

# *SHELBY EBERT RACING*

*The Fastest Woman On Water*



## **2017 Marketing Partnership Presentation**

*Become The Fastest Growing Brand  
On Water!*

[shelbyebertracing.com](http://shelbyebertracing.com)

# ***SHELBY EBERT RACING***

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## *Table of Contents*

- Page 3: Introduction
- Page 4: Vision Statement
- Page 5: Meet Shelby
- Page 6: Racing Career Highlights
- Page 7: Setting Records and Being Honored Together!
- Page 8: Multimedia Exposure
- Page 9: Connecting with the Fans
- Page 10: Social Media Power
- Page 11: Featured Video Series
- Page 12: Giving Back
- Page 13: Information on Series
- Page 14: Event Markets
- Page 15: Marketing Partner Logo Placement on Race Boat
- Page 16: Marketing Partner Logo Placement on Driver Uniform
- Page 17: Marketing Partner Logo Placement on Crew Uniforms
- Page 18: Investing and Marketing Partnerships
- Page 19: Investing and Marketing Partnerships continued
- Page 20: Testimonials, Quotes and Recommendations
- Page 21: Thank You/Closing
- Page 22: Contact Information and Research Links

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# *SHELBY EBERT RACING*

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## *Introduction*

Hi, my name is Shelby Ebert and I am currently the fastest woman on water. I started drag boat racing when I was only 14 years old. I became a three time world champion by the age of 20 and I now have five championship rings in my collection. One of those championships was very special to me because my dad and I achieved the first ever Father Daughter championship. Drag Boat Racing is a male dominated sport but as of the 2016 season, I have become the only professional female in the Lucas Oil Drag Boat Racing Series and the youngest ever. While racing, I also attend Kansas State University as a dual major in accounting and marketing. My goal is to be a role model for women and girls to believe that they can achieve anything they want to if they set their mind to it.

In the following pages, you will discover the unique marketing and branding value I can bring to your company. This includes creative social media campaigns, youtube video blogging with your product placement, plus event hospitality that can leverage your business in a fun and entertaining atmosphere! I am thrilled at the possibilities that we can also create together with me as your spokesperson. I would love to bring you along with me into my future and I hope you will be as excited as I am!

*Shelby A. Ebert*

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## *Vision Statement*

My purpose and vision is as a driver and professional athlete to be able to use my own success and fan base to directly assist my marketing partners to gain more success as our brands grow together. It's my mission to educate the world about my exciting sport and open up more doors of opportunity for women and girls in drag boat racing. It's important to me to work together with my partners to inspire others and succeed as we grow in the marketplace together.



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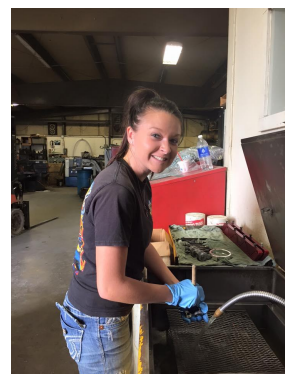
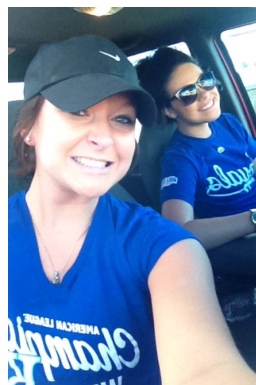
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## Meet Shelby

- ★ 21 years old
- ★ From Wamego, Kansas
- ★ A Senior business major at Kansas State University
- ★ Loves to work in the shop with her dad on motors and boats
- ★ Loves to spend time outside
- ★ Loves to spend time and play cards with friends and family
- ★ Loves to go on fourwheeler/atv rides with family and friends
- ★ Loves to spend time at the lake
- ★ Loves to go on float trips and camping
- ★ Loves to travel and go on vacations with family and friends
- ★ Loves getting together with family and friends to watch Kansas State sports, Kansas City Royals baseball and Kansas City Chiefs football
- ★ Loves to go to NHRA and NASCAR events
- ★ Loves to go rock crawling with one of our crew chiefs and family



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## ***Racing Career Highlights***

