

Performance  
PR Plus  
presents

## 3RD ANNUAL DRIVER ADVANCEMENT MARKETING SUMMIT

### SUMMIT TOPICS

How JR Motorsports selects young drivers such as Brad Keselowski who have competed for their organization.

- How even the team for the sport's most popular driver has had to get creative to secure team sponsorships.
- Having started out as a late model driver herself, her insight will prove invaluable to drivers at any level.



**Kelley Earnhardt**  
Vice President and  
General Manager  
of JR Motorsports

### SUMMIT TOPICS

- Having mentored stepson Jeff Gordon and other young talents such as Boston Reid, Bickford will talk about the strategic decisions that were made off the track in getting Gordon and Reid to the highest levels of the sports.

- The importance of acting and thinking like a professional race car driver as a means to get there.



**John Bickford**  
General Manager  
of Jeff Gordon Inc.



**Boston Reid**  
Former Hendrick  
Motorsports  
development driver  
in the NASCAR  
Nationwide Series

### SUMMIT TOPICS

- How his commitment and off-track efforts landed him a ride in a Hendrick Motorsports driver development program.

- He will talk about where he is now and provide insight about how development programs at the highest levels work as well as advice on how to get there.

### SUMMIT TOPICS

- Will touch upon a variety of topics including the challenges of gaining sponsorship, public relations, sponsorship marketing, utilizing business-to-business relationships, sponsorship activation and the importance of networking.

- Will also share personal experiences as a professional in NASCAR racing, and what is expected of drivers in the sport today.



**Kymerly Brantigan**  
President of  
Performance PR Plus



**Michael Burch**  
V.P. of Business  
Development, Speed-  
way Motorsports, Inc

### SUMMIT TOPICS

- Best practices for approaching sponsors, how to qualify companies as potential sponsors and how to make sponsorship proposals all about providing a return on investment for prospective companies.

- Will highlight what to include and, as importantly, what not to include in sponsorship proposals.

### SUMMIT TOPICS

- Building effective websites, driver resumes and sponsorship packages.

- In depth examples of these tools and how to properly utilize them to advance your career.
- How to properly market yourself on the web. Will give tips and advice on how to use social media and networking websites to your promotional and marketing advantage.



**Annamarie Malfitana-Strawhand**  
Owner/President;  
Drive-In Webdesign  
and Marketing, LLC.  
and Motorsports  
Consultant Services

FEATURED SPEAKERS

See our full speaker list online at  
[www.performanceprplus.com](http://www.performanceprplus.com)

FEATURED SPEAKERS

The Driver Advancement Marketing Summit is designed specifically for race drivers looking to advance their careers. However, parents, driver representatives, students and other individuals who look to learn more about the inner-workings of motorsports also have found the summit to be a very eye-opening experience.



## HOSTING HOTEL

### Homewood Suites By Hilton

Alicia McKee, Director of Sales  
Charlotte North/University Research Park  
8340 North Tryon Street, Charlotte, NC 28262  
Tel: 704-549-8800

Special Summit Rate @ \$80 per night  
Daily Complimentary Full Hot Breakfast

*Call to make reservations.*

## 3<sup>RD</sup> ANNUAL DRIVER ADVANCEMENT MARKETING SUMMIT



**REGISTER ONLINE**  
[www.performanceprplus.com](http://www.performanceprplus.com)

Early Registration Fee:  
\$295 per person before Dec.15th, 2009  
(\$345 after that date)

### *Any Questions?*

Please Call Kymberly Brantigan  
Performance PR Plus: (704)377-8727

Email: [kbrantigan@pprplus.com](mailto:kbrantigan@pprplus.com)

**- LIMITED SEATING -  
REGISTER TODAY!**

Presented by  
**Performance  
PR Plus**

January 30-31, 2010

Summit Location



Charlotte, NC  
[www.performanceprplus.com](http://www.performanceprplus.com)