



ROCK LIFE
OFFROAD

MARKETING KIT



ROCK LIFE OFF-ROAD IS A PROFESSIONAL UTV RACING TEAM COMPETING IN THE NATIONAL ROCK RACING ASSOCIATION.

OUR EVENTS ARE LARGE GRASSROOTS STYLE ROCK CRAWLING AND EXTREME HILL CLIMB EVENTS HELD THROUGHOUT NORTH AMERICA REACHING 10M PEOPLE IN B, C, AND D MARKETS.

WE PROVIDE OUR PARTNERS WITH VALUABLE MARKETING DELIVERABLES AND LEVERAGE THAT GENERATES NEW REVENUE, AWARENESS AND BRAND LOYALTY.



ROCKLIFEOFFROAD.COM

INTRODUCTION



ROCK LIFE OFF-ROAD.

ROCK LIFE OFF-ROAD IS THE REGION'S TOP-RANKED DEALER FOR POWERSPORTS PRODUCTS LOCATED IN MONTICELLO, KY.

ROCK LIFE OFF-ROAD OPERATES A 10,000 SQFT DEALER SHOWROOM, A LARGE SERVICE CENTER, AN E-COMMERCE STORE, AND A OFF-ROAD UTV RACING TEAM.

 [FACEBOOK.COM/ROCKLIFEOFFROAD](https://www.facebook.com/rocklifeoffroad)

 [INSTAGRAM.COM/ROCKLIFEOFFROAD](https://www.instagram.com/rocklifeoffroad)

[ROCKLIFEOFFROAD.COM](https://www.rocklifeoffroad.com)

ROCK LIFE OFF-ROAD




A TOP OFF-ROAD ROCK RACER.

"DAN CARTER, NICKNAMED "DANGERDAN" BY HIS PARENTS AT A YOUNG AGE, IS A PROFESSIONAL OFF-ROAD UTV ROCK RACER FOR THE ROCK LIFE OFF-ROAD TEAM.

DAN STARTED RACING BMX EARLY IN HIS LIFE AND WAS RANKED 1ST IN HIS CLASS IN THE STATE. HE MOVED ON TO MOTOCROSS AND DRAG RACING BUT NEVER LOST HIS LOVE FOR THE DIRT AND BEGAN RACING UTV'S PROFESSIONALLY.

HE IS KNOWN FOR HIS WILD DRIVING STYLE AND NEVER QUIT ATTITUDE, AND HAS BECOME A CROWD FAVORITE AMONG THE UTV COMMUNITY.

IN THE PAST TWO SEASONS DAN HAS FINISHED WITH 3 WINS IN UTV BOUNTY (HAWK PRIDE, AL 2021, TOP TRAILS, AL 2022, BRIDGEPORT TX 2022) 3RD PLACE IN THE CHAMPIONSHIP FOR UTV BOUNTY CLASS 2022, 4TH PLACE UTV BOUNTY CHAMPIONSHIP 2021, 5TH PLACE IN THE CHAMPIONSHIP FOR UTV STOCK 2022 4TH PLACE 2021.

 [FACEBOOK.COM/DANCARTERRACING](https://www.facebook.com/dancarterracing)

 [INSTAGRAM.COM/DANCARTERRACING](https://www.instagram.com/dancarterracing)

[DANCARTERRACING.COM](https://www.dancarterracing.com)



DAN CARTER - DRIVER



THE BEST OFF-ROAD ROCK RACING IN THE WORLD.

