

2020 SPONSORSHIP PROPOSAL



KAROLINA PILARCZYK

DRIFT QUEEN OF EUROPE

KAROLINA PILARCZYK

INTRODUCTIONS

January 2, 2020

Dear Partner in Sponsorship,

Thank you for taking the time to consider this sponsorship proposal. In it, you will learn about the various opportunities we've created to offer a mutually beneficial partnership between you as a sponsor and the Drift Queen, Karolina Pilarczyk, during the 2020 U.S. Drifting & Race Season.

As you read on, bear in mind that we are open to reasonable negotiation regarding the terms outlined herein, and would love to hear any suggestions or proposals you may have for alternative ways we may be able to work together. Our primary concerns are demonstrating the value and maximizing the benefits of partnership.


We look forward to working with you, and thank you again for your time and consideration.

Looking forward,


Karolina
Karolina Pilarczyk
Drift Queen


Kelie
Kelie McWilliams
President, McWilliams Ink


Mariusz
Mariusz Dziurleja
Race Team Manager


Matt McWilliams
VP, McWilliams Ink



971.612.0073



contact@mcwilliamsink.com

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KAROLINA PILARCZYK

ABOUT KAROLINA



There is nothing I love more than the feeling of a controlled oversteer slide through a corner on wet pavement while driving a powerfully built car. I began to be interested in driving as a young teen, and eventually sought a driving school in order to improve my daily driving skills, including difficult surfaces and situations. I attended a professional driving school where I was introduced to drifting, and it was love at first slide.

Drifting requires constant discipline and vigilance, both of which I've cultivated in order to ensure success both on and off the track.

Being a woman in a largely male-dominated sport focuses attention on me, my car and those who support me. Some have asked if this is a drawback to being a woman race car driver, but it's not—in fact, women racers get more coverage per race, and build anticipation and excitement with every win.

Ultimately, my goal is to win my way into the leaderboards of both United States and European events in 2020 and for many years to come.

Lastly, fans gravitate to racers who are genuine, relatable, enthusiastic and engaged. I work diligently to give my fans attention, especially through in-person events, social media and charity work. My fans make my hard work worth it, and I love getting to know them.

Off the track, I attended Warsaw University and received a Masters degree in Management and Marketing, and have continued to study to earn a PhD. Before pursuing racing, I worked in product management. My background, coupled with owning my team and brand, gives me unique insight into the business side of racing. I understand the importance of building and nurturing relationships with sponsors, crew and fans.

Most importantly, I believe in chasing dreams with determination, creativity and focus, and supporting other women and girls along the way.

Karolina



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In addition to her European schedule, Karolina will be participating in the following race and industry events in the United States:

2020 Dates	Event	Location
May 28—30	Formula Drift: Scorched	Orlando Speed World Dragway Orlando, Florida
June 4—7	Gridlife	Gingerman Raceway South Haven, Michigan
June 18—20	Formula Drift: TBD	Old Bridge Township Raceway Park Englishtown, New Jersey
June 21—22	US Drift Shootout	Dominion Raceway Woodford, Virginia
August 6—8	Formula Drift: Crossroads	World Wide Technology Raceway St. Louis, Missouri
September 11—13	Formula Drift: Battle of the Bay	Sonoma Raceway Sonoma, California
November 3—7	SEMA	Las Vegas Convention Center Las Vegas, Nevada
December 10—12	PRI	Indiana Convention Center Indianapolis, Indiana

Dates and events are subject to change.



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AUDIENCE REACH



FORMULA DRIFT®

Formula DRIFT® has 2.3M+ Facebook followers and 1M+ Instagram followers, making it second only to NASCAR®, but first with millennials and younger.

Events are typically attended by 15,000–22,000 people (depending on venue size), with open pit and paddock areas that encourage direct fan engagement.

Race events are livestreamed by 32M+ individuals every season, with an expansive 3M+ and growing fan base.

SOCIAL MEDIA

Karolina's online reach is primarily focused on Instagram and Facebook:

Instagram

145k followers

Facebook

162,924 followers

1.8M engagements

OPPORTUNITIES FOR MORE

In addition to race events and social media engagements, Karolina builds her fan base by:

- attending drift taxi events and shows,
- making appearances in TV specials (including Netflix's HyperDrive) and movies, and
- engaging in product and sponsor-related promotions.



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KAROLINA PILARCZYK

SPONSORSHIP

PRIMARY SPONSORSHIP

We are seeking one primary sponsor for the 2020 race season, who will financially support Karolina's team with \$150,000. The primary sponsor receives the largest portion of advertising time and first choice of event presence and other partnership opportunities.

ASSOCIATE SPONSORSHIP

We are seeking two associate sponsors for the 2020 race season, who will each financially support Karolina's team with \$80,000. Associate sponsors receive significant advertising time and second choice of event presence and other partnership opportunities.

SECONDARY PARTNERSHIP

Secondary partnerships primarily occur through supplying race gear, car parts, and in-kind support of Karolina's team. These secondary partnerships are recognized through advertising on Karolina's car and race suit as outlined on the following pages.

