

Joe DeGracia 2018 Marketing



...go the distance for Autism

Meet Joe D.

At the age of three, Joe DeGracia got behind the wheel for the first time in an electric powered Jeep, and so began a passion for driving.

Joe D. as he is commonly called, appeared to be an average child, aside from not sleeping much. On the surface, he was a happy and fun kid - very energetic and always on the move. The movement got faster once it could be carried around on wheels, and his love of driving became obvious as soon as he had a steering wheel in his hands.

Joe D's pre-K teacher, after observing his behaviors and mannerisms, brought Dawn and Paul in for a consultation and suggested an evaluation. A trip to Hackensack Children's Hospital at age 6 led to testing and a diagnosis of high-functioning autism.

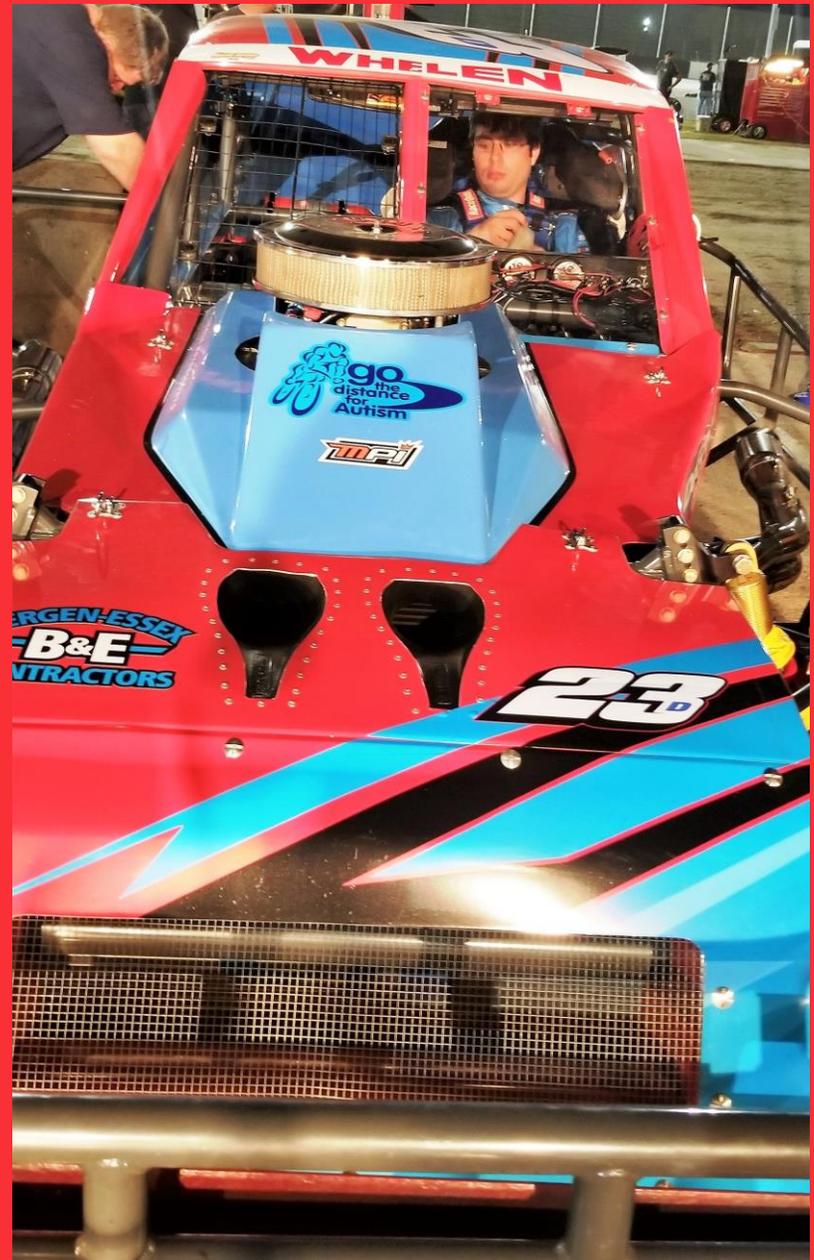
At the age of six, Joe D. started karate, and mastered it to the point of earning his black belt by age 10. Joe D. was ready to further develop his driving skills, and by the age of ten, his Dad began having to hide the keys to the company trucks, if he didn't it was likely that Joe D. would be found out in the parking lot, two little eyes peeking over the wheel, with someone yelling out, "Joe D. is driving AGAIN!"

