2020

STU LAIDLAW Racing

CHAMPION

NASCAR Advance Auto Parts WEEKLY SERIES

2020 NASCAR Advanced Auto Parts Late Model Champion

Alaska Raceway Park Thunderstock Series

www.stulaidlawracing.com

2021 Advertising Opportunities

Stu Laidlaw Racing: Championship Run in 2021

Beginning in 2018, Stu Laidlaw was first in points for all rookies that year. In 2019 he came in 3rd place overall. Stu started the 2020 racing season with a faster car and set the tone by finishing the first race of the season on the podium. With the most consistent car Stu stayed on the lead lap in most races and was on the podium almost every race.

Race consistency in 2020 led Stu to 1st place overall in points and made him the NASCAR Advanced Auto Parts Late Mode Champion! With your partnership and contribution, Stu can repeat his championship run in 2021.

Annually more than 20,000 spectators attend the races at Alaska Raceway Park NASCAR oval. This new facility is truly best in class in all the USA. A partnership with Stu Laidlaw Racing will promote your brand and bring exposure to your company in a way no other can offer. Stu Laidlaw Racing offers a variety of investment packages to choose from.

Platinum Package $15,000

- Your logo prominently displayed on the car, trailer, drivers suit, and crew shirts.
- Full team participation at a marketing event for your business at a location of your choice. Guests will be able to get photographs in and with the car. Stu will give personalized attention to each guest in attendance.
- Special event client BBQ's at the track.
- Passes to enjoy full access to the racing experience.
- Complementary food and beverages.
- Complementary concession and beverage tickets for each race day.
- Your business will receive spotlights on our website and Facebook page throughout the season.
- Your business will be featured on our racing videos posted weekly on major media outlets.
- You will be able to participate with Stu at the track with live Facebook interviews, with an opportunity to interact with spectators/potential customers.
- An invitation to Stu Laidlaw Racing pre-season kickoff party produced by Vigilante Promotions.
- Customized Stu Laidlaw Racing crew shirts, hoodies and hats.
- An end-of-season professional photo gift.
- Unlimited picture and autograph opportunities. Advertising partners will have the opportunity to attend several other events such as car shows with Stu Laidlaw Racing team and drivers.

Gold Premium Package $10,000

- Gold package custom wrap of car displaying your company logo and design.
- Gold package logo and branding embroidered on drivers suit and crew uniforms.
- Meet and greet at location of choice two times per racing season promoting your business.
- Two VIP passes per race day, including complementary food and beverages.
- Two complimentary spectator tickets for each race.
- Four customized Stu Laidlaw Racing crew shirts.
- Three end-of-season autographed car and team photos.
- Spotlights on our website and Facebook page throughout the season.

Silver Package $7,500

- Your logo and branding on three locations on race car.
- Logo and branding embroidered on drivers suit and crew uniforms.
- Meet and greet at location of choice one time per racing season promoting your business.
- Two complementary spectator tickets for each event.
- Two customized Stu Laidlaw Racing crew shirts.
- Two end-of-season autographed car and team photos.
- Spotlights on our website and Facebook page throughout the season.

Pewter Package $5,000

- Logo and branding on two locations on race car.
- Logo and branding embroidered on drivers suit and crew uniforms.
- Two complimentary spectator tickets for each race.
- One customized Stu Laidlaw Racing crew shirt.
- End-of-season autographed car and team photo.
- Spotlights on our website and Facebook page throughout the season.

Additional Sponsorship Opportunities:

Level 1 $2,500

- Logo and branding on race car.
- Logo and branding embroidered on drivers suit and crew uniform.
- One complimentary spectator ticket for each event.
- End-of-season autographed car and team photo.
- Spotlights on our website and Facebook page throughout the season.

