



Miss Mia

MIA
TEDESCO

PUT YOUR BRAND ON THE FAST TRACK

WITH YOUR SPONSORSHIP OF MISS MIA, YOU WILL ASSOCIATE WITH THE
UNIQUE NHRA FAN-BASE COMMUNITY, NEARLY 80 MILLION STRONG.



YOUR MISS MIA SPONSORSHIP OPPORTUNITY

Mia Tedesco and the entire Tedesco Racing team invite you to become a sponsor of an elite Top Alcohol Dragster car and 6 other sportsman racing cars in the National Hot Rod Association. By sponsoring Miss Mia, your brand will be exposed to nearly 80 million fans. You will gain valuable brand publicity through print, broadcast, and online exposure, as well as personal and engaging fan interaction.

In addition to the exposure to loyal fans, including up to 125,000 spectators at the NHRA Mello Yello Drag Racing series, you will also receive access to 80,000 used car warranty buyers through a partnership with CARS Protection Plus, a current sponsor of Miss Mia. Using this customer database, which gains 10,000 new customers every month, your brand can leverage targeted mailers, coupons, and other creative print marketing initiatives.

Miss Mia is a successful young woman of faith, competing in a high-speed sport traditionally dominated by men. Her achievements in Kentucky, Alabama, and Tennessee over the course of 2014 have made it evident that Mia will successfully take on the challenge of racing in the Top Alcohol Dragster class and ultimately Top Fuel.

Gain exposure by reaching a highly valuable and targeted audience with your sponsorship, and watch Miss Mia take control of the Top Alcohol Dragster track. Do you know what it feels like to go from 0 to 270 mph in mere seconds? Together, let's put your brand on that fast-track.



NATIONAL HOT ROD ASSOCIATION (NHRA)

- Originally founded in 1951 by Wally Parks to move street racing to a safer environment
- Largest sanctioning body of drag racing in the world
- Almost 20 million actively involved NHRA fans
- NHRA provides fans with behind-the-scenes experiences
- Values a highly diverse network of racers and fans
- 7,000 days of racing hosted under NHRA each year
- Up to 125,000 spectators attend the NHRA Mello Yello Drag Racing Series

MIA'S LATEST ACHIEVEMENTS



2014

- **\$20,000** win at Montgomery Alabama
- **\$5,000** win at Bowling Green Kentucky
- **American Dragster Win** at Spring Fling in Bristol Tennessee
- **A-Fuel Dragster Winner** at Bowling Green Regional Event

2013

Division 2 Standings

2nd - Super Gas Points
3rd - Super Comp Points

World Standings

15th - Super Gas Points
17th - Super Comp Points

\$20,000 Win at West Palm

International Raceway

5 Car Appearance

Million Dollar Race at Montgomery Motorsports Park
Super Comp Divisional Win
Super Gas Finals Appearance
Beech Bend Raceway Park
Super Gas Divisional Win
Atlanta Dragway
Super Gas Finals Appearance
Super Comp Finals Appearance
NHRA Amalie Oil Gatornationals

MEET MIA

Twenty-year-old Mia Tedesco has made drag racing her life since a very young age. Her passion for being behind the wheel started at the age of 8, when she regularly competed at her local track in Pittsburgh, PA. In 2011, Mia's talents began to take her across the country with her team, Tedesco Racing. Since 2011, Mia has shown that she deserves to be set apart. Her recent accomplishments including an American Dragster win at Spring Fling in Bristol Tennessee and multiple Super Comp Divisional wins pave the way for a hugely successful drag racing career in the near future.

Outside of the track, Mia spends her time actively exploring her faith, which remains her steadfast foundation for pursuing her dreams. While her time at home in Murrysville, PA is limited due to her rigorous race schedule, she prefers to spend the time that she has at home with her supportive family and close friends. If Mia is not cruising around Murrysville in her beloved Subaru, you can find her training at the gym, rooting for the Pittsburgh Penguins and Steelers or enjoying country music. Mia also works at her father's business, CARS Protection Plus, as well as We Find Parts, which she hopes to successfully run one day.

Mia is a successful, young woman of faith competing in a high-speed, male-dominated sport. Mia's unique positioning allows her to connect with a wide range of fans on many levels. With the help of your brand, Mia looks towards her next step in racing – the Top Alcohol Dragster class within NHRA.

IN THE COMMUNITY

Mia is devoted to giving back not only in her hometown but also the towns and cities that she visits throughout the race season. She regularly volunteers with youth programs such as Big Brother Big Sister, and enjoys making appearances with her dragster. Her volunteering also takes her to Children's Hospitals, specifically Children's Hospital of Pittsburgh, where she visits patients. Her work with Jr. Dragster events has also helped to keep her engaged with the younger drag racing community.