**10 MILLION FANS. \$500M A YEAR INDUSTRY. 15 ROCK RACING EVENTS.
600K PEOPLE IN ATTENDANCE EACH YEAR. ACTION PACKED EVENTS.
GRASSROOTS. B, C AND D MARKETS. THE GREATEST SHOW ON DIRT!!!**

**THE NATIONAL ROCK RACING ASSOCIATION IS THE PREMIER NATIONAL
TOURING SANCTIONING BODY FOR THREE REGIONAL RACING SERIES IN
NORTH AMERICA, THE CENTRAL REGION, THE NORTHERN REGION, AND THE
SOUTHERN REGION.**

**RACES TAKE PLACE IN RURAL SETTINGS WITH PROFESSIONALLY BUILT UTV'S
AND ROCK CRAWLERS THAT COMPETE OVER NATURAL OBSTACLES!**

**THE FANBASE IS A VERY LOYAL AND PASSIONATE DEMOGRAPHIC IN MOSTLY
LOCAL AREAS WHERE OTHER PRO SPORTS AND MOTORSPORTS DON'T COVER.**



NATIONALROCKRACING.COM

NATIONAL ROCK RACING SERIES



2023 ROCK LIFE OFF-ROAD SCHEDULE

**NRRRA 1 MARCH 3-4 WINDROCK PARK
OLIVER SPRINGS, TN
CENTRAL SERIES**

**NRRRA 2 MARCH 24-25 WILDCAT OFFROAD
LONDON, KY
NORTHERN SERIES**

**NRRRA 3
APRIL 14-15 HOT SPRINGS ORV
HOT SPRINGS, AR
SOUTHERN SERIES**

**NRRRA 4 MEMORIAL WEEKEND
MID AMERICA OUTDOORS
JAY OK
CENTRAL SERIES**

**NRRRA 5 JULY 21-22 GOOD EVENING RANCH
CANVAS, WV
NORTHERN SERIES**

**NRRRA 6 AUGUST 4-5
HAWK PRIDE OFF ROAD
TESCUMBIA AL
SOUTHERN SERIES**

**NRRRA 7 AUGUST 25-26 RUSH OFFROAD
RUSH KY.
NORTHERN SERIES**

**NRRRA 8 SEPT. 15-16 RUSH SPRINGS RANCH
RUSH SPRINGS, MO
CENTRAL SERIES**

**NRRRA 9 - OCT. 6-7 BIKINI BOTTOMS OFFROAD
W/ FORMULA OFFROAD ICELAND
DYERSBURG, TN
SOUTHERN SERIES**

**NRRRA 10 OCT. 20-21
SERIES FINALS
MID AMERICA OUTDOORS
JAY OK**

**SOUTHERN BOUNTY SERIES
TOP TRAILS
TALLADEGA AL
MARCH 18TH**

**NOVEMBER 26 RBD
HAWK PRIDE OFFROAD
TESCUMBIA, AL**

**VISIONS OFFROAD EVENT
MID AMERICA OFFROAD
DISNEY OK
JUNE 13-18**

**HERO'S RIDE
INDIAN MOUNTAIN OFFROAD
PIEDMONT AL
NOVEMBER 11**

**RIDE FOR A CURE
INDIAN MOUNTAIN OFFROAD
PIEDMONT AL
SEPT 23**

**ROCKLIFE UTV SHOW
JUNE 3RD
MONTICELLO KY**

**FALL BRAWL
ADVENTURE OFFROAD PARK
SOUTH PITTSBURG TN
OCTOBER 15TH**

WHERE WE RACE



MOST EVENTS ARE IN B, C, D MARKETS WHERE OTHER MAJOR PRO SPORTS DO NOT EXIST.



HAVE A "DIY/RURAL/OUTDOOR MENTALITY"

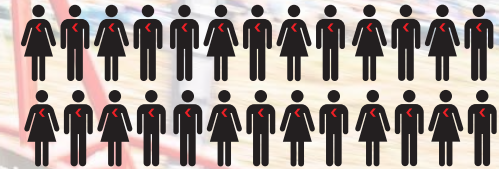
- 84% OWN THEIR OWN HOME
- 86% HAVE RECENTLY PERFORMED THEIR OWN HOME MAINTENANCE
- 71% OWN A SIDE BY SIDE OR UTV
- 74% OWN A PICKUP TRUCK
- OVER-INDEX IN ALL OUTDOOR LEISURE ACTIVITIES: HUNT, FISH, RV, OFF-ROAD
- 65% OF OUR FANS DO NOT ATTEND NASCAR RACES (77% DO NOT ATTEND NHRA)



EVERY RACE WEEKEND HAS A TRADE SHOW WITH NUMEROUS INDUSTRY DISPLAYS. USED FOR DEMOS, LEAD GEN, SALES, B2B ETC.



