



2023 PARTNERSHIP OVERVIEW



JACK WOOD

KYLE BUSCH MOTORSPORTS

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KYLE BUSCH MOTORSPORTS



Kyle Busch Motorsports (KBM) exists to develop the next generation of NASCAR talent and to win championships.

KBM is one of the most successful teams in all of NASCAR. Fueled by Busch's passion for winning, the organization holds the NASCAR Craftsman Truck Series records for most career wins (99) and most wins in a single season (14 in 2014).

In addition to collecting a series-record seven Owner's Championships, the organization has produced top NASCAR drivers Christopher Bell, William Byron, Daniel Suarez, Bubba Wallace, and Erik Jones.

7x

OWNER CHAMPION

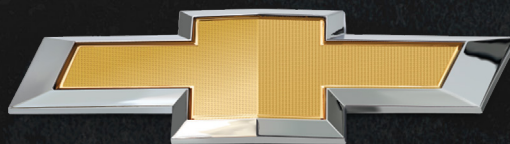
99

TRUCK SERIES WINS

14

RECORD SINGLE
SEASON WINS

KBM/JACK WOOD PARTNER ALIGNMENTS



KYLE BUSCH

DRIVER/TEAM OWNER



Currently sits 9th on the all-time NASCAR Cup Series win list with 63, just 16 behind 8th place Dale Earnhardt.

2009 Xfinity Series Champion and holds the most wins in series history with 102 Xfinity Series wins.

All-time wins leader in the Craftsman Truck Series with 62 series wins. Since 2018, he has finished top-3 in all but three of his Craftsman Truck Series starts.

All-time championship leader in the Craftsman Truck Series with a series record of seven championships as owner of Kyle Busch Motorsports.

2x

CUP SERIES CHAMPION

63

CUP SERIES WINS

102

XFINITY SERIES WINS

63

TRUCK SERIES WINS



WHY JACK WOOD?



JACK WOOD

ATHLETE OVERVIEW

JACK WOOD



Date of Birth: August 7, 2000
Hometown: Loomis, California

Jack started his racing career at the young age of 14-years-old. Shortly after beginning his racing journey in the legend car division, Jack was able to capture the 2016 Legends of the Pacific Young Lion Championship. Over the past few years, the young racer has mastered his racing skills in Super Late Models along with competing in a partial schedule in the ARCA Menards Series and NASCAR Craftsman Truck Series.



- Made NCTS debut at Circuit of the Americas on May 22, 2021.
- Has tallied over 40 starts, including a full season (23 races) in 2022.
- Will compete in multiple series in 2023 and anchor the No. 51 Chevrolet.



- Career best 3rd place finish at Mid-Ohio in 2023
- Finished ninth in ARCA debut at Daytona International Speedway in 2021.
- Across ARCA's regional and national series, Jack has over 35 starts with 6 top fives and 19 top tens



