



As one of the fast growing companies in America, SFP has proven they have a good product. Their problem, they still only own a small share of the farming market. With massive brand awareness needed, SFP looked at racing as a good opportunity to get their brand out in front of prospective customers and thank their already loyal customers.

MediaFit worked with SFP and Cardinal Motorsports to develop a plan to meet all their needs.

Pre Race Events:

- Setup at distributors of SFP in race market
- Direct mail sent out to inform people
- Radio remote onsite
- Show car
- Meet and greet with Peyton
- Ticket give-a-ways
- Lunch

Hospitality:

- Key retailers, customers and prospective customers invited to event
- Goodie bags for everyone
- Meet and greet with Peyton
- Give-a-ways throughout the day
- Race simulator
- Corn hole
- Pit tours
- Crew member for the day VIPs

Tradeshows/Other events:

- Show car on site
- Meet and greet with Peyton

