



At the age of 41, Jay Fogleman will start his 200th race in the USAR Pro Cup Series this year - a record in the series. His experience and leadership, both on and off the track, have made him one of the most highly respected, influential and recognized drivers in the history of the series. Jay is one of the tour's most consistent finishers, with over 100 career wins. In a sport where sponsor value is based on consistency, Jay Fogleman has been and continues to be one of the most consistent drivers in the series. But, like all racers, he needs sponsors. MediaFit developed:

- A positioning concept for the team and a customizable sponsorship presentation to interest potential sponsors.

- On-going sponsor contacts and negotiation of sponsorship contracts.

Once sponsors have signed on, MediaFit will be able to manage the sponsorships throughout the season, including:

- Promotional materials
- Customized at-track promotions and event development
- Public appearances and media exposure
- Ongoing press releases
- Merchandise development



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