



# 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

## DARIN BRASSFIELD

Darin Brassfield (born September 16, 1963) is the latest Trans Am legend poised to make a return to the Trans Am Championship in 2015, following the returns of Trans Am Champions Tommy Kendall and Wally Dallenbach, Jr., who both returned to "America's Road Racing Series" in 2014.

The Trans Am Series is where Brassfield first made a name for himself. His success in Trans Am in the 1980s was paramount in his rise to become one of sport car racing's biggest names. His career included CART, NASCAR and IMSA programs.

His Trans Am resume includes 11 victories having competing full or part time in 11 seasons in Trans Am's storied history.

Brassfield's first Trans Am victory came in the season opener at Road Atlanta in 1984,

driving a DeAtley Corvette. He also won at Riverside that year and added two third place finishes to finish sixth in the Championship.

Brassfield earned his next victory at Mosport Park in 1988, en route to a fifth place finish overall in the Trans Am Championship that year.

In 1990 and 1991, Brassfield drove a Rocketsports Racing Olds Cutlass in a factory ride, and he responded with back to back third place finishes in the Championship. The 1990 season included three wins and a total of nine podium finishes, while the '91 season saw him add three more wins and a total of five podiums.

His last Trans Am race was the Motor City 100, Detroit Grand Prix in 1994, where he finished 9th in a Derhaag Camaro.

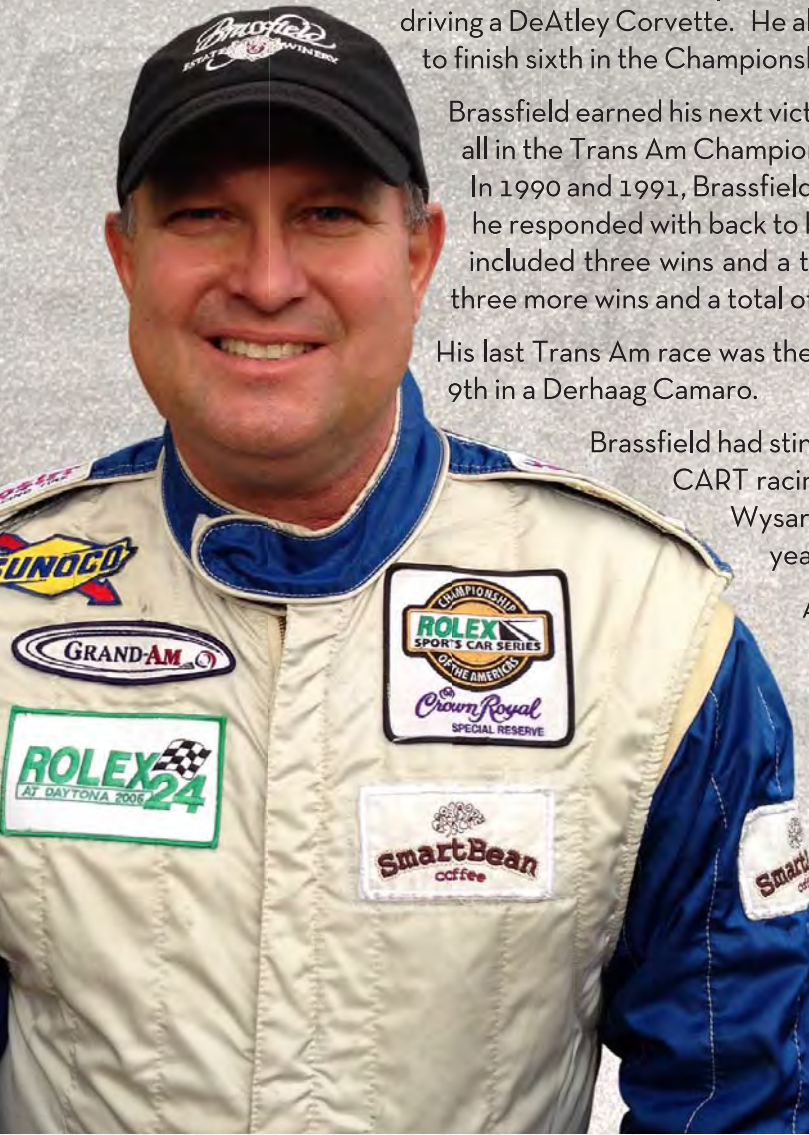
Brassfield had stints in CART open wheel racing, NASCAR, as well as in IMSA. His CART racing debut was at the 1985 season ender in (Tamiami) driving for Wysard Racing. He made two additional CART appearances three years later.