2015

Lucas Oil Drag Boat Racing Series Division 2 Pro Eliminator High Points Champion

Southern Drag Boat Association Pro Eliminator High Points Champion

Lucas Oil Drag Boat Racing Series ET Driver of the Year

Southern Drag Boat Association Jack Howell "ET Driver of the Year" Award nominee

2014

Lucas Oil Drag Boat Racing Series Division 2 Pro Eliminator High Points Champion

Southern Drag Boat Association Pro Eliminator High Points Champion

Southern Drag Boat Association Jimmy Tucker Award recipient

Southern Drag Boat Association Jack Howell "ET Driver of the Year" Award nominee

2013

Lucas Oil Drag Boat Racing Series Division 2 Top Eliminator High Points Runner-Up

Southern Drag Boat Association Top Eliminator High Points Runner-Up

Southern Drag Boat Association Jack Howell "ET Driver of the Year" Award nominee

2011

Lucas Oil Drag Boat Racing Series Personal Watercraft 2 High Points Runner-Up

2010

Lucas Oil Drag Boat Racing Series Personal Watercraft 2 High Points Champion

Southern Drag Boat Association Personal Water Craft 2 High Points Runner-Up

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## *Setting Records and Being Honored Together!*

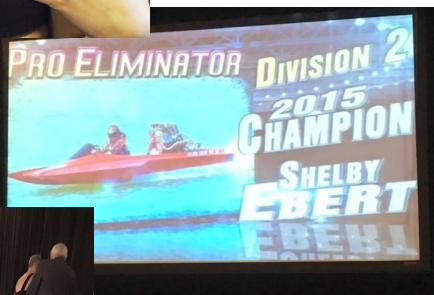
One thing that has been truly an amazing blessing in my career is the many awards and honors that have been given to me - some I worked very hard for, others were complete surprises!

Here are some of my big awards so far, and here are the ones we can go after together with you as my partner in the future.

- ★ 3 time Lucas Oil Champion (Championship Rings Can Also Be Given to Team Marketing Partners)
- ★ 2 time SDBA Champion
- ★ 2015 Lucas Oil ET Driver of the Year
- ★ 2014 Jimmy Tucker Memorial Award Recipient

Future Award Goals:

- ★ Lucas Oil Pro Driver of the Year



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## *Multimedia Exposure*



Will be featured on MAVTV, CBS Sports Network, CBS, or NBC Sports for every national event



Shelby is regularly featured in Drag Boat Review articles throughout the year



Featured in Speedboat Magazines March 2016 issue

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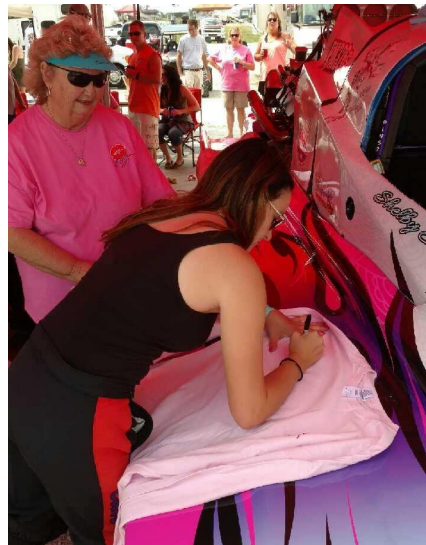
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## *Connecting with the Fans*

One of the many unique things about the sport of drag boat racing is the fact that our pits are open to all spectators. This means that during our down time, there are fans constantly walking around our pits who we get to interact with. This gives me the opportunity to take pictures with, sign autographs for, and get to know all of my fans. Our pit becomes what you could call a "pit party" when we aren't on the water. Most tracks also have "show 'n shines." We take our boats to an area in the town we're racing at to show them up close to spectators, to sign autographs, to interact with fans, and to start the boats up. The fans absolutely love going to show 'n shines to learn more about our programs.

This can help companies partnered with me because I can get their name/product out to potential customers at a more one on one basis than traditional advertising does. I can give samples, coupons, do promotions, help customers learn about products, etc.



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## Social Media Power


Here are examples of our engagement on our social media with my fans, and this is growing on a daily basis.

Post Details

Reported stats may be delayed from what appears on posts

**Shelby Ebert Racing**  
Published by Shelby Nicole Ebert [?] · April 17 at 12:39pm · 🌐

WE WON OUR FIRST ROUND IN COMPETITION!!! Kyle red lit by -.045 and we ran a 6.67 at 186 mph!!! 186!!!! That's absolutely insane. Felt great!!! The wind pushed me around a little bit on the rope, but we got the win!! We'll look at the 660 time and hopefully tune it down to a 7.0 pass!



