



2022

Brady Bunch Racing
Sponsorship Proposal

Being an award-winning team is all about setting ambitious goals and then executing them. Scott Brady, Owner, driver, and mechanic, of Brady Bunch (BB) Racing always sets the bar extremely high. He has many years of competitive Baja racing experience. The best part of BB Racing, as the name implies, is it has always been a family effort.

The team is managed and based out of Gerber, California. For the 2022 season we plan on racing the SCORE-International off-road racing series. We enter this coming season with a new Ford, v6 EcoBoost, full tube frame, class 7 race truck. We plan on being extremely competitive.

Sponsorship is critical to be competitive in off-road racing. Expected expenses required to maintain an edge include, regular and routine maintenance, spare parts, racing tires, fuel, entry fees, and traveling expenses.

With the off-road population and recreation vehicle market soaring, the demand for quality televised coverage of the SCORE events has made its way to major networks. Featured coverage and special programs of major desert and short course events can be found on NBC, Discovery Channel, Velocity, ESPN, and the El Rey Network, attracting millions of viewers.

Sponsorship of BB Racing is a great opportunity to get media exposure. This exposure creates positive publicity and heightens visibility of your company's products or services. Sponsoring a racing team also stimulates consumer interest. Thousands of racers and spectators head down to Baja California each year to not only watch the races but to learn about the products used to compete. We are also happy to make the truck available for scheduled events so your customers can see what goes into competitive off-road racing.

Our objective for the 2022 season is to be the overall class 7 points champion in the SCORE International Off-Road series. The current points champion has been consistently winning for a decade. Our goal is to finish all 4 races in the series and podium in the process. Every race is a mission and our team won't stop until that mission is complete. No matter the outcome, in Baja, every finish is a victory.

Please see our sponsorship options below as well as additional background on Scott, the team, and the new truck. We look forward to working with you and your support for the upcoming season.

SPONSORSHIP OPTIONS



Bronze sponsorship provides product or money to help with maintenance and racing expenses. Nothing is too little. In turn we will put your companies' logo on both fenders of the truck as advertising.



Silver sponsorship pays for all the race fuel for the season. In total for the 4 races fuel costs are \$5,000 dollars. In turn both doors of the truck will have your companies name and logo.



Gold sponsorship pays for all fuel and entry fees for the season. Fuel is \$5,000 dollars and the entry fees are \$10,400 dollars a total of \$15,400 dollars. In turn we will wrap the truck in your logo or design of choice.



Platinum All racing costs are covered by this level of sponsorship. The total is \pm \$20,000. In turn we wrap the entire truck and box van with your company name and logo. You will also have access to the race truck and trailer for scheduled company events, photo shoots, or commercials.

DRIVER PROFILE:

SCOTT BRADY

Owner/Driver

Scott Brady has always had a passion for off-road adventure. At an early age he was riding minibikes and motorcycles in his backyard. As a teenager he was building Baja bugs and Volkswagen engines in his garage. His fascination with Volkswagen's led to a love for sand rails and dune buggies. The combination of thrill, speed, and off-road adventure naturally lead into an obsession for Baja and off-road racing.



Scott started racing in Baja in the early 90's in a class 12 and 1600 with a couple of different teams. He successfully delivered the race vehicles to co-drivers in many off-road races, including a runner-up finish in his first Tecate SCORE Baja 500. He later co-built and raced a class 7 Ford Ranger and was points champion in 2004 with the Factory Racing Team. He went on to buy his own class 7 truck and has raced competitively ever since. Scott's extensive mechanical knowledge and skill helps to ensure that the truck gets to the finish line every time.



Ultimately it takes a top-notch team and dedicated pit crew to help get the truck across the finish line. Scott has assembled a winning team to compete in the 2022 Score International Off-road Racing Series. With a new state of the art HM Racing Designs truck and a determination for success, this team will be unstoppable. Scott Brady now resides in Gerber California, where he and his wife Wendy have relocated after the Camp Fire took their home in Paradise on November 8, 2018. The Brady's have five

children; Kaleb, Kacey, Kelli, Kylie, and Karson. Over the years the whole family has become more involved. Everyone gets to drive the chase vehicles, camp out in the desert, and wait for the truck at the pits and check points. Eagerly waiting just in case the truck needs fuel, parts, or a back-up co driver. Then they meet the truck at the finish line.

BRADY BUNCH RACING PAST AND PRESENT

Brady Bunch Racing got its start in the early 2000's in a class 7 Ford V6 Ranger that was built in 1998. Technology has advanced in the last 20 years especially in computer modeling and our previous truck had become outdated. After taking a few years off we have come back with a modern, faster, stronger, and more durable race truck. Though we are still limited by the class rules, we no longer have a frame in the way of suspension up-travel and are now producing more reliable horsepower with a twin turbo engine. Our class is an open class for two or four-wheel-drive mini or midsize pickups.



