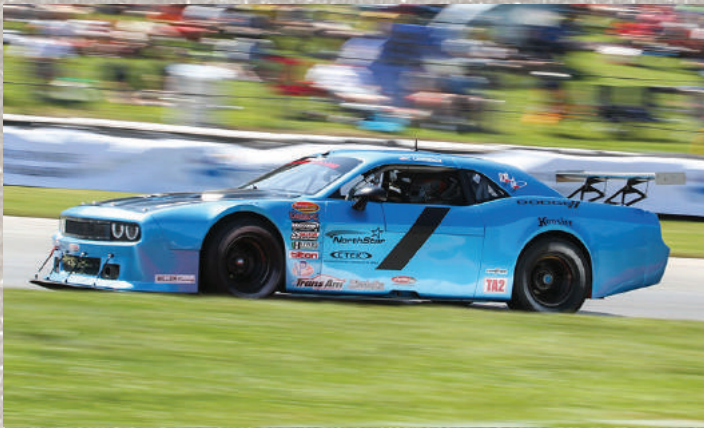




TEAM 7 RACING PARTNER PACKET

Before you begin reading our digital Partner brochure, we at Team 7 Racing would like to thank you for taking the time to do so and look forward to having you become part of the Team 7 Racing family.

Welcome to the exciting world of Trans Am Racing! The longest running racing series in North America starting in 1966. Trans Am is the fastest growing, highest performing, and best value racing series in the United States. Team 7 Racing brings to the track 40 years of racing experience. Partnering Your Organization with Team 7 Racing will provide a marketing and advertising platform like no other.



WHAT IS THE TRANS AM RACING SERIES?

Their posters covered your garage and bedroom walls and they've been rolling off assembly lines in Detroit for decades. They're the quintessential American cars, engrained in our culture and our hearts.

Throughout the years, some of the greatest names in motorsports have participated in the Trans Am Series. Names like Tommy Kendall, Mark Donohue, Peter Gregg, Bob Tullius and Wally Dallenbach, Jr. have all won multiple championships under the Trans Am name.

Everyone has a favorite on the road or on race day. Everyone knows who they're rooting for, openly or secretly. And, now, they're back in force.

FORD MUSTANG



CHEVROLET CAMARO



DODGE CHALLENGER



This is the TA2 class. The fastest growing class in road racing, no matter how you look at it. And there's a reason for that. Not only do they ignite the passions of fans and drivers alike, but they're fast, powerful and the best deal in racing—with a track list including Road America, Watkins Glen, Sebring, Mid-Ohio, Daytona and The Circuit of the America's (America's newest Formula 1 race track in Austin Texas) drivers get to perform on some of the legendary courses in North America.

It's a class of top performers and competitive racing, one that's growing but maintaining its core values — high performance racing of a caliber on which purists and enthusiasts can agree while focused on cost control.



TEAM 7 RACING HISTORY

In 1974 Mack Gouge founded Team 7 Racing, and started racing in The Sports Car Club of America (SCCA) Regional and National events. Gaining experience in Road Racing, Team 7 Racing has gone on to claim several Championships and many victories in SCCA Road Racing.



Team 7 Racing moved into their current race shop in 2001, a 10,000 sq. ft. state of the art facility, capable of supporting a multi-car team.

Team 7 Racing plans to run the full 12 race schedule this upcoming Trans Am season, fielding a car in the TA2 category. The season will include races at nationally known tracks such as: Daytona, Road America, Mid-Ohio and The Circuit of the America's (Americas newest Formula 1 race track in Austin Texas) to name a few.



MISSION STATEMENT

Team 7 Racing is dedicated to winning as a top tier Trans Am race team. Building strong relationships with our partners through creative and exciting marketing campaigns and hospitality events, maximizing return on your investment. Team 7 Racing has been involved in the motorsports for more than 40 years. This success has been based on our strong core values of: Desire, Dedication and Determination.





TEAM 7 RACING DRIVER BIOS

CAMERON LAWRENCE

EARLY CAREER

Cameron's career started at the age of 7 when he began racing Quarter Midgets in the central Florida area. He worked his way up through three different classes while learning car control and fundamental driving skills. During those years he won numerous races while simultaneously competing in two classes. At the age of 12, he won the State Championship in the most competitive class in which we competed, Senior Honda. The local track where Cameron competed was closed the following year (after 50 years in the Orlando area!) and he switched his focus to baseball. It wasn't until after he graduated from high school that he took up racing again.

