



Peyton Sellers is a driver with a proven record:

- Youngest ever Whelen All-American National Champion
- Three consecutive top ten season rankings in NASCAR's top developmental series

With world-class marketing materials and sponsorship development, we helped Peyton acquire sponsorship with SFP in 2008 for a limited number of Camping World Series East races. SFP then decided to move up with the team, allowing Sellers to step into the NASCAR Nationwide Series. MediaFit has handled all of the activation for SFP, including at track hospitality,

pre-race events, and on-going public relations support for the team.

Through an association with SkillsUSA, we helped put together an approach to NASCAR sponsorship that has also provided this important non-profit group incremental exposure, and provided added value to additional sponsors that have an alignment with the equities of this group. The result has been exposure for the driver, for SkillsUSA, and for the related sponsors in excess of what any one of them could have had alone.



www.PeytonSellers.com