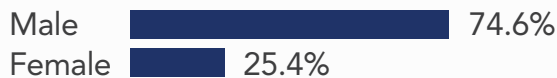
MEET THOSE WHO ARE LISTENING, WATCHING AND ENGAGING

NHRA FANS: TARGET AUDIENCE

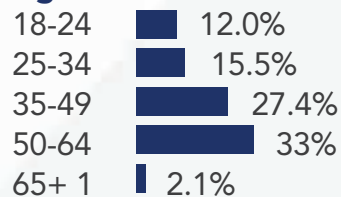
NHRA has a loyal fan base of almost 80 million people, over 20 million of which are highly-dedicated, loyal followers. That's why sponsorship involving NHRA remains one of the most effective sports marketing platforms to reach key male demographics 18 yrs – 49 yrs. To find out more about the diverse and super-engaged fan base, check out the stats below.

A CLOSER LOOK: WHO THEY ARE

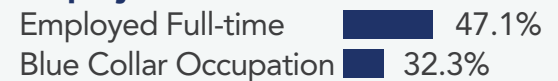
Gender:



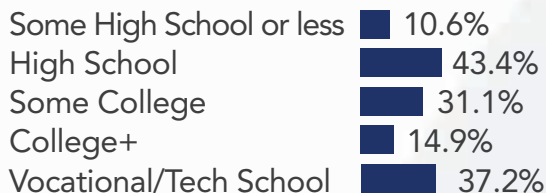
Age:



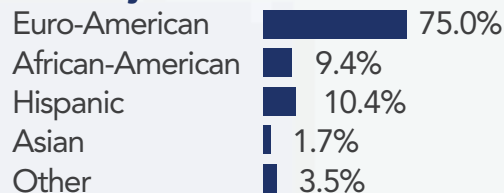
Employment:



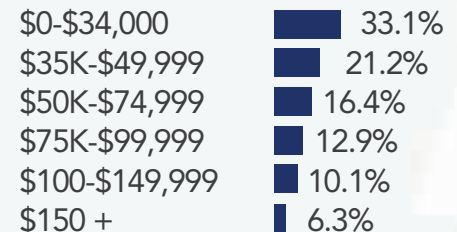
Education:



Ethnicity:



Household Income:



FUN FACTS



NHRA fans are more ethnically diverse than both NASCAR and IndyCar fans.



NHRA fans have highly active lifestyles including many outdoor activities.



MISS MIA FANS: TARGET AUDIENCE

Miss Mia social media followers are made up of primarily men ages 26-34. This group is also the most highly engaged demographic on Mia's social sites.

AUDIENCE EXPOSURE



NHRA Reach

Almost 80 million fans throughout the United States. Over 1 million viewers watch NHRA races on ESPN2 during race weekends



Print: Drag Illustrated

Drag Illustrated has a Facebook audience of almost 105,000. Readership of 35,000. Print distribution to 10,000.



Miss Mia Reach

Over 80% new traffic to the website every month



Print: National Dragster

The official magazine of NHRA Drag Racing is printed 25 times a year. Readership of 200,000. Distributed to 70,000.



Print: Drag Racing Action

Bi-monthly drag racing news publication with 155,000 copies sold yearly.



Social Media

A combined social audience of 2.8K across Mia's social media channels

SPONSORSHIP LEVELS

GOLD (\$150,000)

Annually: 20 entry tickets to National Event races including luncheons & behind-the-scenes benefits

Reciprocal business relationship with CARS Protection Plus including access to over 80K used car warranty buyers database for targeted marketing (10K new customers monthly)

Large logo decal on 6 race cars

3 – Medium sub-sponsor logo decals on 6 race cars

Large logo decal on hat

Large logo decal on back of shirt

Branding within all press & marketing

Visibility to race fans in stands and at public racing events & tradeshow

Ability to leverage Miss Mia for promotional purposes

Social Media sponsorship announcement to 50,000+ fan base, targeted specifically for your brand

Involvement in CARS Protection Plus and Miss Mia social media & marketing prize giveaways, such as your business' gift cards, coupons, etc.

Announcement Press release to 65+ local contacts and top 10 drag racing publications

Race viewing exposure via broadcast partner, ESPN2, which has nearly 1 million unique viewers per race weekend and MotorManiaTV.com, which has almost 2 million unique page views every year

SILVER (\$50,000)

Annually: 10 entry tickets to National Event races including luncheons & behind-the-scenes benefits

X

Medium logo decal on 6 race cars

3 – Small sub-sponsor logo decals on 6 race cars

Medium logo decal on hat

Medium logo decal on shirt sleeve

Branding within all press & marketing

Visibility to race fans in stands and at public racing events & tradeshow

Ability to leverage Miss Mia for promotional purposes

Social Media sponsorship announcement to 50,000+ fan base, targeted specifically for your brand

Involvement in CARS Protection Plus and Miss Mia social media & marketing prize giveaways, such as your business' gift cards, coupons, etc.