DIGITAL FOLLOWING



130K



KYLE BUSCH MOTORSPORTS

113.6K



@KBMTEAM

106K



@KBMTEAM

3.9K

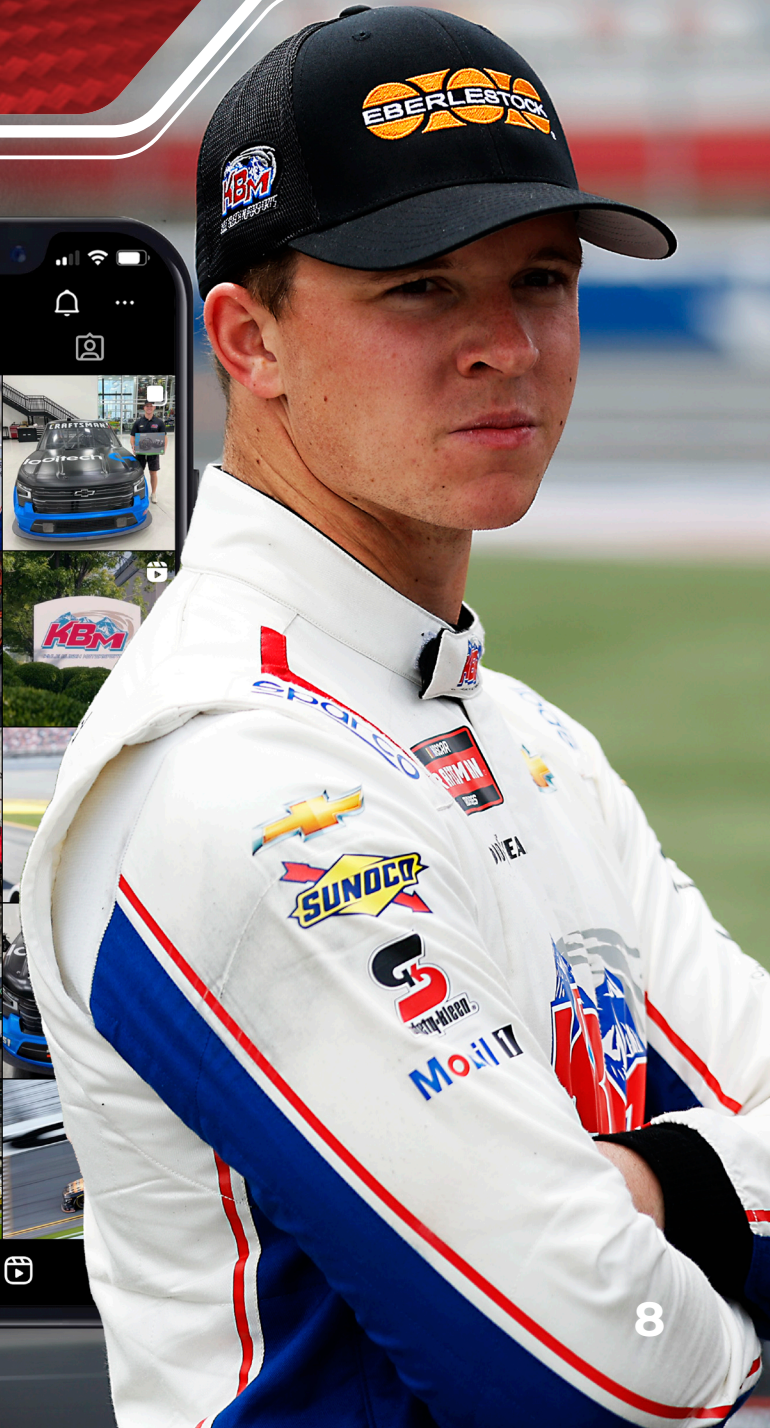
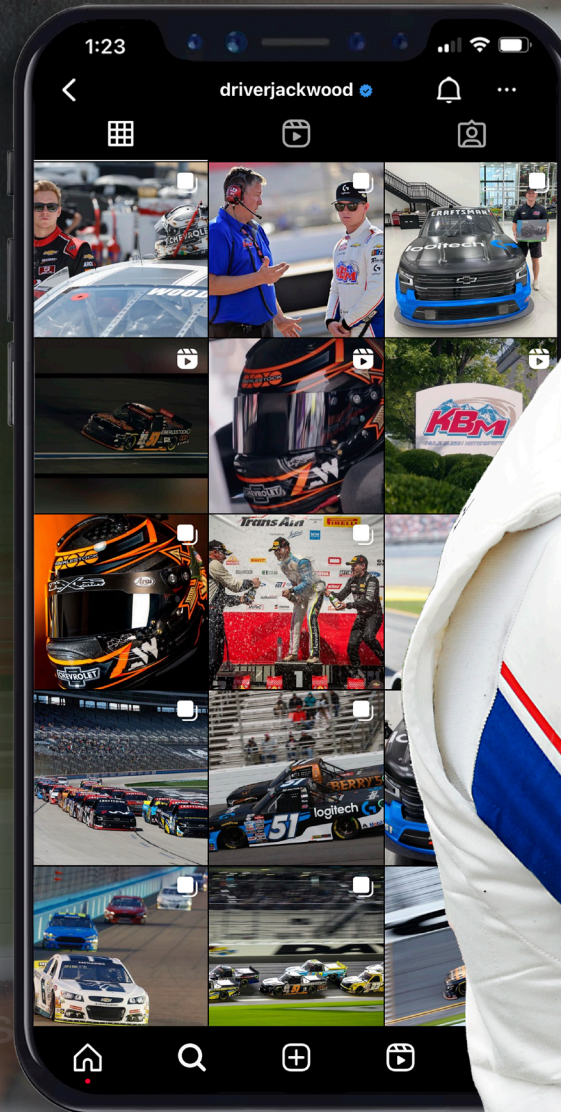
@DRIVERJACKWOOD

3.4K

@DRIVERJACKWOOD

2.4K

JACK WOOD





WHY PARTNER?