Joe D. attended school with some extra help and developed into a well-rounded young man. In high school, he played basketball, ran track, and played in the band and is proud of graduating with his friends.

Meanwhile, his passion for driving breathed life into a desire to race, and began racing homemade go-karts at the age of 11. By 14, Joe stepped into Legends cars, where these high horsepower and small, hard tires forced a driver to be technical, calculating, and precise which was right up Joe D's alley. He achieved much success in Legends cars from 2008 through 2014 and was ready for his next racing challenge.

Fast forward to 2016 and he was ready to move into the fire breathing open-wheel modifieds where his success continues and in 2018 is primed for his best season ever.

Joe D. is not defined by his accolades on the race track, he is defined more by his passion to help those with autism that are not able to enjoy life as much as he does. Joe D. is special and he is one of a kind.



Joe D. Quick Facts

Joe DeGracia Racing Accomplishments

2008 Shenandoah Speedway US Legends Car "Rookie of the Year"

2009 Bethel Motor Speedway Legends "Rookie of the Year" and Semi-Pro Track Champion

2010 Bethel Motor Speedway "Most Popular Driver"

2011 NJ State "Semi-Pro Champion"

2012 Bethel Motor Speedway "Semi-Pro Track Champion"

2014 Bethel Motor Speedway "Semi-Pro Track Champion"

2016 Bethel Motor Speedway Modified Rookie of the Year"

2017 Bethel Motor Speedway Modified 4th in points with 4 wins

Date of Birth:	July 19, 1992
Hometown:	Lyndhurst, NJ
Work:	Works at PJ DeGracia
Favorite Track:	Orange County Speedway, NC



Joe D.'s Cause



Joe DeGracia was diagnosed with Autism at the age of 6. That was when he decided that he wanted to be a race car driver and his parents got him an electric powered Jeep to ride around in...and he has never looked back. Joe D. has not only been successful as a racer winning in each series that he has competed in, but he takes the time to give back to his community, whether participating in a "go the distance for autism" event or visiting the Garden School in West Orange, NJ that provides services and training for those with autism.

This season Joe D. will donate 10% of his race winnings to the Garden Academy hoping that his passion for helping will make a significant difference in the lives of those with autism.

