



251-943-3339

Foley, Alabama

DARLAND KENYON

Racing Driver - Sponsorship Presentation



Kenyon Racing History

Mel Kenyon - Grandfather

- 7 time USAC national Midget Champion
- 8 Indianapolis 500's (4 top 5s, 4 DNFs)
- New Zealand 50 Lapper Winner (1980)

Brice Kenyon - Father

- 5 time karting champion
- USAC Regional Champion 2004
- New Zealand Midget 3NZ (2000-01)
- Western Springs Boxing Night feature winner (2001)



My Experience

Sim racing:

New Zealand Sim Racing National Midget Series - 2 seasons in top 30 points (100+ entrants)

3rd place - Fastlane Esports 410 Sprint Car Winter Series - 2020

Real Word:

Multiple testing sessions in a Quarter Midget

Testing Rotax lite Kart at Rosebank



My Goals For Racing

Short Term Goal:

- Compete in one or more of these series (shown in the next slide) to gain seat time; to get used to the forces involved with racing, get on pace and hone my racecraft.
- Graduate from the Mentorship program to be able to travel to other tracks.

Developmental Goal:

- Compete for placings and/ or championships and expand to higher series.

Long Term Goal:

- Move up to a top division like Midgets or Sprintcars (Dirt examples), while transferring and building on my skills/ racecraft, to be able to compete for race wins and championships in my respective categories.



SsangYong Racing Series

A televised Series good for wheel to wheel experience, relationship building, and sponsor coverage.



Kartsport Auckland

Driver development focused series for building Racecraft, speed, and experience.



Western Spring Speedway

The pinnacle of dirt racing in New Zealand and one of the world's best dirt tracks on all fronts.

TQ Midget - Racing Plans/ Opportunities

Western Springs

Home Track

- Mentorship program
- Live streamed on FloRacing

12-14 Meetings

- ~400-500 laps worth of sponsor exposure and experience

Other Possible Tracks - Post Mentorship Program Completion

North Island

- Waikaraka Park (Auckland)
- Baypark (Tauranga)
- Huntly Placemakers Speedway (Huntly)
- McDonald's Speedway Kihikihi (Te Awamutu/ Hamilton)
- TWS Paradise Valley Speedway (Rotorua)
- Meeanee Speedway (Napier)
- Eastland Group Raceway (Gisborne)
- Stratford (New Plymouth)

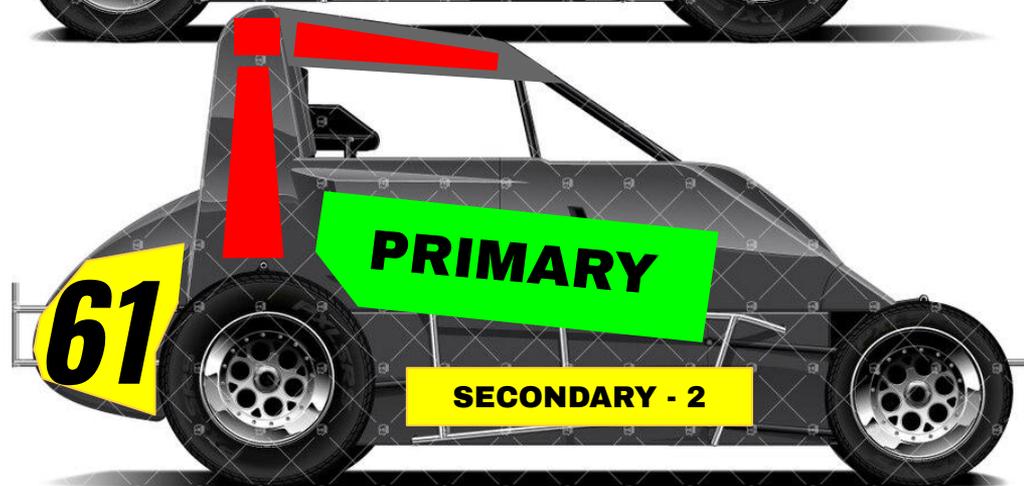
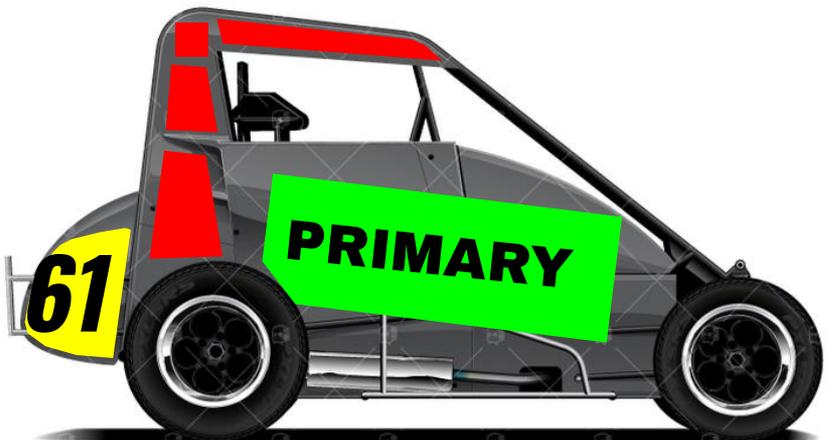
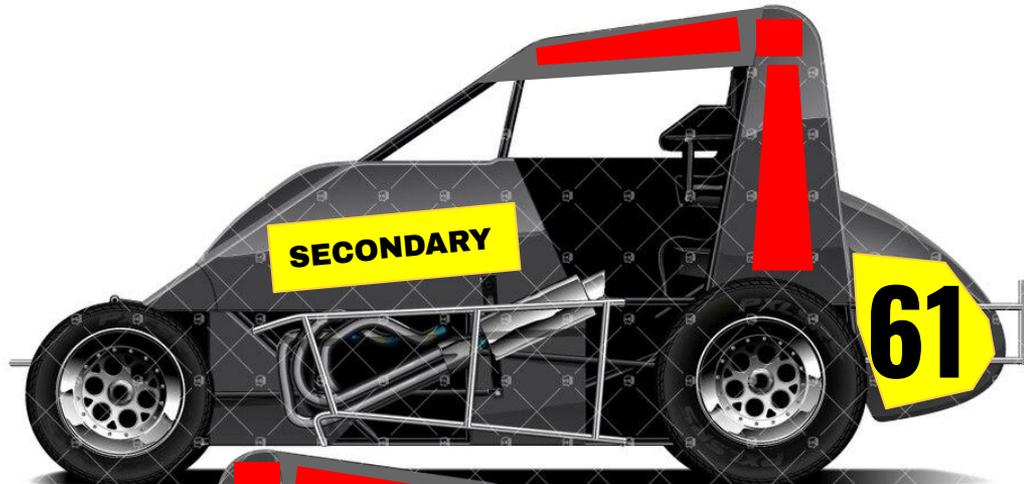
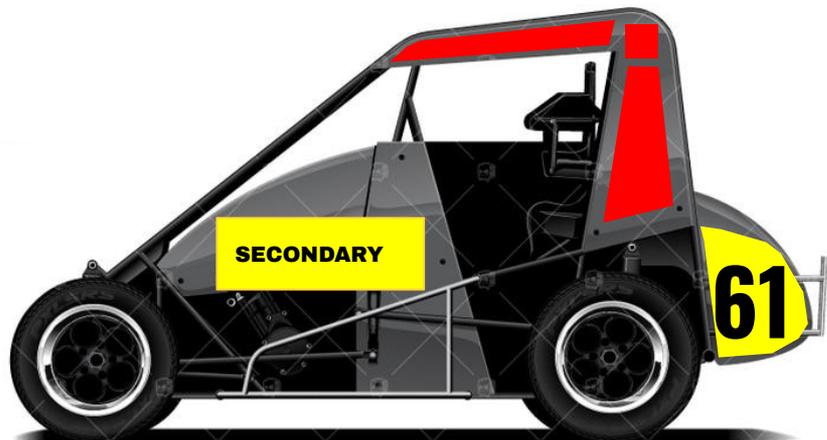
South Island

