

## The Iowa 7 Challenge

# 4 weekends, 7 races, 9 vehicles

Looking for brand recognition in the State of Iowa! Do you want to reach new markets?

Ever asked yourself....

- What does it take to place our brand on the side of a NASCAR series vehicle?
- How can I get a NASCAR driver to promote my product?
- We want to have a corporate outing centered on excitement?
- I can't afford to purchase a 30 second commercial during a NASCAR event, but I want TV time during NASCAR events?
- Looking for a NASCAR Driver to endorse your product?

If you answer yes to any of the above questions, here's how you can become part of this heartland experience.

**You too can become part of the Brett Moffitt and Kenny Wallace experience with the Iowa 7 Challenge, packages starting as low as \$5,700**

Tell us about your company's goals and we will create a program just for you that will deliver results by being involved with the Iowa 7 Challenge.

Contact us at [Email: Iowa 7 Challenge](mailto:Iowa7Challenge) or by calling us at 641.840.1420 or 641.840.9912

Our goal with the Iowa 7 Challenge is to break the Big Number Dollars into smaller manageable chunks for regional businesses to take part in the sponsorship. Generate valuable national media coverage for the regional businesses through the efforts of the up and coming star of NASCAR like Brett Moffitt, combined with the Fan Favorite and Brand Awareness King, Kenny Wallace who will mentor the younger driver on how to engage his sponsor's desires of national exposure within the racing community.

Lofty Goals make for speed energized pace efforts on our part, but we believe that anything can be attained with faith and ambition. We now have less than three weeks until the Green Flag Drops, and we fully expect to have amazing things happen for the Iowa Region through this effort.

That is what ERS is all about, we encourage you to reach beyond your grasp, have faith in your efforts, and shoot for the Victory in Life. Our roots and passion are in the motorsports industry, we specialize in creating brand awareness that reaches out to over 200 million weekly spectators worldwide. We contrast that foundation by creating media exposure options for your brand within radio, TV, Internet, Personal Endorsements, Charitable Alliances, Social Media and many other venues.

ERS prides itself by never putting a client into a box! We create programs that work toward achieving our client's missions and future goals, we only represent the most professional minded drivers that have strong morals and fundamental values that will consistently portray the image desired by your company within the sport. Fans of this industry are loyal to the brands that are associated with this sport, a sport whose roots run deep. A recent survey stated that 73% of race fans are loyal supporters of the brands they associate with racing, spending more than \$1.5 billion annually on those brands they associate with racing in the US alone. Generation to generation families pass down their values and morals to the next, the same is true with their participation in the industry and their loyalty to the products and brands within this industry.

Contact us at [Email: Iowa 7 Challenge](mailto:Iowa7Challenge) or by calling us at 641.840.1420 or 641.840.9912