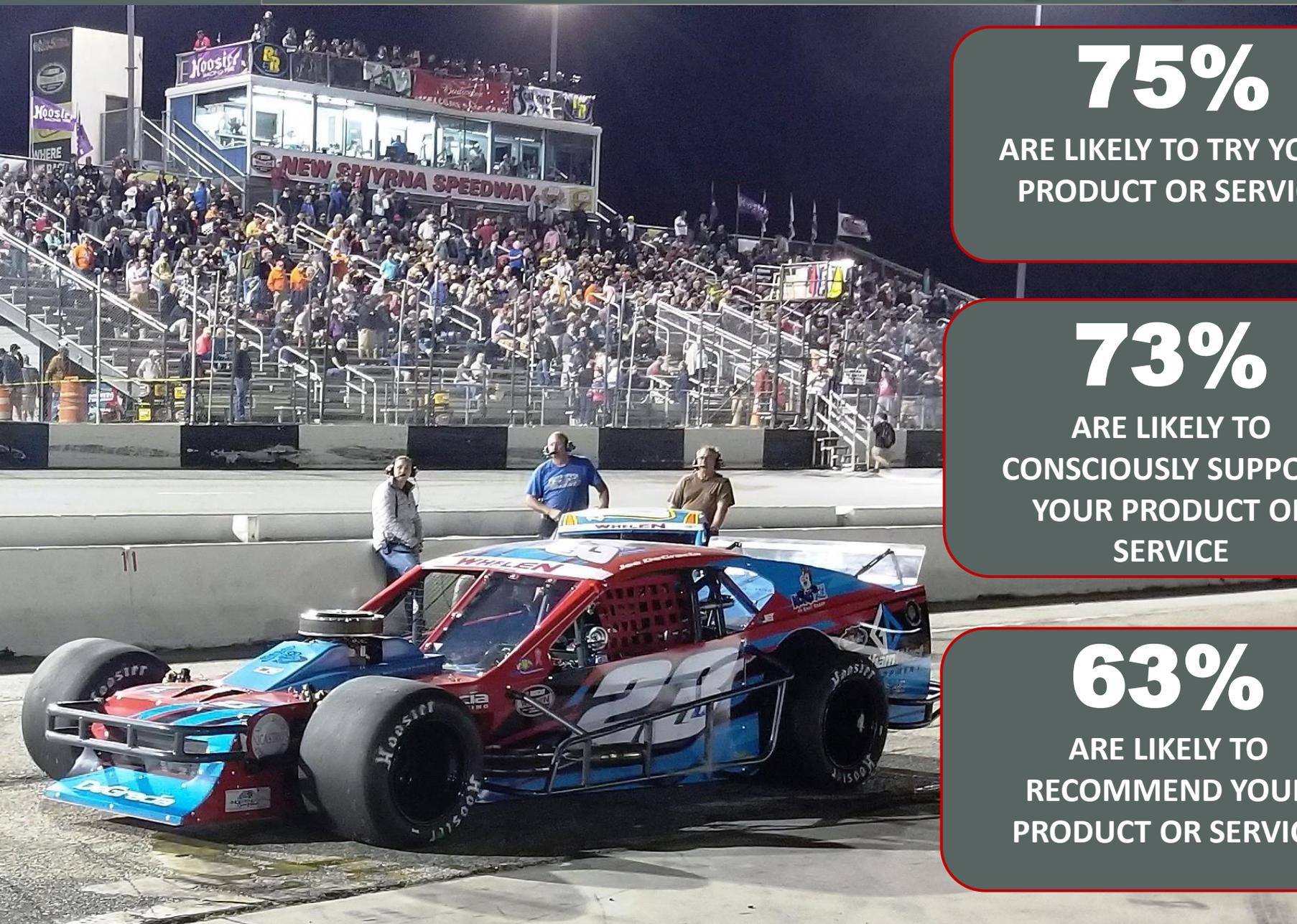
The Power of Motorsports



**We are often asked, "Why Motorsports?"
Our answer is because...**

- ✓ No. 1 Spectator Sport in North America
- ✓ Most Loyal Fan Base in the Sport's Arena
- ✓ The Effectiveness of Grass Roots Marketing
- ✓ Ability for Hands on Promotional Marketing
- ✓ Employee Morale and Teamwork theme
- ✓ We Brand to the Right Audience
- ✓ Cause Marketing is Powerful
- ✓ Extensive Media Coverage
- ✓ Effective Use of Social Media
- ✓ Powerful Demographics
- ✓ Family Oriented Sport
- ✓ Joe D. is a role model and spokesperson for Autism
- ✓ B2B and B2C introductions

Race Fans are Fiercely Loyal...