OPPORTUNITIES FOR MORE

Accommodations for brand events, commercials, special appearances, product promotions and other engagements can be made as well. We make every effort to forge meaningful relationships with our sponsors and partners through active participation in brand promotion through live events, placements, social media and more!



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SPONSORSHIP BENEFITS

THE RACE SUIT



 **PRIMARY & ASSOCIATE SPONSORSHIP AREAS**

 **SECONDARY PARTNERSHIP AREAS**

This is not an exact representation. Exact placement/size will vary.



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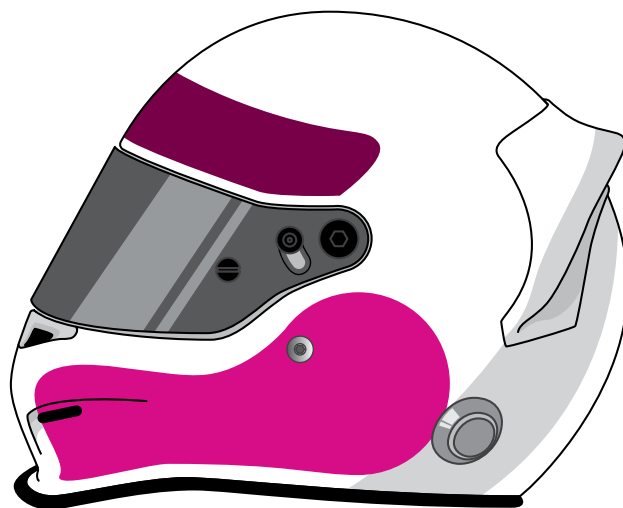
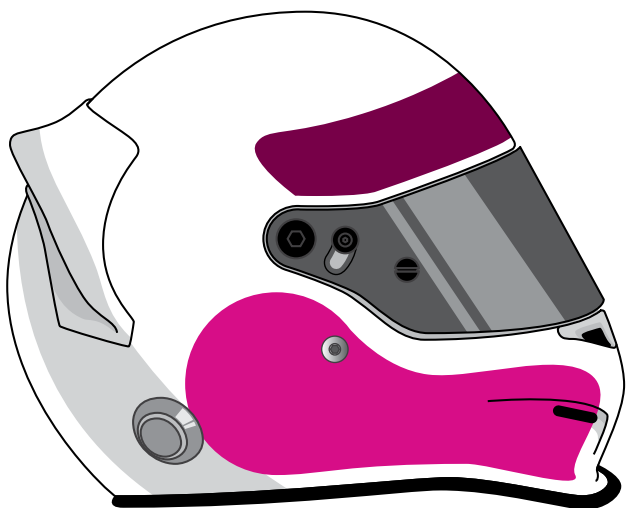
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KAROLINA PILARCZYK

SPONSORSHIP BENEFITS

THE HELMET



PRIMARY & ASSOCIATE SPONSORSHIP AREAS

SECONDARY PARTNERSHIP AREAS

This is not an exact representation. Exact placement/size will vary.
Includes same space on opposite side of helmet.



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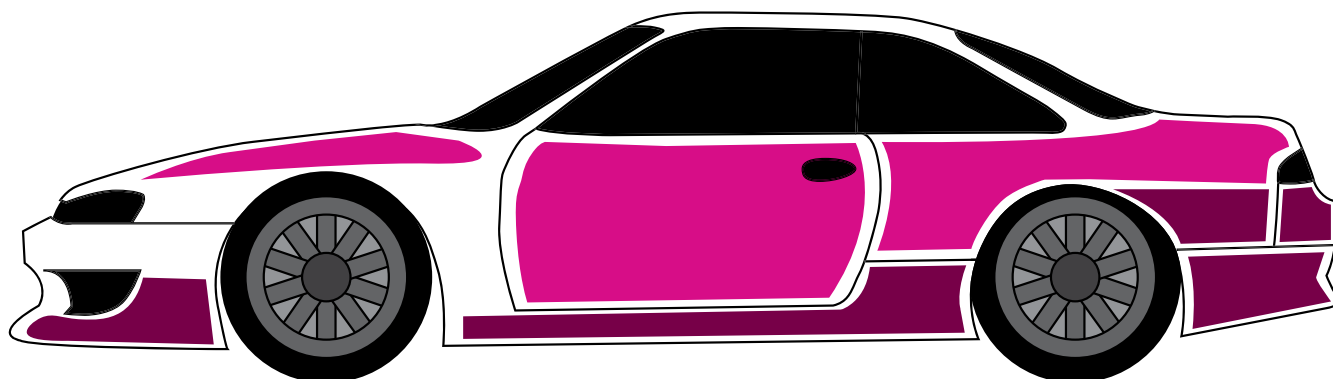
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KAROLINA PILARCZYK

SPONSORSHIP BENEFITS

THE CAR



Karolina's car for the 2020 U.S. drift season is a Nissan 240SX (S14).

S-chassis Nissans are a favorite of drift drivers worldwide for their versatility and durability (plus, it would be silly to power slide a brand new car at 100+ miles per hour near walls and concrete barriers).

 **PRIMARY & ASSOCIATE SPONSORSHIP AREAS**

 **SECONDARY PARTNERSHIP AREAS**

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Includes same space on opposite side of car.