6,350 people reached

**6,350** People Reached

456 Reactions, Comments & Shares

325 Like	289 On Post	36 On Shares
10 Love	9 On Post	1 On Shares
1 Haha	1 On Post	0 On Shares
5 Wow	5 On Post	0 On Shares
109 Comments	102 On Post	7 On Shares
7 Shares	2 On Post	5 On Shares

511 Post Clicks

111 Photo Views	0 Link Clicks	400 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

304

51 Comments 2 Shares

Like Comment Share

Boost Post

Verizon 7:43 PM 17%

Campaign

Post: "GIVEAWAY!! Hi everybody, I am going to giveaway a..."  
11/27/15 - 12/04/15

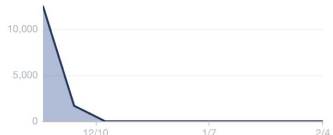
Lifetime 7 days 1 day

Nov 27, 2015 - Feb 4, 2016

**14,115**  
Video Views

\$14.99 of \$15.00 spent

Video Views per Week



Cost per Video View **\$0.00**

Total Reach **37,255**

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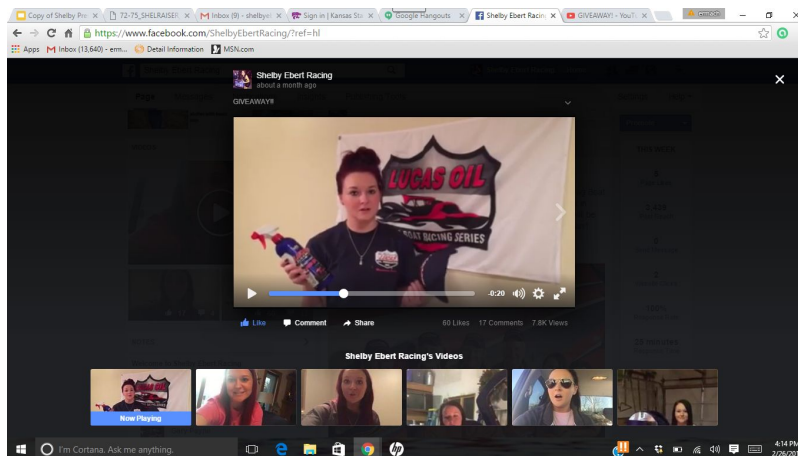


## *Featured Video Series*

We are excited to announce that we will be offering an added FEATURE media option to my program! I will be doing weekly YouTube videos on my official channel! This is A SUPER boost as I become your official spokesperson for your brand!

Here are just some of the video perks for my marketing partners:

- Product placement in my videos on my official Facebook page and YouTube channel
- Videos at your business or event
- Instructional videos about your product
- Option to run a (presented by your company) video series



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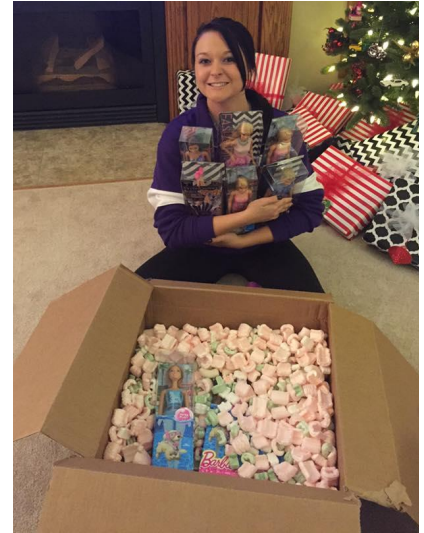
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## *Giving Back*

Shelby started the campaign "Fill My Boat With Barbies" where she collected used and new Barbies to donate to Barbie Care and Share. Barbie Care and Share refurbishes used Barbies to give to young girls for Christmas, Birthdays and other special occasions throughout the year. She started this campaign in December 2015 and will be continuing to collect Barbies throughout the years to come.



Shelby has been involved with the Junior Drag Boat Racing League since Twisted Liquid Marine began the series at the beginning of the 2015 season. In between her rounds, she volunteers to work with kids who are 10 to 15 years old and teaches them about the drag boat racing track and how to drive a boat. This encompasses two of Shelby's passions; racing and working with kids. She believes that this will help the sport continue to grow for many years to come.



