

WSSU Motorsport Management is just in its infant years of the program. With the first full entering class starting in the fall of 2008, it was important to raise awareness to help build the program. As the secondary sponsor on Robertson Motorsports Bowman Gray car and their local Late Model Stock Car, WSSU was able to reach a large number of potential students.

MediaFit worked with WSSU Motorsport Management to put together a plan to get their current students experience planning and executing events as well as get in front of high school students who were trying to decide what they wanted to do with their future.

At Track:

Since Bowman Gray Stadium is also the school's football field it was only natural to sponsor a night at the track. The day before, the Motorsport Management students handed out free tickets to the race.

- University VIPs were invited to a private suite
- Students sat in their own student section

- The car was on display at track
- Driver meet and greet between races

WSSU Events:

- Sponsorship announcement
 - Local news media in attendance
 - Car on display
 - Driver meet and greet
- Open houses
 - Motorsport Management students available to assist prospective students
- Homecoming parade
 - Car appeared in parade

High School Events:

- Car and students at local high schools during football and basketball games
- College fairs

MediaFit also setup media trades for WSSU with WSJS 600AM 1200AM and WCWG CW20.