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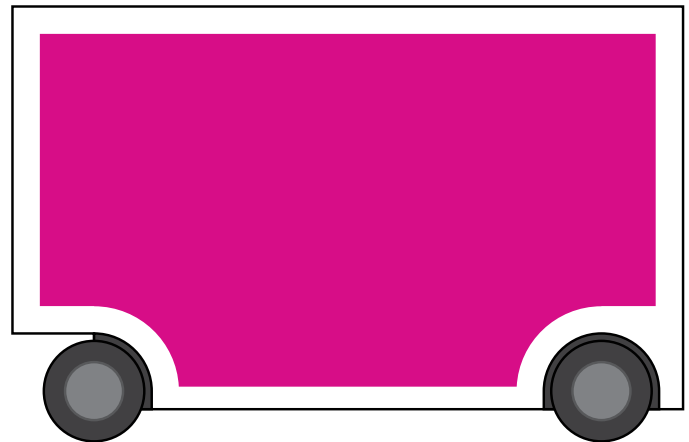
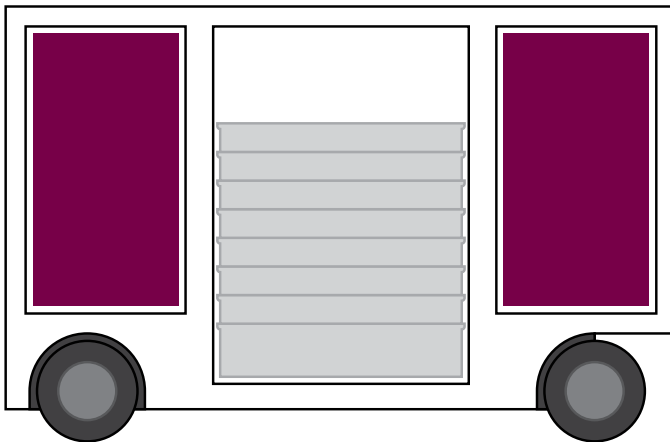
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SPONSORSHIP BENEFITS

THE PIT BOX



 **PRIMARY & ASSOCIATE SPONSORSHIP AREAS**

 **SECONDARY PARTNERSHIP AREAS**

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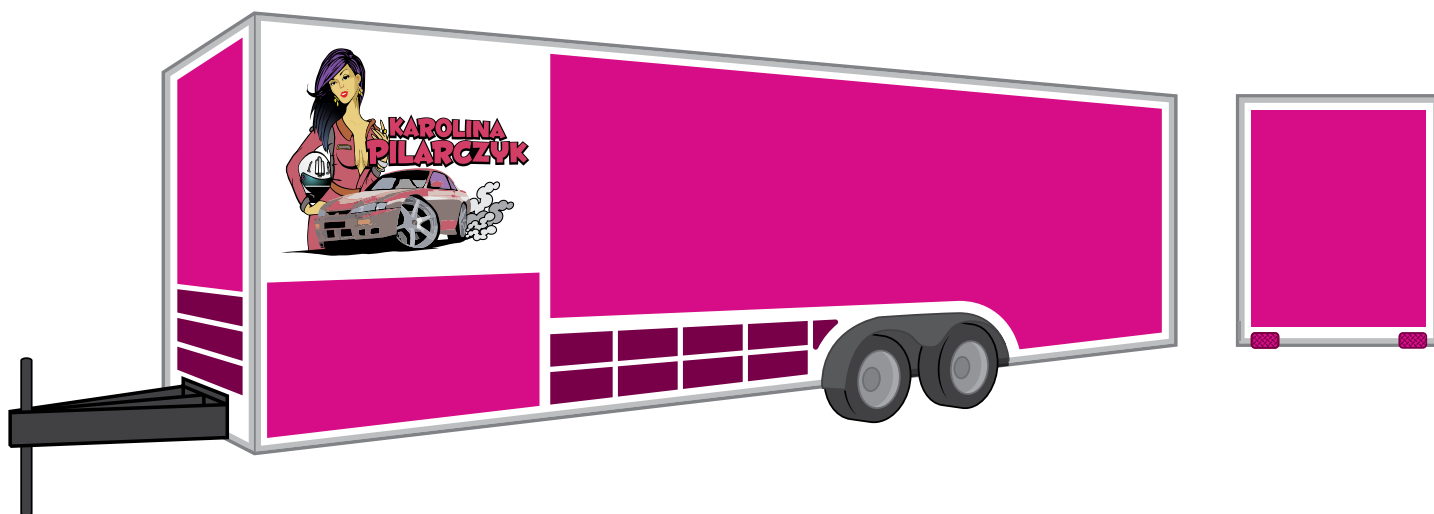
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SPONSORSHIP BENEFITS

THE TRAILER



PRIMARY & ASSOCIATE SPONSORSHIP AREAS

SECONDARY PARTNERSHIP AREAS

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Includes same space on opposite side of trailer.



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Please contact us to discuss how this partnership can be tailored to best meet your marketing goals. We are open to any and all modifications that will make our partnership successful. We look forward to hearing from you.

McWilliams Ink

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