8 OUT OF 10 FANS SAID THEY ARE LOYAL TO THE SPONSOR'S THAT SUPPORT THE SPORT.



AVERAGE OF SPECTATORS ON-SITE PER EVENT **10,000**



88% OF THE FANS SUPPORT THE SPONSORS IN AREAS OF: CONSCIOUSLY SUPPORT, RECOMMEND AND CONSIDER TRYING.



TOTAL TV & ONLINE VIEWERS PER RACE EVENT REACHES **100K VIEWERS**

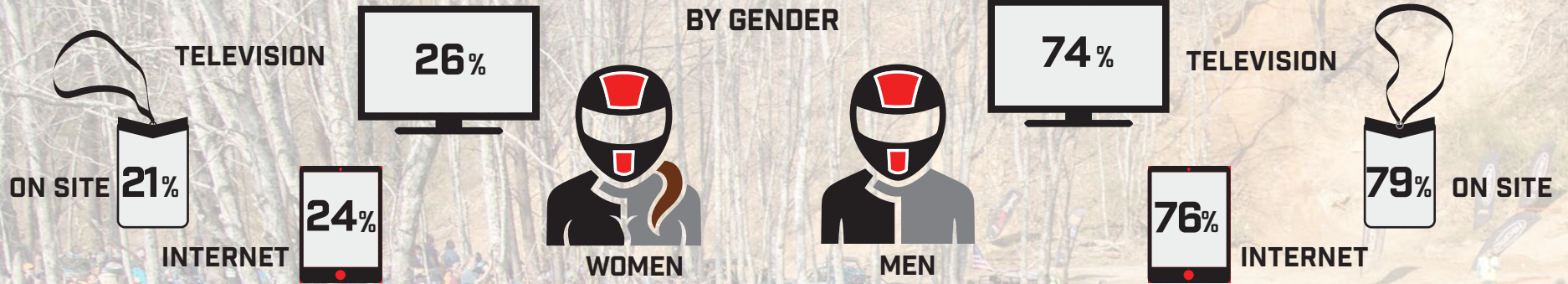


AVERAGE OF **100** JOURNALISTS AND PHOTOGRAPHERS COVERING EACH EVENT

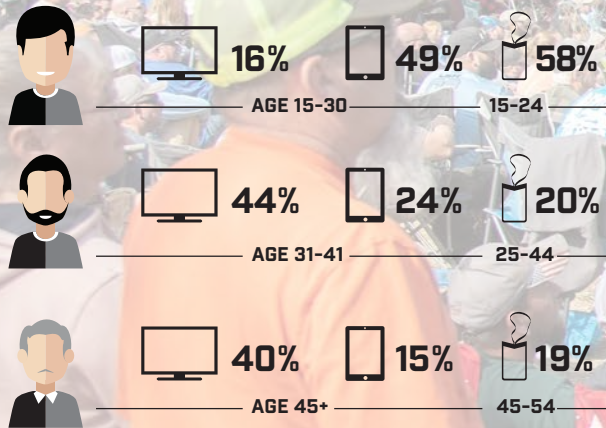


FAST FACTS

BY GENDER



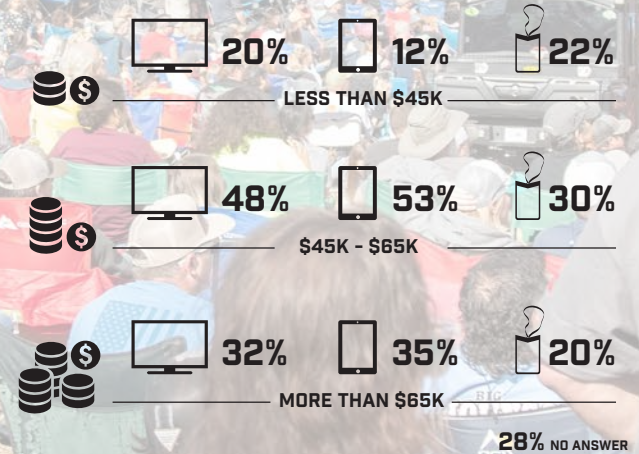
BY AGE



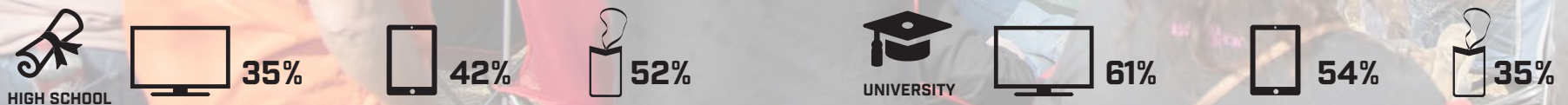
INTERESTS

- AUTOMOTIVE
- OUTDOORS
- DIY / TOOLS
- HOT RODS
- TRUCKS
- HUNTING
- FISHING
- ONLINE
- POWERSPORTS
- CONSTRUCTION

NET SALARY



HIGHER EDUCATION





THE TOP-RATED ROCK RACING ON LIVESTREAM

AVERAGES 100,000+ VIEWERS PER COMBINED AIRINGS OF LIVE STREAM AND TV PER RACE

AIRED ON SEVERAL FACEBOOK LIVE PAGES:

- BUSTED KNUCKLE OFFROAD 3.1M SUBSCRIBERS**
- ROCKRACING TV 1.2M SUBSCRIBERS**
- MADRAM 2.5M SUBSCRIBERS**
- SRRS 150K SUBSCRIBERS**

ATTRACTS VIEWERS WITH ABOVE-AVERAGE MEDIAN HH INCOME (\$54,100 VS \$48,400 TV AVERAGE). ATTRACTS VIEWERS WITH ABOVE-AVERAGE DISCRETIONARY SPENDING (\$13,851 VS. \$13,636 TOTAL US AVERAGE)

LIVESTREAM



VENDOR & TRADE DISPLAYS AT EACH EVENT

- A POWERFUL TRADESHOW ON EACH EVENT WEEKEND**