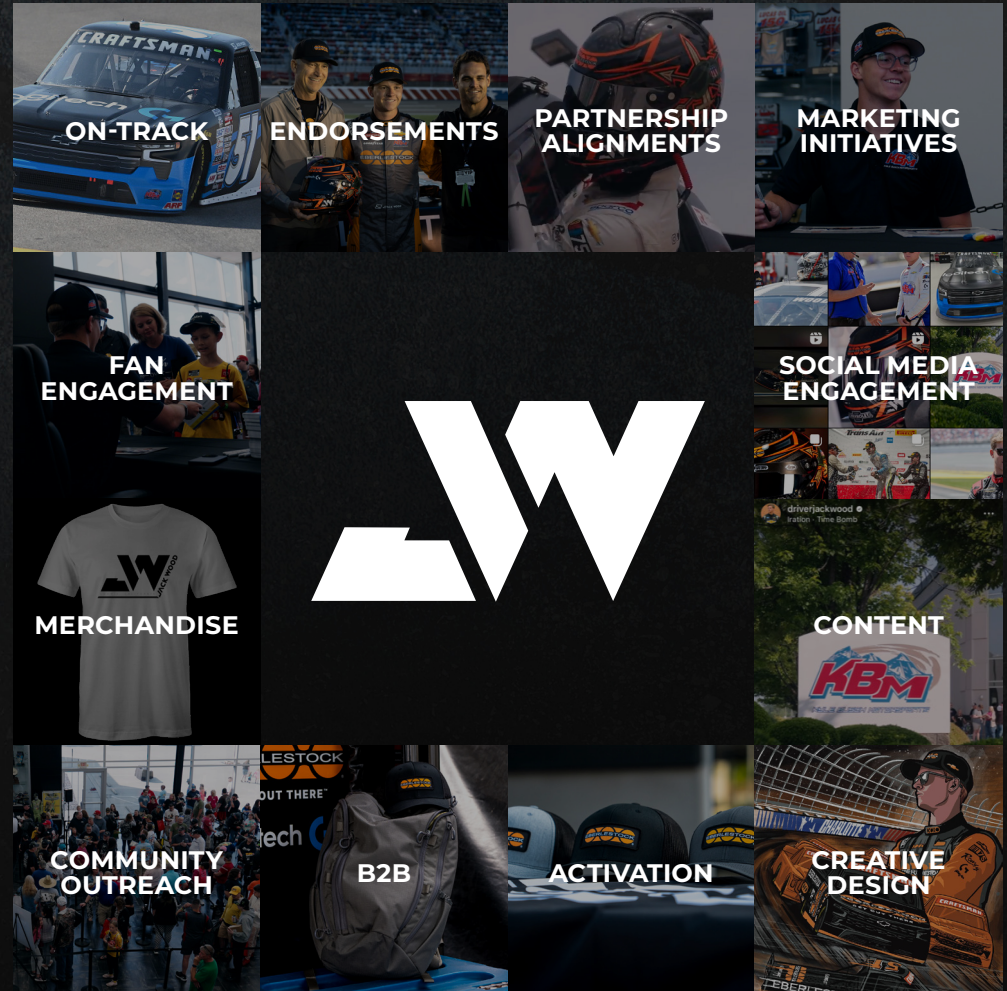
JACK WOOD

PARTNERSHIP OVERVIEW

PARTNERSHIP FORMULA



We provide corporate partners and brands with comprehensive, strategic and turnkey sports marketing solutions. From athlete endorsements, on-track branding and at-track activation/hospitality, to social media content design and business-to-business networking, we leverage a variety of assets to meet our partners needs and increase the impact of their brand alignment.



ALIGN YOUR BRAND



PROMOTIONAL RIGHTS

To Jack Wood's name, image, likeness, voice, signature and biographical information as a brand ambassador

CONTENT CREATION & SUPPORT

- Promoting brand marketing messaging and initiatives
- Videography and photography capabilities
- Account management
- Content series

APPEARANCES

In-or-out of market driver appearances

VIP EXPERIENCES

Bring your guests to a NASCAR Truck Series race and have access to behind the scenes

MEET-N-GREETS

Driver and team personnel appearances at track with VIP guests

BRANDING OPPORTUNITIES

Social media, gloves, firesuit, helmet visor strip, website, etc.