75%

ARE LIKELY TO TRY YOUR
PRODUCT OR SERVICE

73%

ARE LIKELY TO
CONSCIOUSLY SUPPORT
YOUR PRODUCT OR
SERVICE

63%

ARE LIKELY TO
RECOMMEND YOUR
PRODUCT OR SERVICE

**83% STATE THAT SPONSORSHIP OF RACING MAKES THEM FEEL GOOD ABOUT A
PRODUCT OR SERVICE...THAT'S A POWERFUL TOOL IN YOUR POCKET**

Primary Partnership...our most comprehensive package..We tell your story, we boast your colors, it's all about you

Your exclusive primary marketing partnership program includes:

- ✓ *Your company colors & design choice*
- ✓ *Your logo large on the side of race car*
- ✓ *Your logo on banner (4 ' by 6' on back of trailer facing the crowd at track)*
- ✓ *Logo on Crew Shirts (across chest)*
- ✓ *Logo on Joe D's Uniform & Helmet (across chest on uniform)*
- ✓ *Hero Card Fan Handouts (story on back)*
- ✓ *Personal Appearances (4)*
- ✓ *Joe D. becomes an extension of your Sales & Marketing team...*
- ✓ *Your logo & car design on Merchandising*
- ✓ *Press Releases about your involvement*
- ✓ *Extensive Social Media and Website*
- ✓ *Mentions in Victory Lane and Interviews*

Primary Partnership for Modified investment starting at \$4000 per month for 12 months

Primary Associate Partnerships ... Custom designed to fit your company's budget and your business model



- ✓ Your logo displayed on racecar (24")
- ✓ Logo on Crew Shirts (patch size logo)
- ✓ Logo on Joe D's Uniform (patch size logo)
- ✓ Logo on Hero Card Fan Handouts
- ✓ Personal Appearances (2)
- ✓ Work with your Sales & Marketing team
- ✓ Inclusion in Merchandising (logo on t-shirt)
- ✓ Introductory Press Release about program)
- ✓ Social Media & Website
- ✓ Mentions in Victory Lane Ceremonies and Interviews as a partner

Primary Associate Partner Investment starting at \$1500 per month for 12 months

Our primary associate partnership has many of the benefits of our primary partner... you get a powerful program custom designed for you that can have a great impact on your business. We can also custom design an Associate Partnership that starts at \$1000 per month. Size of logos and amount of media and benefits are adjusted according to your level of partnership.

Our Business Partnership...a great way to start



This program is a great way to get started in racing as a sponsor. An entry level partnership that gets you involved in with Joe D. at an affordable cost.. A perfect way to start your long-term partnership with us. Starting at \$200 per month for 12 months

In a perfect world I would be sponsored by Kona Ice



Imagine the impact we would have at events where I share my story...I'm a 365 days a year fundraiser, I'm Joe D. and I love Kona Ice...



KONA ICE
Have Kona Ice® at your School, Festivals, Athletic and Corporate Events!
Come visit our freestanding store at:
5047 First Coast Highway
Amelia Island, FL 32034
904-310-9081 • nassau@kona-ice.com
www.kona-ice.com
f t i



**KONA ICE
COMING
TOMORROW!**

“I live by the words, never say never”



I guess you could say that I am lucky. I have an education, a loving family, friends who have my back and a sport that drives me to be the best I can be. My parents always provided me with everything I needed whether, it's loving support or a Kona Ice.

One of my gifts is remembering specific dates of what happened in my life, both good and bad. You can ask me when I got my first Legends car win and I can tell you the track, the date and probably a whole lot about it. I know that I am unique in that there are many other people with autism that don't have some of the gifts that I have. That is why becoming an ambassador for Autism means so much to me. I want to be able to share my story and help raise money so that others can live their life with as much passion as I do.

When I was young my parents gave me so much...I imagine it is not easy being the parent of an autistic child. Well, it is not easy being an autistic child either. I am one of the blessed ones...and as long as I can race and share my message, I will. I vividly remember hearing my Dad saying softly, I know you can do it. People doubted whether I could drive a race car. I can and I am pretty good at it...my dream is to race against the best and each year I get closer...just remember, never say never.

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Join our unique program in 2018 and beyond...Joe D.