At Mid-Ohio, 1988, he was knocked out by engine failure after 30 laps and later that year, at Laguna Seca, his car suffered a broken gearbox 31 laps in.

He made three NASCAR Winston Cup starts in 1989 on the road courses at Sears Point and Watkins Glen, finishing 22nd and 12th, and on the oval at Richmond International Raceway, finishing 30th.

Brassfield was a multiple race winner in the IMSA GT Championship, racing in both GTP and GTO, but eventually retired in the last 1990s.

Brassfield, originally from Los Gatos, California now makes his home in Scottsdale, Arizona.







# TEAM 7 RACING DRIVER BIOS

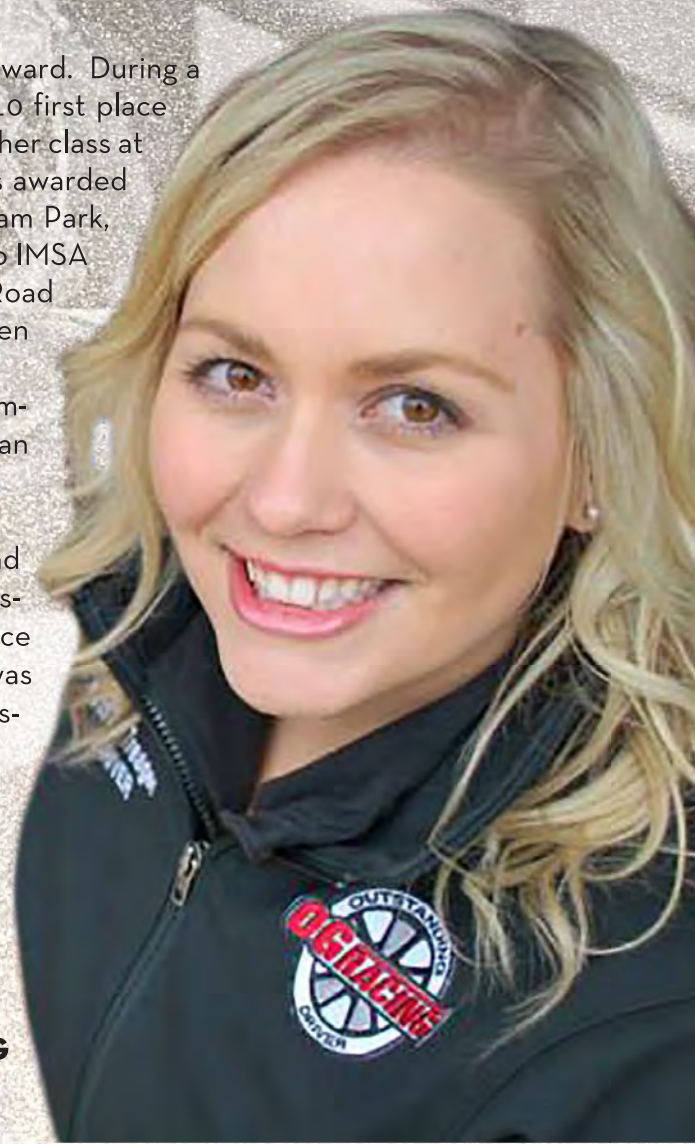
## KRISTIN TREAGER

Treager, born May 24, 1987, started her racing career at Junior Raceway Park in Tulsa, Oklahoma at the young age of seven. Under the direction of Alf Gebhardt, Kristin quickly excelled and found a passion for the sport. Since then, Kristin has furthered her racing education by completing the Skip Barber Racing School programs at Mazda Raceway Laguna Seca, Road Atlanta, and Sebring International Raceway. She has also obtained national licenses from the International Motorsports Association, Fédération Internationale de l'Automobile, and Porsche Club of America. Kristin holds five championships including most recently the 2013 National Points Championship for the Porsche Club of America Cup Car Challenge in GTC4. Past championships include the JRP series championship, Oklahoma Bandelero championship, COMMA production Stock A championship, and the El Sol y La Luna 6 Hour Endurance race championship.