Announcement Press release to 65+ local contacts and top 10 drag racing publications

Race viewing exposure via broadcast partner, ESPN2, which has nearly 1 million unique viewers per race weekend and MotorManiaTV.com, which has almost 2 million unique page views every year

BRONZE (\$25,000)

X

X

Small logo decal on 6 race cars

2 – Small sub-sponsor logo decals on 6 race cars

Small logo decal on hat

Small logo decal on shirt sleeve

Branding within all press & marketing

Visibility to race fans in stands and at public racing events & tradeshow

X

Social Media sponsorship announcement to 50,000+ fan base, targeted specifically for your brand

X

Announcement Press release to 65+ local contacts and top 10 drag racing publications

Race viewing exposure via broadcast partner, ESPN2, which has nearly 1 million unique viewers per race weekend and MotorManiaTV.com, which has almost 2 million unique page views every year

PICTURE

YOUR BRAND HERE



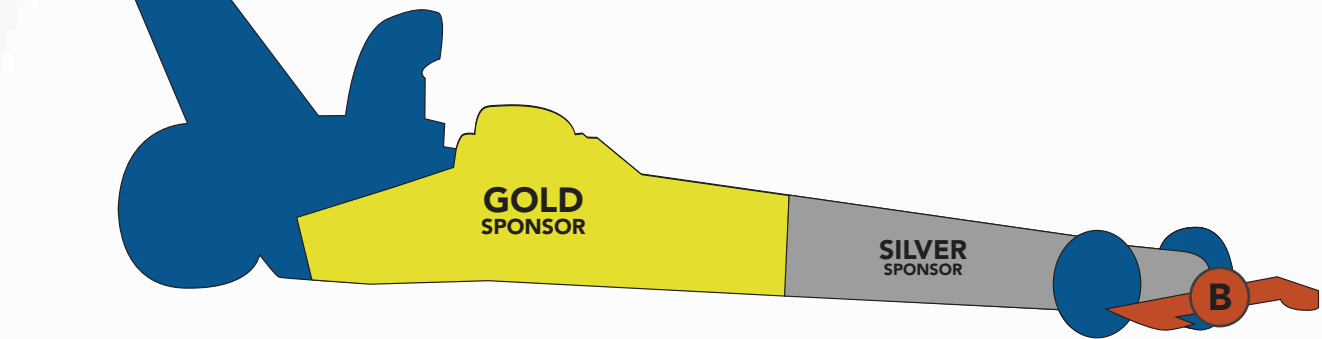
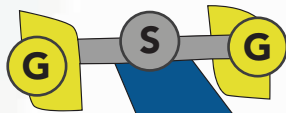
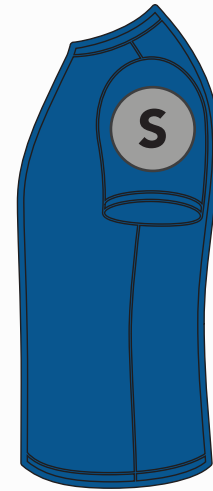
Gold Sponsor



Silver Sponsor



Bronze Sponsor



GET STARTED

THANK YOU

Thank you for taking the time to review our sponsorship package. Miss Mia exemplifies athletic power, remarkable work ethic, and high moral standards. For those reasons and the reasons outlined in this package, we believe that a Miss Mia partnership would be a strong and dependable asset for your brand. We are excited to build a relationship that yields mutually beneficial growth, and we look forward to welcoming you into the Miss Mia team.

If you would like to discuss your sponsorship or if you have any questions, please contact a Miss Mia team member today.

Mia Tedesco

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Michael Tedesco

412-999-5001

carsforyou@aol.com

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Murrysville, PA 15668



A NOTE FROM MIA

It would be an honor for me to promote your brand through my racing and community engagements throughout the United States. I can't wait to welcome your business into our team. We are more than a team, we are family.

Miss Mia



WHAT THE FANS ARE SAYING...

"Miss Mia Tedesco I can not thank you enough. First, for being the wonderful Christian that you are. Second for being an inspiration to all of us Junior drivers. Third, for believing in me, and inspiring me to always do my best!" ~**Aubrey**

"Is there any racer, male or female, who has won more this year than miatedesco? The girl is mighty impressive. #NHRA" ~**@ThatguyKMac**

"Young people like you inspire as they show there is still good in the world! Go Mia!" ~**Kit**

"I caught your race on ESPN3 Mia Tedesco and like Nick said, GREAT driving job" ~**John**

"Great job yesterday! Good luck the rest of the weekend! Keep showing them boys how its done :)" ~**@racergirl0127**