Level 2 $500 - $1,000

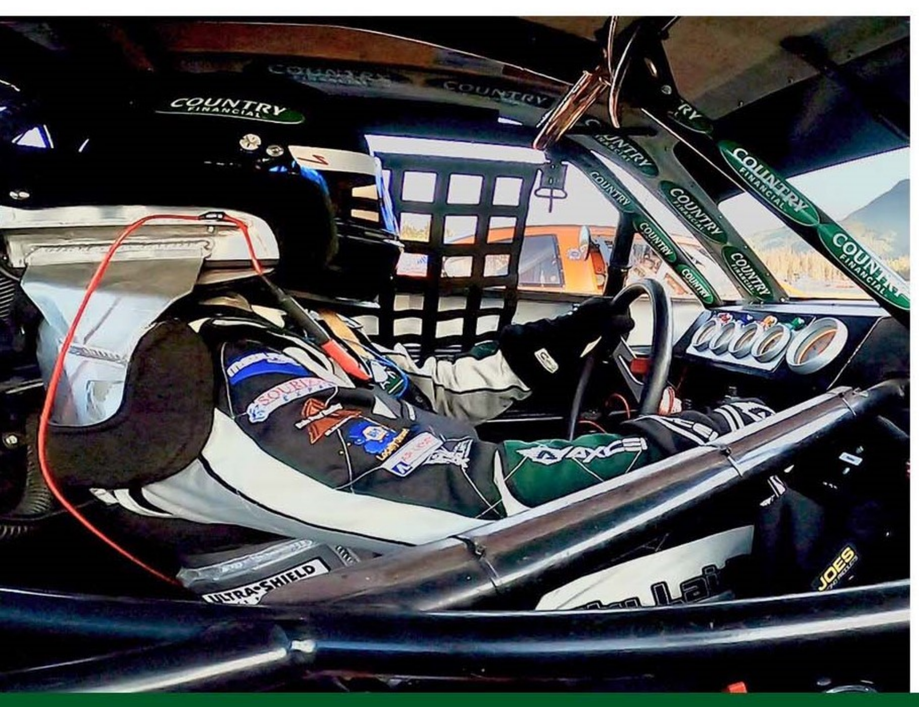
- Logo and branding on race car.
- End-of-season autographed car and team photo.
- Spotlights on our website and Facebook page throughout the season.

Stu Laidlaw Racing #23 Thunder Stock race car was a huge success in 2020!

We added a second car in to our 2020 racing team in the Pruhs Thunder Stock driven by Gregg Peters. Gregg raced on dirt tracks for many years winning multiple championships. In 2020 Gregg transitioned in his first season on a paved track driving the #23 car. Gregg had multiple podium finishes and earned 2nd overall in points. Let's give a big shout out to Gregg Peters and the awesome job he did!

"Teamwork is the ability to work together towards a common vision. The ability to direct individual accomplishments towards organizational objectives. It is the fuel that allows common people to attain uncommon results"
~Andrew Carnegie

Alaska Raceway Park in Palmer, Alaska is quickly growing in popularity. In 2016, a 1/3 mile paved high banked oval track was added. This is a 1st class NASCAR facility that is promoted statewide. This Motorsports park draws over 20,000 spectators annually in addition to the drivers, crews, and families that participate on the pit side of the track. Look for more info and the 2021 racing schedule visit www.raceak.com



T.E.A.M.
T-Together
E-Everybody
A-Achieves
M-More

(907) 952-0719
Stu Laidlaw Racing
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For more information about Stu Laidlaw Racing and further advertising opportunities please visit our Facebook page and website at www.stulaidlawracing.com

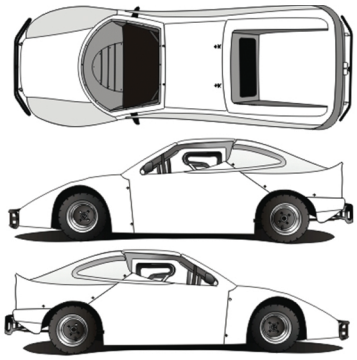
2026 STU LAIDLAW Racing CHAMPION

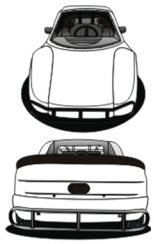
NASCAR Advance Auto Parts WEEKLY SERIES

Introducing the newest addition to our racing family:

Liam Laidlaw

Liam has experience racing go carts and is an avid iRacer, which is simulated racing. Liam at 9 years old will be the youngest competitor in the new sanctioned car class at Alaska Raceway Park; the Bandolero's. Bandolero race cars are designed for beginning drivers like Liam to be introduced to motorsports.





Please help support Liam with your sponsorship, he will proudly represent you and your company!

Full Car Season Advertising Package $5,000

Including:

- Your logo and branding on two locations on the car
- Logo and branding embroidered on drivers suit and crew uniforms
- Two complimentary spectator tickets for each race
- One customized Stu Laidlaw Racing crew shirt
- End-of-season autographed car and team photo
- Spotlights on our website and Facebook page throughout the season

For more information:
Stu Laidlaw
(907) 952-0719

www.stulaidlawracing.com