Best in the Desert created the 7200 class allowing for more customization and overall performance. Due to this Score-International added a class 7T – (7)(tube frame). No frame is required. The engine still has to be a six cylinder, but they allowed in this class to be turbocharged and there are no displacement restrictions. The body must resemble a truck or SUV and must have the emblem of manufacturer of type of truck (i.e. Ford oval, Chevy bow tie, Honda H). Track width is limited to 85 inches as measured from outside of tire to outside of tire.

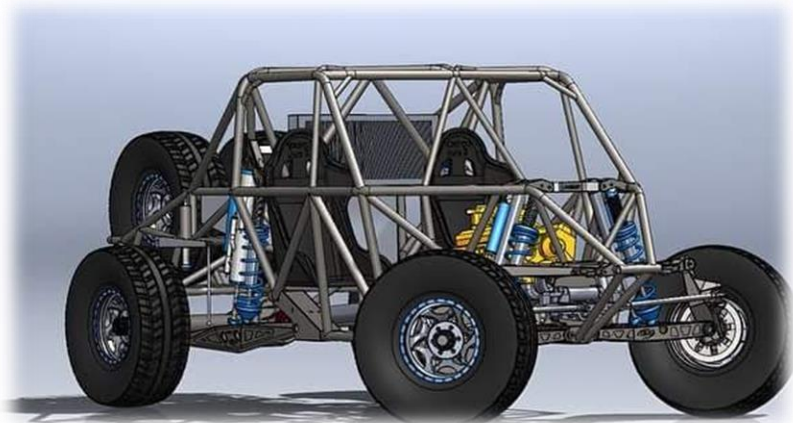
What does this mean for the new truck we just finished building? With no frame in the way the truck can sit lower which helps with stability. The steel tube frame is stronger and can withstand the hard stresses it will encounter at high speeds over whoops in the desert. The new track width adds more stability in the corners and longer suspension travel. These changes will in turn help us be more competitive, go faster, and win more races.



NEW TRUCK

SPECS:

- HM Racing Designs 7200
- 4,200 pounds race ready
- 132 ½ inch wheel base
- 85 inch track width (Score Legal)
- 28 inches of rear suspension travel with 3 inch King coilover shocks and 4 inch king bypass shocks
- 24 inches of front suspension travel with 3 inch King coil overs and 4 inch king bypass shocks
- Ford Echoboost 3.5 liter motor with twin turbos
- Turbo 400 transmission
- Dirt Technology 10 inch rear-end
- Dirt Technology hubs
- Power solutions steering
- CBR coole
- 37 inch Raceline Wheels
- Fiberwerx Ford Raptor race body
- Black Knight Lighting led light bars



MEDIA EXPOSURE:

The off-road and sport truck industries enjoy substantial monthly print media coverage. Publication with international circulation, reach millions of voracious consumers. Loyal readers continue to utilize these publications as a source for finding the latest products services, events, and information on futures purchases. Brady Bunch Racing has developed a rapport with the editorial and advertising staff of leading automotive publications such as Dusty Times, Off-Road, RACER and DIRT Sports Magazine.

Off-road and sport truck enthusiasts have been treated to tremendous coverage of their off-road passion, as leading publishers of enthusiast-based websites and “e-zines” have experienced phenomenal growth. These websites feature substantial content, dynamic graphics, and ease of navigation. They provide up-to-the-minute event coverage, including huge photo galleries, as well as previews of vehicles under construction, and offer a behind-the-scenes look at the people and products that make up the industry. With monthly “hits” reaching into the millions, visitors have come to rely on the exchange of information found on technical discussion forums on top enthusiast websites, race-deZert.com and Off-Road.com.



CONTINGENCY:

If unfamiliar with off-road racing, the day before the race is a major event known as contingency. Race vehicles line the streets early in the morning waiting to pass a safety check, known as tech at the end of the line. It becomes a main event where thousands of fans, vendors, and racers, come together to enjoy great food, live music, and newest products on the market. Some adjustments have been made for COVID but the fans still have the opportunity to see the vehicles. In both Baja and at races in the United States there are great advertising opportunities. Similar to SEMA, thousands of off-road racing fans and racers pass by the vendor's booths and collect information about the latest products and merchandise. During the event our truck is on display to thousands of people. Sponsors award race teams with product or prize money for running their products and displaying their logos. The race is filmed and aired on the speed network and drivers are able to thank their sponsors on television after they cross the finish line.



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