- SHOWCASE IN FRONT OF A TARGETED AUDIENCE**
- TURN-KEY SPACE AND BOOTH OPTIONS**
- OPEN TO ALL SPECTATORS AND INDUSTRY**
- PERFECT FOR DEMOS, NEW SALES, 1-ON-1 INTERACTIONS**

ON-SITE ACTIVATION



THE NRRRA SOCIAL GAME IS ON POINT

80,332,817

**MASSIVE SOCIAL FOOTPRINT
AGGREGATE SERIES DATA**



**60,854,661
FACEBOOK FOLLOWERS**



Instagram

**12,593,614
INSTAGRAM FOLLOWERS**



**6,884,542
TWITTER FOLLOWERS**

**AGGREGATE SERIES DATA COMPRISED OF SERIES, DRIVERS,
TEAMS AND SPONSORS ACCOUNTS**

SOCIAL MEDIA



PARTNERSHIP DELIVERABLES

- **SOCIAL MEDIA CAMPAIGNS, POSTS, PROMOS & INTEGRATIONS**
- **BUSINESS-TO-BUSINESS OPPORTUNITIES & NETWORKING**
 - **B2B POSSIBILITY WITH ROCK LIFE OFF-ROAD**
 - **ACCESS TO THE SERIES & INDUSTRY SPONSORS FOR B2B NETWORKING**
- **VIP HOSPITALITY AT EVENTS FOR CORPORATE ENTERTAINMENT AND PRIVACY**
- **LOGO BRANDING AVAILABLE**
 - **ON THE UTV RACE CAR (S)**
 - **ON THE DRIVER'S SUIT, TEAM UNIFORM SHIRTS AND PIT CREW SUITS**
 - **ON THE TEAM TRANSPORTER, AWNINGS, ON-SITE SIGNAGE**
 - **DRIVER AUTOGRAPH CARDS, PRESS RELEASES AND TEAM MERCHANDISE**
- **BRAND LOGOS AND LINKS ON TEAM WEBSITE AND SOCIAL MEDIA ACCOUNTS**
- **ACCESS TO THE CARS/DRIVER/TEAM FOR ANY UNIQUE INITIATIVES OR ACTIVATIONS**
- **ON-SITE MARKETING OPTIONS, VENDOR/BOOTH SPACE FOR ON-SITE ENGAGEMENT ETC.**