In 2012, Kristin was awarded the OG Racing "Outstanding Driver" award. During a partial season in 2012 and a full season in 2013, Kristin obtained 10 first place finishes and 30 podium finishes in GTC4. She also set record laps in her class at Kansas Motor Speedway and NOLA Motorsports Park. Kristin was awarded the Worker's Choice Award 3 times in 2013 at Road Atlanta, Putnam Park, and Hallett Motor Racing Circuit. In 2013, Kristin participated in two IMSA GT3 USA race weekends at Road America and Road Atlanta. At Road Atlanta Kristin was awarded the Yokohama Hard Charger Award, given to the competitor that advances the most positions during the race. In 2014, Treager signed with Wright Motorsports, a back to back championship winning team in the IMSA GT3 USA series. Treager had an impressive rookie season in the 2014 GT3 USA series. She had 4 podium finishes and a total of 9 top 5 finishes in the Gold Division. Kristin's 2014 season was cut short by a catastrophic accident at Road America in which she was hit on the last lap of the race. Even with missing the last 4 races of the season, Treager managed to finish in 6th place out of 26 competitors in the National Points Championship. Kristin was named one of Oklahoma Magazine's "Top 40 Under 40" young professionals in 2014.

Treager also co-hosts The Car Guy Show, a Dallas based cable TV show which features "Car Life & Car Culture" for real "Car Guys." The Car Guy Show airs on channel 47 KTXD every Friday, Saturday, and Sunday. In addition to racing and hosting a TV show, she also is a driving instructor for Xtreme Xperience, an exotic supercar driving experience.

**IN 2015, KRISTIN IS POISED TO JOIN THE TRANS AM RACING SERIES REPRESENTING TEAM 7 RACING.**





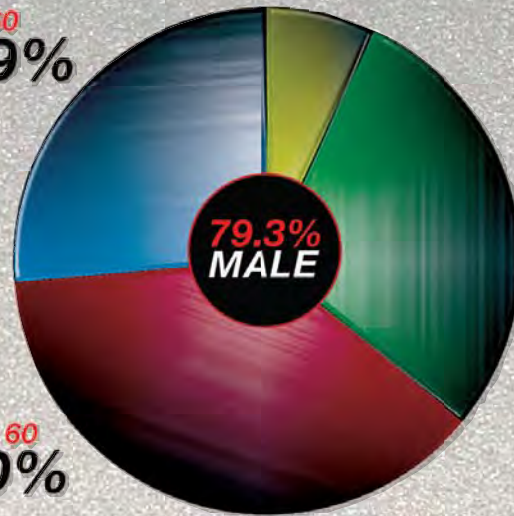


# WHAT MAKES UP A TRANS AM SUPER FAN?

- 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

OVER 60  
21.9%

UNDER 18  
7.3%



18 - 39  
30.8%

40 - 60  
40%

## 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

- 12 races with hospitality for 50 people (tickets, food and drinks (non-alcohol) including Team 7 t-shirt, hat, and pin
- Television Commercial Package (12), Series Partner, In Car Camera
- 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 25 people (tickets, food and drinks (non-alcohol) Including Team 7 t-shirt, hat and pin
- Television Commercial Package (6), Series Partner, In Car Camera
- Primary signage on transporter
- Car signage: hood, doors and rear wing

## **TWO ASSOCIATE PARTNERS WITH (ONE) PRIMARY**

\$100k

- 12 races with hospitality for 10 people (tickets, food and drinks (non-alcohol) Including Team 7 t-shirt, hat and pin
- Series Partner, In Car Camera
- Signage on transporter
- Car signage: Choice of roof, front and rear bumpers OR quarter panels

## **SINGLE RACE PACKAGE FOR LOCAL PARTNER**

\$5000

- This package only available to one Partner per race
- One race with hospitality for 5 people (tickets, food, and drinks (non-alcohol) Including Team 7 t-shirt, hat and pin
- Car signage: C-Pillar or front lower quarter panels





# TEAM 7 RACING CONTACTS



**MIKE MOORE**  
**DIRECTOR OF OPERATIONS**  
**TEAM 7 RACING**

706-593-4361

Mike@Team7Racing.com



**MACK GOUGE**  
**PRESIDENT/TEAM FOUNDER**  
**TEAM 7 RACING**

706-464-2068

Mack@Team7Racing.com