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## *Information on Series*

Shelby races in the Lucas Oil Drag Boat Racing Series and also with Southern Drag Boat Association. She will be racing at over 10 events in the 2016 season across the U.S. The Lucas Oil Drag Boat Racing Series televises all of their national events on MAVTV, CBS, CBS Sports Network, or NBC Sports.. The class that Shelby will be racing in the 2016 season, Pro Modified, will be televised at all of the national events on either of these networks. These shows include interviews of the driver, footage of the races, footage of the team and driver, etc. From this footage, all of MAVTV and CBS Sports Network's viewers will be able to see Shelby's sponsors on her boat, uniform, and her team members uniforms.



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## *Event Markets*



- ★ Team Headquarters-Wamego, Kansas
- ★ Augusta, Georgia
- ★ Phoenix, Arizona
- ★ Parker, Arizona
- ★ Sarepta, Louisiana
- ★ Wheatland, Missouri

- ★ Waco, Texas
- ★ San Angelo, Texas
- ★ Paris, Texas
- ★ Marble Falls, Texas
- ★ Grove, Oklahoma

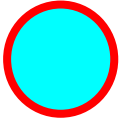
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## Marketing Partner Logo Placement on Race Boat



Primary Partner Logo Placement



Secondary Partner Logo Placement



Custom artist rendering can be designed for your company logo and colors upon request for Primary Partnership

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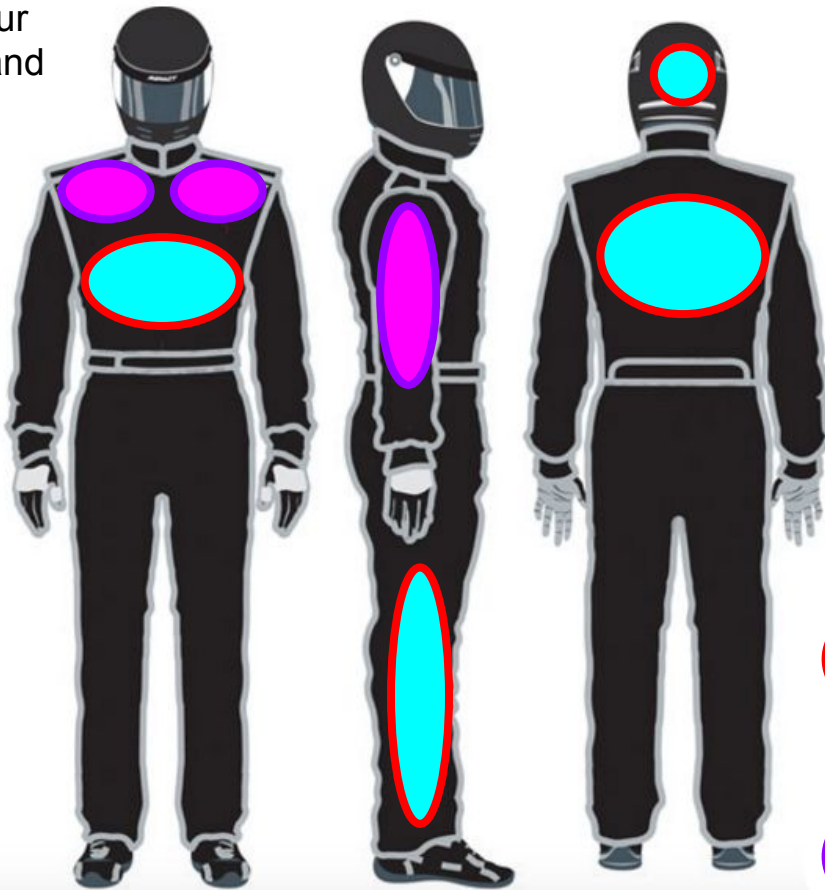
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## *Marketing Partner Logo Placement on Driver Uniform*

Custom artist rendering can be designed for your company logo and colors upon request for Primary Partnership



- Primary Partner Logo Placement
- Secondary Partner Logo Placement

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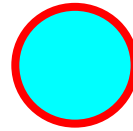


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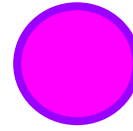
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## *Marketing Partner Logo Placement on Crew Uniforms*



Primary Partner  
Logo Placement



Secondary  
Partner Logo  
Placement

Custom designed team crew shirts with your logos and branding will be worn by Shelby and all team members at events and appearances. We also offer these official crew shirts to our marketing partner reps.