DELIVERABLES



- **SHARABLE RIGHTS OF YOUR SPONSORSHIP BENEFITS WITH YOUR KEY PARTNERS AND CLIENTS**
- **IN-HOUSE VIDEO PRODUCTION, CONTENT CREATION, AND ACTIVATION SUPPORT**
- **LARGE PUBLIC RELATIONS SERVICE IN SUPPORT OF YOUR PR OBJECTIVES**
- **LIVESTREAM COVERAGE**
 - **AVERAGE OF 100K+ VIEWERS PER EVENT**
 - **AVAILABLE TO 56M HOUSEHOLDS**
- **ATTENDANCE ON-SITE FOR LIVE EVENTS**
 - **AVERAGE 10K RACE FANS IN ATTENDANCE PER EVENT**
- **IN CAR 360 DEGREE CAMERA FOOTAGE**
- **UNLIMITED WORLDWIDE USE OF PHOTOS & VIDEO OF THE TEAM, DRIVERS, AND RACE VEHICLES**

WE WILL CUSTOMIZE AND TAILOR TO FIT.

DELIVERABLES



WE CREATE LEVERAGE BY:

- SOCIAL MEDIA ENGAGEMENT**
- VIDEO & CONTENT CREATION**
- IDENTIFYING TARGET MARKET NEEDS**
- BRAND STORY TELLING, EDUCATE & CONVERT**
- B2B ACTIVATIONS & VIP EXPERIENCES**
- BRANDING, NAMING RIGHTS & ENDORSEMENTS**
- MASS MEDIA EXPOSURE**
- ON-SITE TRADE MARKETING**



LEVERAGE



BENEFITS AND BUSINESS IMPACTS

- INCREASE IN SALES REVENUE AND NEW B2B
- INCREASE IN KEY TARGETED ACCOUNT PENETRATION
- INCREASE IN REPEAT BUSINESS | REDUCED CHURN
- INCREASE IN CROSS-SELLING PRODUCTS AND SERVICES
- INCREASE IN REACH TO MEN AGE 14-24 AND 25-34
- INCREASE IN AWARENESS (TOP-OF-MIND)
- PROPENSITY TO PURCHASE | CONSIDERATION | POWER POSITIONING
- INCREASE IN SOCIAL MEDIA ENGAGEMENTS AND INTERACTIONS
- UPLIFT IN KEY IMAGE STATEMENTS (E.G. SPEED | POWER | COOL | MODERN | PRECISION | TEAMWORK | ETC.)
- SPONSORSHIP IS THE MOST EMOTIONAL AND PERSONALLY RELEVANT OF ALL MARKETING MEDIA.
- SPONSORSHIP IS THE MOST INTEGRATEABLE OF ALL MARKETING MEDIA.
- IT ENHANCES THE TARGET MARKET'S COMMUNITY (GEOGRAPHIC OR VIRTUAL) IN A WAY THAT IMPACTS, EVEN IN A SMALL WAY, ON ORDINARY PEOPLE'S LIVES.

IMPACTS



AGENCY
DRIVE MOTORSPORTS INTERNATIONAL LLC.
4400 NE 77TH AVE OFFICE 275
VANCOUVER, WA 98671
360-485-0999
SERVICE@DRIVEMOTORSPORTSINTERNATIONAL.COM
WWW.DRIVEMOTORSPORTSINTERNATIONAL.COM



CONTACT US