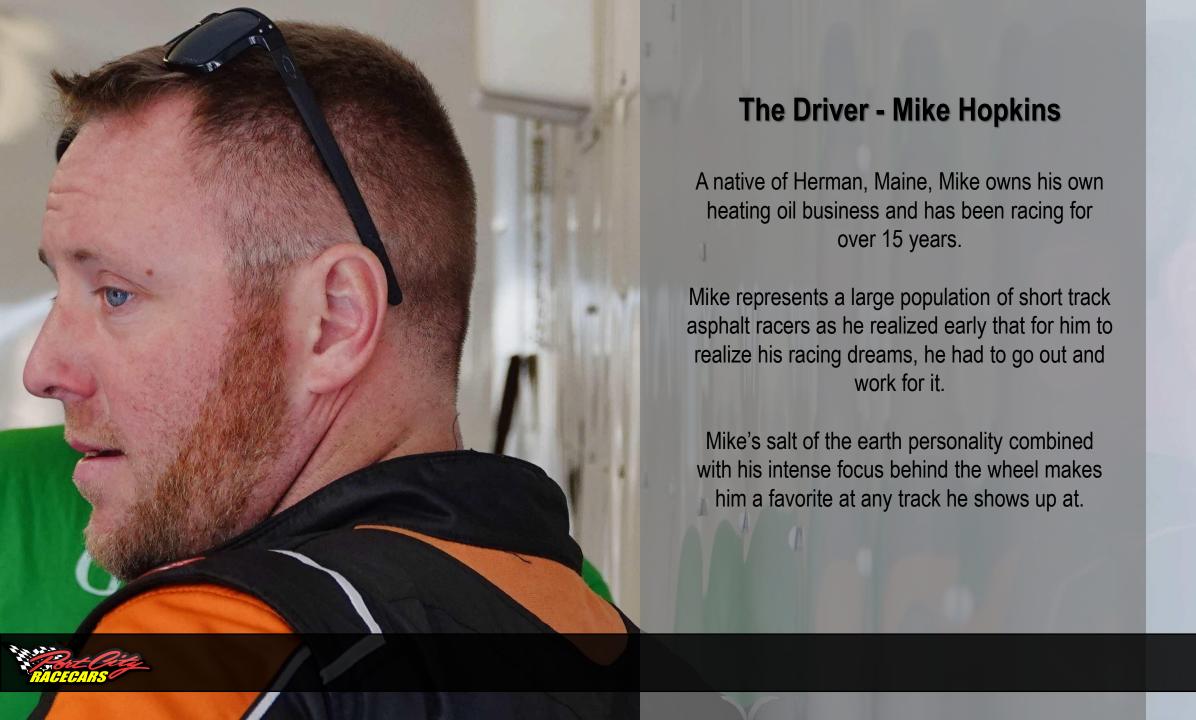




The Owner - Gary Crooks

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.







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







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)





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









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.





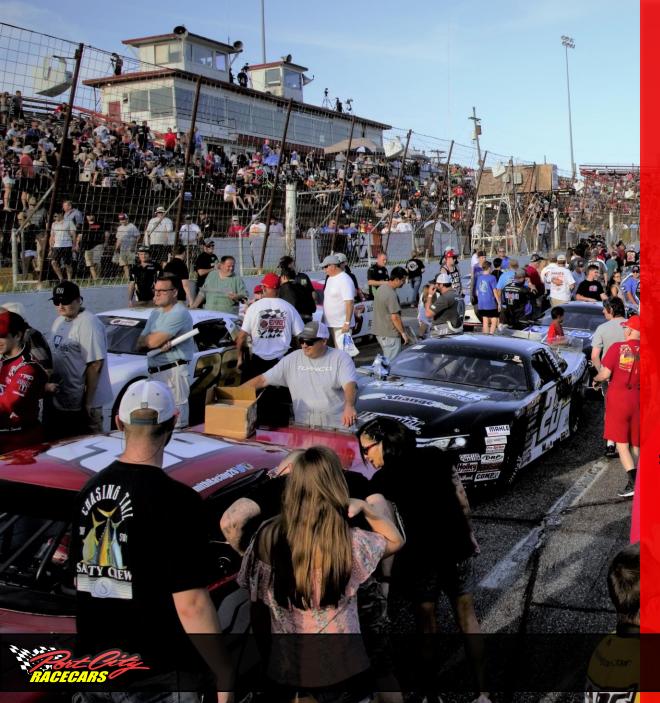
Audience Insights

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

