



Carolina Wood Floors is the local expert in hardwood flooring. Most people in and around the Winston-Salem area will recognize their name and their trucks, so for them the sponsorship was used to continue to stay on the front of people's minds for hardwood flooring as well as to create a fun environment for employees. They were the primary sponsor of Robertson Motorsports at Bowman Gray Stadium and for their local Late Model Stock Car program.

At Track:

With their car running weekly at Bowman Gray Stadium they sponsored a night at the track

- Employees were invited to come out with their families to enjoy a night of racing in the comforts of an air conditioned suite
- Ryan came up in between races to meet and greet with the attendees

The Mall:

- The car was taken to Hanes Mall
- Driver meet and greets were held throughout the day
- CWF had representatives there to answer questions and set up appointments

Media Activity:

- :30 second radio ad was created along with monthly updates on the racing activity with media partner

Merchandise And Support Materials:

- T-shirts
- Decals on trucks
- Hats
- Driver's cards
- Koozies