CLUB RACING CAREER

In 2010, Cameron obtained his Sports Car Club of America license and began competing in SCCA races in the ITS class with an Oldsmobile Achieva before moving up to the GTA class which is managed by V8StockCar. After competing in a full-season of the V8 Stock Car Road Racing Series in 2011, Cameron finished 2nd in Championship points and earned the Rookie of the Year award. In his second season in V8 Stock Car Road Racing Series in 2012, Cameron won the GTA Championship with seven wins in only ten race starts.

PROFESSIONAL CAREER

In 2011, Cameron started in his first professional race at Road Atlanta in the Trans Am Series TA2 Class where he finished 3rd. Cameron Lawrence won eight of ten races and finished second in the other two with Miller Racing in 2013. Cameron's point total of 210 was 106 points ahead of the second place finisher in the series. Cameron won eight pole position starts and led the most laps in six of the ten races. As a result, Cameron became the youngest Champion in the history of Trans Am. In 2014, Cameron repeated his results in the previous year clenching his second consecutive TA2 Championship. Along the way he won 7 races with 7 podiums and 5 pole positions with Miller Racing. Cameron also competed in the IMSA Continental Tire Championship in 2014, with four race starts.

In 2015, Cameron piloted the #1 Miller Racing Dodge SRT Challenger in the Trans Am TA2 Class with 4 wins, finishing 3rd in the points championship. Additionally, he drove the #93 ViperExchange.com/TI Automotive Racing/Riley Technologies Dodge Viper in the IMSA Tudor United SportsCar Championship's North American Endurance Championship GTD Class. Cameron went on to become the 2015 Rolex 24 at Daytona winner, 2015 Sahlen's 6 Hours of Watkins Glen winner and 2015 IMSA North American Endurance Champion. During the 2015 season, Cameron also graduated from the University of Central Florida with a major in Business Management and a minor in Marketing.



TEAM 7 RACING DRIVER BIOS

CAMERON LAWRENCE

2016 HIGHLIGHTS

WeatherTech SportsCar Championship | IMSA

- 1 race start at the Mobil 1 Twelve Hours of Sebring in Daytona Prototype

Continental Tire SportsCar Challenge | IMSA

- 2 Top-10 finishes in 2 race starts with Honda of America Race Team
- 7th in ST at Sebring International Raceway
- 5th in ST at Mazda Raceway Laguna Seca
- 3rd in Motor City Dual #1 - Detroit
- 3rd in Motor City Dual #2 - Detroit

Trans Am Series | SCCA Pro Racing

2 podium finishes in 2 race starts at the Detroit Grand Prix with Stevens-Miller Racing

2015 HIGHLIGHTS

WeatherTech SportsCar North American Endurance Championship | IMSA

Patron North American Endurance Champion in GTD with teammate Al Carter

2 wins, 3 podiums and 4 Top-5 finishes in 4 race starts with Riley Motorsports

- 1st in GTD at Rolex 24 Hours of Daytona
- 4th in GTD at Mobil 1 Twelve Hours of Sebring
- 1st in GTD at Sahlen's Six Hours of the Glen
- 3rd in GTD at Petit Le Mans at Road Atlanta & Placed the #93 Dodge Viper GT3-R on the GTD Pole prior to Petit Le Mans

Trans Am Series | SCCA Pro Racing

- 3rd in Trans Am Series TA2 Championship with Miller Racing

4 wins and 4 pole position in 10 race starts

Tied for 6th in the records of All-Time Trans Am Winners with 20 career wins

2014 HIGHLIGHTS

Trans Am Series | SCCA Pro Racing

2014 TA2 Champion (Two-Time)

7 wins, 7 podium finishes and 5 pole positions in 12 race starts with Miller Racing