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## *Investments and Marketing*

### *Partnerships*

Primary

## 2017 Primary Partnership Package

- ★ Full title and licensing rights to team and Shelby for one full year.
- ★ Access to pit for "pit party" at every event to entertain guests or clients.
- ★ Your company name becomes "Presented By" in all logo branding and media for Shelby Ebert Racing.
- ★ Custom designed wrap on the boat
- ★ Your logo on the premier areas on the boat, driving suit, and crew uniforms
- ★ Full social media marketing campaign with video series
- ★ One driver/boat appearance per event within 20 miles of event
- ★ More appearances can be negotiated per race event schedule
- ★ Logo placed on all promotional items such as t-shirts, sweatshirts, hats, coozies, etc.
- ★ Crew shirts available for your representatives.
- ★ Driver will always be in apparel for appearances (hats, shirts, etc) representing your brand.
- ★ Custom star cards, posters, calendars, etc.
- ★ Can use my likeness and boat in your own advertising and promotions.
- ★ Logo and link will be displayed on Shelby Ebert's website

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## *Investments and Marketing Partnerships*

Secondary

### 2017 Secondary Partnership Package

- ★ Logo and brand name will be displayed in the designated secondary partnership areas of the boat
- ★ Logo and brand name will be displayed in the designated secondary partnership areas of the crew shirts
- ★ Logo and brand name will be displayed in the designated secondary partnership areas of the driver's suit
- ★ Logo and link will be displayed on Shelby Ebert's website
- ★ Brand will be represented on social media
- ★ Opportunities to entertain clients/employees at events
- ★ Social media contests and promotions

## *Product Partnerships*

Your company will support Shelby with products and services for a full season and receive decal on race boat and logo and link on website plus a variety of social media and promotional perks, to be determined of a value of the product given.

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## *Testimonials, Quotes and Recommendations*



I-10 RACE PROMOTIONS INC.  
DBA LUCAS OIL DRAG BOAT RACING SERIES  
P.O. BOX 549  
MARBLE FALLS, TEXAS 78654

To whom it may concern,

I would like to take this opportunity to introduce one of the finest young people in motorsports, Shelby Ebert.

I have been involved in the sport of drag boat racing for over twenty years. I have met and developed relationships with many wonderful people in that time. I have had the privilege to witness Shelby grow and develop from a shy little girl to a mature and fierce competitor in a motorsport dominated by males. She has earned a great deal of respect among not only those whom compete against her, but the entire racing community.

She is a multiple high points champion in not only the Lucas Oil Drag Boat Racing Series, but also the Southern Drag Boat Association, along with driver of the year awards in both associations.

Most importantly, Shelby is a great role model and will make an excellent spokesperson for any company and can be a huge asset to any marketing campaign. I have worked with dozens of driver's in motorsports and few of those individuals display the energy and professionalism of Shelby.

Sincerely,

Kenneth Dollar  
Series Director  
Lucas Oil Drag Boat Racing Series

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## *Thank You*



Thank you for taking the time to review my presentation. I hope that you were able to connect with the marketing value that we are offering in our program and how it can immediately benefit your company. Please feel free to reach out to me if you have any questions. I would be more than happy to meet with you or make a complementary promotional appearance on behalf of your company.

I am very excited about this season. We want you to be a part of our team as we go after our 6th championship together! I am looking forward to talking to you soon.

*Shelby A. Ebert*

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# ***SHELBY EBERT RACING***

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## *Contact Information and Research Links*

Shelby Ebert Racing

PO Box 91

Wamego, KS 66547

785-456-2373

[shelbyebertracing@gmail.com](mailto:shelbyebertracing@gmail.com)

Website: <http://shelbyebertracing.com/>

Facebook: <https://www.facebook.com/ShelbyEbertRacing/>

Twitter: <https://twitter.com/SEbertRacing>

Instagram: <https://www.instagram.com/worldchamp326/>

YouTube: <https://www.youtube.com/channel/UC4BLwfYNmpgG8wkNFhsYNeA>

Drag Boat Racing Links:

Lucas Oil Drag Boat Racing Series website:

<http://lucasoildragboats.com/>

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