

# ROBERTSON Motorsports LLC

Ryan Robertson is a 23 year old up-and-coming driver, currently racing late model in the UARA Stars series, and select other races in and around North Carolina. The opportunity here was to develop a best-in-class sponsorship kit to bring Ryan's third generation local driver story to life, and help his sponsors get more bang than a local racing sponsorship is usually know to deliver.

**MediaFit developed:**

- A comprehensive public relations plan
- A robust website for the team showcasing the team's story, its current activity, and its sponsors

Three sponsors signed on for both the 2006 and 2007 local late model seasons, including a media sponsor which provided additional visibility for both the team and its other sponsors.

As the team's continuing marketing partner, we managed the sponsorships throughout the season, which included:

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

For 2008, all of the team's major sponsors renewed. Plus, we added a second primary sponsor and another media sponsor on the late model team and secured a separate UARA sponsorship deal with Savage Energy.



*"MediaFit has given our team a huge leg up on the competition with their attention to detail and professionalism."* ~Mike Robertson

[www.RyanRobertsonRacing.com](http://www.RyanRobertsonRacing.com)



6285 Shallowford Road, Suite 180 • Lewisville, NC 27023 • Ph: 336.945.0206  
Toll Free: 1.888.756.3342 • F: 336.945.0287 • [www.MediaFit.net](http://www.MediaFit.net)