Multiple track records

Continental Tire SportsCar Challenge | IMSA

2 Top-10 Qualifying efforts in 4 race starts with Mitchum Motorsports and Irish Mike's Racing





TEAM 7 RACING DRIVER BIOS

SHEA HOLBROOK

Shea Holbrook's strengths are not limited to her on-track abilities. In fact, her high-energy, keen eye for value, calculated risks and business expertise has created even greater value in her professional racing career. Shea Holbrook has developed an aptitude for business and entrepreneurship which demands the same level of risk and ferocity as racing. Recognized by motorsports industry veterans and respected business leaders around the nation, she knows what it takes to build successful partnerships and businesses. She is a persistent, driven woman with a knack for creative marketing and social skills. Shea's work-ethic which was born from humble beginnings, have boosted her ability to continue pursuing her passion. Especially in a sport that takes cents to make sense. A sport that takes strength, adrenaline, speed and risk-taking also demands respect, knowledge and understanding. After 10 years of impressive on track racing accomplishments, Shea Holbrook has become a nationally recognized racecar driver. Her diverse racing experience ranges from SCCA Pro Racing, NASCAR Late Models, INDYCAR's Developmental Ladder Series, Skip Barber Racing, to professional Sports Car racing in the Pirelli World Challenge and most recently, the IHRA Nitro Jam Drag Racing Series. Her first mark in history was when she won the Long Beach Grand Prix in 2011 becoming the first female to win a major Touring Car race at the prestigious venue. Shea has gone on to become a 6-Time Pirelli World Challenge Winner. Shea also earned her Bachelor's Degree in Communications with a Minor in Marketing from the University of Central Florida. Along with her stellar trackside performances, Shea was just recently recognized by the Women's Sports Foundation earning the 'Women in the Winners Circle' Project Podium Grant. With media attention from espnW, Yahoo, Teen Vogue, Women's Sports Foundation & Autoweek and she has had the honor to represented brands such as TrueCar.com, Lucas Oil, BUBBA Burgers, KONI Shock Absorbers, CoolShirt Systems, CCW Forged Wheels and more.

Recognition

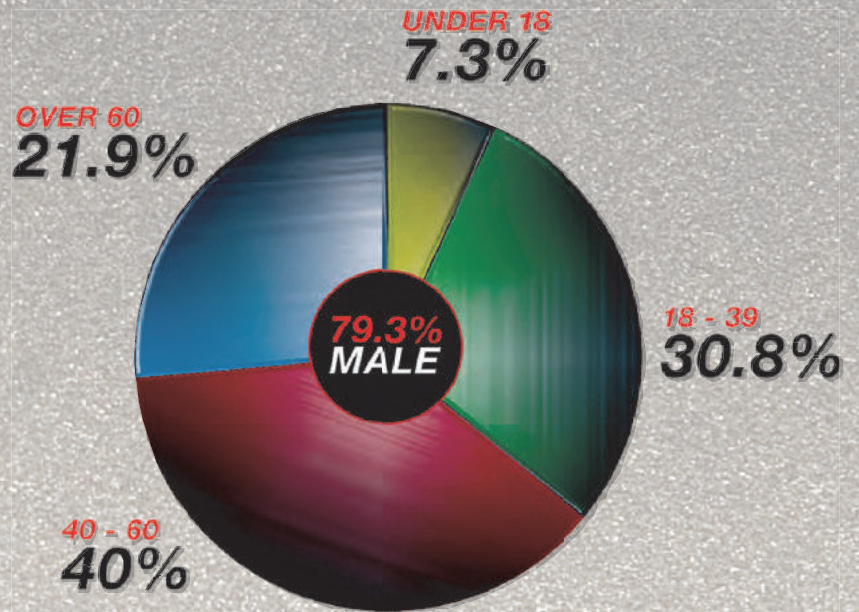
- Featured personality in TrueCar's 2015 national TV commercial
 - 2nd Place in the 2014 Pirelli World Challenge Touring Car A Championship
 - Recipient of the Women's Sports Foundations Project Podium Grant
 - Winner of the Fireball Run Adventurally (Sedan Class)
 - 4th Place in the 2012 Pirelli World Challenge Touring Car Championships
 - Recipient of the "Living Legend Honoree Award"
 - Honored at the "Women in Motorsports" SuperCars Super Show Exhibit
 - Member of the all-female TRUECar Racing Women Empowered Initiative from 2012-2013
 - Winner of the 2011 Toyota Grand Prix of Long Beach Pirelli World Challenge Touring Car - first female driver to win a Touring Car race
 - Champion of the 2009 HI Division in the SCCA Central Florida Region
 - Recipient of the Women in the Winners Circle (Lyn St. James Foundation)
- received
- Cooper Tire & Rubber Company Scholarship
 - First female alternate for the 2008 VW Jetta TDI Cup
 - Sobre Rodas Talent of the Year 2007 Award





WHAT MAKES UP A TRANS AM SUPER FAN?