- Ruapuna Raceway Park (Christchurch)
- Greenstone Park Speedway (Greymouth)
- Eastern States Speedway (Blenheim)

Sponsor Placements

Rough places where sponsors can be.





Sponsorship Packages - TQ Midget

Primary

\$20,000 - \$30,000

“PRIMARY” marked spaces on car, OR “PRIMARY” and “SECONDARY” marked spaces on the car, depending on sponsorship amount.

“#61 [sponsor] powered TQ” and other similar phrases used in interviews, social media sponsor highlights, etc.

Extras: \$1,200 - \$1,500: An option to have the paint scheme match primary sponsors logo.

Secondary

\$5,000 - \$12,500

“SECONDARY” marked spaces, OR part of “SECONDARY” and “PRIMARY” marked spaces, dependent on sponsorship amount and amount of secondary level sponsors.

Sponsor mentioned and thanked in interviews, social media sponsor highlights, etc.

Contingency

\$500 - \$2,500

Sponsor logo placed in red marked contingency areas. Size and amount of logos dependent on sponsorship amount and amount of contingency level sponsors.

Sponsor thanked in interviews, social media sponsor highlights, etc.

Safety Gear Sponsorship

Race Suit

\$100 - \$250

Logo placed on race suit.
Placement, amount, and
size dependent on
sponsorship amount and
amount of race Suit
Sponsors

Helmet

\$500 - \$1000

Logo placed onto helmet
Size and placement,
dependent on sponsorship
amount and amount of
Helmet Sponsors.

Team Shirts and Extras

Free

Any sponsorship levels will get
your company a spot on our
team shirts and merchandise.

\$100 - \$200

Logo placed on trailer.
Dependent on type of trailer,
sponsorship amount, and
amount of sponsors.

What Does My Company's Money Go Towards, And Why Is This So Expensive?

In short, motorsport is expensive.

Race cars aren't like normal cars. They are purpose built and usually are the ones pioneering technology for their road-legal counterparts.

Much of the Primary and Secondary level sponsorship money will go towards buying the car itself (the chassis, engine, "bolt-ons", full containment seat, etc) and the transport for the car (a trailer) as race cars aren't street legal.

Left over money and contingency sponsorship money will go towards spare parts, tools to maintain and tune the car, and entry and licence fees that are a part of the sport.

Race Suits and Helmets are just like any other sports uniform. They are the identity of the driver and are great tools for promoting brands outside of the car. Like the rest of the sport, safety equipment is also expensive, having all the needed safety gear is well over \$3,000. Direct Suit and Helmet Sponsors will go towards paying for the Helmet, Suit, and other required safety gear.

Thank you for your time!



Email: dkindy6161@gmail.com

Phone: +64 021 128 6774

Instagram: [d_kenyon_racing](https://www.instagram.com/d_kenyon_racing)