BIO
#51

It started with my Dad*, Edward Fatscher* III racing competitive motor-cross with his father. Endless days and weekends spent at the track. However, as he progressed into the more competitive classes, it became much more dangerous and with one too many injuries, my father realized it was time to retire his helmet and stay focused on a career that would pay the bills. Never losing his passion for racing and a need for speed in his blood, it was at the age 4 my father had bought me my first go-kart.

My career began at our local track, Riverhead Raceway in Long Island NY. At the age of 5 years old I won my first competitive racing series and received me my ***first championship title from East End Kart Racing*** at Riverhead Raceway. My winning streak continued with *the* ***Interclub Championship that year as well.***

At age 7, I moved up to the next class and changed karts. The *Jr. Sportsmen Champ restricted*, ages 7-10 a go-kart with a roll cage. This was always a large class with a wide range of driving ability due to the age gap. This year I worked hard developing my driving skills, learning passing and drafting techniques. By the end of my second year in this class I had won my second ***championship title from East End Kart Association at Riverhead Raceway***. I was at the top of my class and one of the drivers to beat!

Our long days and nights working on our go-kart brought us yet another victory, taking home the **Championship title from a National event.** ***The WKA (World Karting Association) Nationals at Beverrun in North Carolina***. This was a racing series that bring the best kart drivers from all over the US to compete.

In, 2013 we purchased our first Bandolero car, which I have raced all over the states. This was a year of learning, especially after coming from go-karts. It required both my father and I to learn an entirely new way of racing: from the car's set up, to the handling and driving on the track. We tested many tracks starting at Bethel, NY; Mountain Speedway, PA; Waterford, CT; Stafford Springs, CT; Concord Speedway NC; New Hampshire Motor Speedway, NH. We participated the INEX divisional series; this series bring the best drivers in the division together at different tracks to compete for the Championship title where we had ***a respectable 6th place finish.*** In 2014 we had a great year finishing as ***the NY State Points Champion, a 4th place finish at Charlotte Motor speedway Summer Shootout series***. This year we just achieved ***the Championship at Charlotte Motor Speedway Winter Series in the Outlaw division.***

In 2016, we decided to challenge my driving skills and move up into the next and necessary step in my racing career with the purchase of a Legend car. With the competition very tough and competitive this became our best year to date in my racing career. Our achievements exceed all of our expectations. We raced all over the country, from Texas, Florida, New Hampshire, Virginia, North Carolina, South Carolina to Connecticut. Winning almost everywhere we went; we took home title of the **National Young Lions Championship, and was named the NY State Points Champion.** We also won ***back-to-back National events in 2015 & 2016 for the US Legends Oval and Road course racing championships.***

Once again we decided I was ready to move into the Pro & Super Late Model series. This is biggest step in my racing career. This is the window in which can make or break my racing career, Unfortunately , it is where talent is challenge by the budget. To be competitive at the top level takes huge financial support beyond what my parents are able to provide. Faced with this challenge I looking to partner with a company where we both will find success and your ROI is equally as important as mine. The fan base in the racing community is unlike any other sport, they show support and brand loyalty too the companies who support the sport.

EDDIE FATSCHER
MOTORSPORTS

Eddie Fatscher

2017

Team Sponsorship

Proposal

Family of

EDDIE FATSCHER MOTORSPORTS

Our Track Record

Go Karts

- 2 Inter-club Championships
- 1 Northeast Divisional Championship
- 1 National Championship
- 1 National Runner Up
- 8 pole awards
- Won 32 go-kart races

Bandeloro

- 2014 NY State Points Champion
- 2014 Bethel Champion (bandit division)
- 4th Place Finish, Charlotte Motor Speedway, 10 week Summer Shootout Series
- Championship Finish, Charlotte Motor Speedway, Winter Series

Legends

- 2015 Oval National Champion
- 2015 Road Course World Final Champion
- 2016 Oval National Champion
- 2016 Road Course World Final Champion
- 2016 Battle at the Big Top Champion
- 2016 NY State Champion

'Who Ever Said Winning Isn't Everything Hasn't Won"

FUEL YOUR BUSINESS

It's Time for Qualifying… Where Will You Be Starting?

***EF Motorsports* is looking for team sponsors with a NEED FOR SPEED!**

OPPORTUNTIES TO YOUR SPONSORSHIP

- A race car with your company name for fans see each week in a sport which has the **highest loyalty ratings from its fans**
- A driver & team who will help **network & promote your business**
- **Raise your brand awareness** and exposure in new sectors of your market while reinforcing existing relationship = Leads to an increase in sales
- **Attract Consumer & Public**: Display kart at the grand opening of a new store, or at company event, or trade show. This is unique method of attracting the consumer & public would increase awareness of your product or service.
- **Business-to-Business Opportunities:** Potential for co-operative advertising campaigns with current or new vendors and/or partners. These opportunities can include co-op sponsorships, where a current vendor of yours becomes an associate sponsor of the team. This will provide you with additional advertising, but can also offset some of the sponsorship costs.
- **Internal Web Interest:** A website link about race team sponsorship to boost team spirit & interest.
- A tax write off in advertising dollars

The economic and social contributions of business owners to a race team are so significant to the growth and ability for a driver to compete and win. We value your participation and without team sponsors many talented drivers are forced quit.

We look forward to your consideration and support in ANY way.

OUR TEAM & MISSION

OUR TEAM. . .

EF Motorsports is most proud of the one asset that plays a large role in its continued success; you guessed it…our people & pit crew!

EF Motorsports staff and pit crew converge on the racetrack each weekend to make up one of the closest-knit groups in racing... Family! From my mom & dad, to grandmother & grandfather and friends, our crew comes from all walks of life and diverse backgrounds to support this effort all for love of the sport and all for free…Now that's what I call dedication.

OUR MISSION . . .

Becoming a team sponsor is a big step for any company, regardless of size or budget. ***EF Motorsports*** takes great pride in making sure each sponsor's expectations are met and exceeded.

Our team can become an extension of your marketing department. Our involvement can be as extensive as our sponsors wish and can include everything from print campaigns, car appearances, promotional driver and team events and which leads to increased sales and visiblity to our sponosors.

We guarantee we will work hard and represent each sponsor with dedication, devotion and integrity, regardless of the size of their sponsorship contract.

Why Choose A Racing Sponsorship

Motorsports have been rated the fastest growing spectator sport over the past nine years and is rated number one in overall attendance.

FACT: More businesses choose Motor sports as an advertising vehicle then all of the other major-league "Stick and Ball" sports combined.

Motorsports are a sponsor driven industry and benefits some of the strongest fan support and loyalty ratings in sports entertainment today.

Race fans are very discriminating consumers and they demonstrate strong loyalty to participating businesses!

FACT: 80% of all race fans consciously purchase products & services from businesses that choose to advertise in Motorsports.

Motorsports advertising and sponsorship promotions engage a receptive audience and results leaves fans with a positive long lasting impression of your business & you with a competitive edge on your competition!

Race Fan/Speed Channel

Demographics

Male	84%
Female	16%
Income:	
Median Household Income:	$84,939
Education:	
Have College Degree or More:	26%
Occupation:	
White collar, professional, and managers	47%
Age:	
18-49 Years Old:	58%
25-54 Years Old:	61%
Home Ownership:	
Own Their Own Home:	70%