- Family Oriented
- Multi-generational Fan Base
- Under 18 - 7.3%
- Ages 18-39 - 30.8%
- Ages 40-60 - 40%
- Over 60 - 21.9%
- Males 79.3% Females 20.7%
- 55% of households make over 100k annually
- 93% are college educated



EACH RACE FAN IS A CENTER OF INFLUENCE FOR 32 OTHER PEOPLE IN THEIR CIRCLE OF FRIENDS

The Trans Am super fan serves as an advisor to friends, family and coworkers for automotive purchases.

For every fan reached, on average, **32 others are advised on:**

- Car, Trucks, SUV's
- Batteries, Brake Pads, Mufflers
- Oils and Lubricants
- Performance Accessories, Spark Plugs
- Tires, Wheels and Tools.

Reach that matters.

85.8% of fans serve as the heads of household, making decisions on high-involvement automotive purchases.





WHY BECOME A PARTNER WITH TEAM 7 RACING?

- Unique way for your brand exposure
- Television and multi-media package this year reaching millions.
- The upcoming seasons Television package with CBS Sports will reach over **55+ MILLION HOUSEHOLDS** with basic cable and satellite.
- Two races will be run in conjunction with **NASCAR'S XFINITY SERIES** at Mid-Ohio and Road America
- The race car and transporter wrapped with your organizations colors, name and logo
- Your organization will be have national exposure in the following ways: Television, Articles in publications, Videos, YouTube, and social media outlets



- Have you ever seen a race team transporter on the highway? Did it get your attention? A wrapped truck and trailer will be seen by over **2.5 MILLION PEOPLE** as it travels during the season. Other team vehicles travel with the team as well. Not including visibility at the track or other appearances.
- Your organizations webpage link on the Team 7 webpage
- Product samples handed out at the track
- Banners and Signage at the track
- Crew Uniforms with Partners logos





HOW ELSE CAN YOU UTILIZE YOUR PARTNERSHIP?

- Personal appearance with fans at the track
- Posters, hats, shirts, banners, stickers, pens, koozie, and any other marketing items
- The appearance of Team 7 Racing Show Car at your trade shows, corporate events, conventions and other presentations
- Posters and Pictures at Corporate Headquarters or other locations
- Driver personal appearance and marketing of your organization
- Boost company sales through promotions and contests
- Increase employee loyalty and dedication
- Possibilities are only limited by your imagination





HOW TO BECOME A PARTNER?

THERE ARE MANY WAYS TO BECOME INVOLVED AS A PARTNER WITH TEAM 7 RACING.

FULL PARTNER PACKAGE

\$500k

This is the highest level of Partnership. It includes the following;

- Television Commercials up to three 30 second spots per broadcast
- Pop-up Ad banners during broadcast
- Mentions of Ad by Commentators
- Driver interviews
- Series Partner
- In-Car Camera approximately 30 seconds per broadcast
- 12 races with hospitality for 20 people (tickets, food and drinks (non-alcohol) including Team 7 t-shirt, hat, and pin
- Full signage on transporter
- Full signage on car: hood, doors, trunk lid, quarter panels, and spoiler

PRIMARY PARTNER WITH (TWO) ASSOCIATE PARTNERS

\$300k

- 12 races with hospitality for 12 people (tickets, food and drinks (non-alcohol) Including Team 7 t-shirt, hat and pin
- Primary signage on transporter
- Car signage: hood, doors and rear wing
- Television Commercials one 30 second spot per broadcast
- Series Partner
- In-Car Camera approximately 30 seconds per broadcast

TWO ASSOCIATE PARTNERS WITH (ONE) PRIMARY

\$100k

- 12 races with hospitality for 6 people (tickets, food and drinks (non-alcohol) Including Team 7 t-shirt, hat and pin
- Signage on transporter
- Car signage: Choice of roof, front and rear bumpers OR quarter panels
- Series Partner
- In-Car Camera approximately 30 seconds per broadcast



TEAM 7 RACING CONTACTS



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