RIDE WITH KBM



OFFICIAL PARTNERSHIP

- Kyle Busch Motorsports access and collaboration
- Digital marketing strategies
- Business to business introductions

PRIMARY PARTNERSHIP

- Fully designed paint scheme on the NASCAR Truck Series No. 51 Kyle Busch Motorsports Chevrolet
- Single and multiple primary partnership packages

ASSOCIATE PARTNERSHIPS

Logo placement on-car for all NASCAR Truck Series races

HOSPITALITY

Hosting multiple employees and/or guests at-track for a meaningful race weekend experience



WHY NASCAR?



THE POWER OF
NASCAR



NATIONAL REACH

Largest fan base markets (LA, NY, Chicago, Atlanta, Philadelphia, Dallas, Houston, Phoenix) each have approximately 1 million+ NASCAR fans.

Source: Nielsen Scarborough (USA+Release 1 2021)

INCREASING DIVERSITY

The proportion of NASCAR fans who are multicultural has increased from 20% to 25% since 2011.

Source: Nielsen Scarborough (USA+Release 1 2021)

BUILDING BRANDS

Nearly 1 out of 4 Fortune 500 companies invest in the sport and NASCAR ranks #1 among sports industry executives when it comes to doing the best job of developing opportunities for brand engagement.

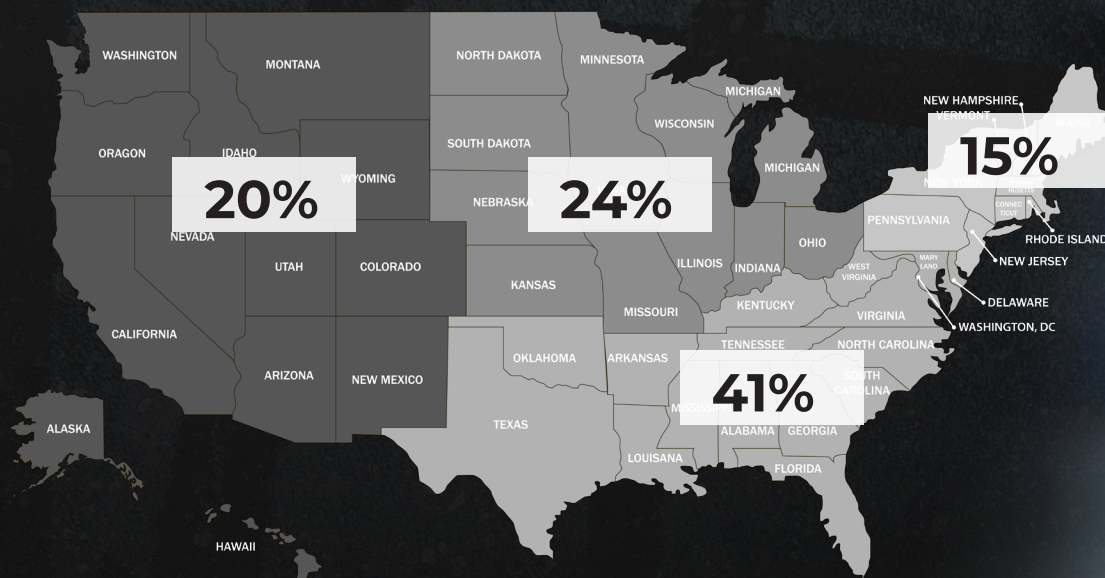
Source: NASCAR Industry, 2019

LOYAL FANS

NASCAR surpasses all other major US sports: #1 in fans who consider trying, consciously support, and recommend sponsors.

Source: MarketCast (results published in SBJ)

THE AUDIENCE



TOP FAN BASE MARKETS

- Los Angeles
- New York
- Chicago
- Atlanta
- Dallas
- Philadelphia
- Washington, D.C.
- Tampa
- Phoenix
- Houston

#1 SPORT ON TELEVISION FROM FEBRUARY TO SEPTEMBER

NASCAR delivers more 18-49 viewers than the NBA, NHL, MLS, and MLB.



B2B NETWORKING

Nearly 40% Fortune's Global 100 and one in four Fortune 500 companies are invested in NASCAR today, the result of a fanbase that continues to prove itself as the most passionate and loyal in all of sports.



THANK YOU

PROVEN. DRIVEN.

BORN TO PERFORM.

Clear28 is all about building on winning traditions for our athletes and partners. Fueled by passion and over three decades of combined experience, **our team of sports marketing and management experts put your team in the position to win.**

Brandon and Corey provide oversight of Clear 28's day-to-day operations and will work closely with Jack and his partners on strategic planning, marketing and sales initiatives, career and brand development, and contract negotiations.



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PLESTOCK

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