

Slade Parsons 2017 Marketing



***Introducing the
“SladeRunner”***



Slade Parsons



The "OneDirt.com" World Short Track Championships were promoted as the Super Bowl of racing for weekend warriors, like me. We hoped for a good run and thought, let's see what happens. We won our heat race and started on the front row and led every lap of the feature event becoming the 1st ever feature race winner. We were on cloud nine. The Coble's gave me the car to win and I was fortunate enough to get the job done.

I will always remember what NASCAR Legend Tony Stewart said... "If you want to succeed go back to basics and surround yourself with the best people." Our relationship with Mitchell Coble Racing gives me a team I can count on. We also signed with Rolfe Schnur Motorsports Marketing to build our brand and make us the most marketable team we can be.

In 2017 we will continue to pursue my dream. Teamed with the right marketing partners we will be able to race in the Big Block Modified division on a regional basis and perhaps add a few ARCA races to our schedule.

I'm Slade Parsons, a 16 year old tenth grader at R.J. Reynolds High School and I'm "A Racer at Heart."

Most people are defined by one thing another; maybe it's the car they drive, their home or their job. Me...I guess what defines me is my passion for driving race cars.

When I look back on life, the truth is I can't remember ever wanting to do anything but race. I wasn't that interested in other sports, they just seemed to bore me. I was drawn to the adrenaline pumping action of racing. My Dad thinks it all started at Bowman Gray Stadium when I was three. As soon as the Modifieds rolled out I told him this is what I want to do. My Dad wasn't sure I could race but my persistence paid off and we found kid-karts when I was four.

We received a call from the man named Charles Wood that owned Riverside Raceway Park in Madison, NC and we struck a deal for me to represent the kid-karts at his track. On a cold dark day in March I turned my first laps in a car. He said just show up, drive and go home. We were hooked. The following January we turned to quarter midgets which helped in my development as a racer. We successfully raced at that level until I outgrew them and moved to Bandoleros in 2009.

The racing seasons of 2012-2014 were tough for me. Our trailer was broken into and we lost just about everything and my Dad had shoulder surgery. We were at a crossroads. We weren't about to give up. What would we do next?

Through friends we met Gray and Mitchell Coble, a family out of Mt. Airy who had trained drivers like Austin and Ty Dillon, Ryan Blaney and a host more. They offered me a test in one of their dirt modifieds to assess my talent.

The results impressed the Coble's and we purchased a modified to be set up and maintained at their shop. I finished third in my first race at Antioch Speedway in Morganton, NC at the end of the 2015 racing season.

2016 has been an amazing year. We raced at Friendship Speedway 14 times improving with each race. We were really excited to race in the first ever "OneDirt.com" World Short Track Championships at the Charlotte Motor Speedway.

Slade Parsons Quick Facts

Racing Timeline & Accomplishments

- 2003 Attended First Race at Bowman Gray Stadium at 3 years old
- 2004 Offered ride as driver in kid –karts by Charles Wood owner of Riverside Raceway Park in Madison, NC
- 2005 Raced full schedule of Kid-Karts at Riverside Raceway Park
- 2006-2008 Quarter Midgets in Jr. Novice and Jr. Honda Divisions
- 2008 Feature Article in Kids Rule Magazine
- 2009-2011 Bandoleros raced approximately 50 times training for future racing divisions
- 2015 Tested with Mitchell Coble Racing
- 2015 Ran first Modified Race at Antioch Speedway in Marion, NC and finished 3rd
- 2016 Ran 15 times in our No. 96 Modified
- Finished 6th in SECA Modified points at Friendship Speedway in our first full year
- Won my heat race and first ever feature event at the OneDirt.com World Short Track Championships at the Dirt Track at Charlotte Motor Speedway

Date of Birth:

August 28, 2000

Hometown:

Winston-Salem, NC

School:

R.J Reynolds HS

Home Track:

Friendship Speedway



Kids Rule Magazine

April/May 2008

Thinking Big... Starting Small

Vol. I No. 2

Kids Rule
Essay Winners

Working
in the
Family
Business

Kid's
What's Hot!

Science
Comes

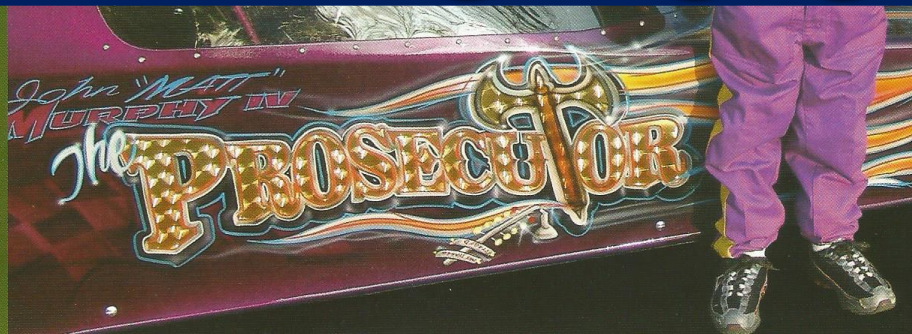


*Cool kids in the
fast lane*



Focused at a young age...

- All About Family
- KR Spotlight
- A Teen's Perspective



Parsons looking for great things...

By Hill Douglas, December 1, 2106 reprinted from Slade's School Newspaper the Pine Whispers

When most little kids are learning to play sports they start with something like soccer or basketball, but not R.J. Reynolds sophomore Slade Parsons. At just four years old, he was already racing go-carts and finding a passion that he still holds on to over 10 years later. Parsons loves to race.

"My dad took me to a race one night and I thought it was really cool," Parsons said, recounting his earliest memories of the sport. "I've just wanted to do it ever since. "Now that he is older, Parsons has moved up from go-carts to racing dirt modified cars in the South Eastern Crate Association (SECA). Parsons races at tracks all over North Carolina and Virginia, but mostly at Friendship Motor Speedway in Elkin, N.C.

Being an athlete at Reynolds that does not participate in a school sport, his accomplishments have often gone overlooked, but that does not mean they are not worthy of attention. Parsons may be RJR's best kept secret. Even at such a young age, Parsons is respected in the racing world. When asked about Parsons, Jason Atkins from SECA only had positive things to say about the already accomplished driver.

"Slade Parsons is an active driver and member of our organization who scored the biggest win of his dirt racing career at the OneDirt.com World Short Track Championship at the Dirt Track in Charlotte," Atkins stated. Parsons did indeed win the biggest race of his career on October 22, but he is not satisfied yet and still plans on moving up in the racing world. "I want to move up to NASCAR in a year or two," Parsons said.

Parsons has managed to maintain a very humble persona and hold onto other interests as well, even through all his success.

"He is very humble," Reynolds Guitar teacher Michael Chamis attested. "He is really into music as well." Chamis believes Parsons is so passionate about both music and racing because the two endeavors have similarities. "I guess [racing and music] do go together in a way. It's sort of a performance, an individual discipline, but yet a team effort kind of thing. In a way there are some parallels," Chamis explained.

The difference is that Parsons might see music as more of a hobby than racing. He aspires to race professional NASCAR eventually, but there is not a particular driver he admires most or models his racing after. Parsons is doing things his own way. The young driver knows he could not be where he is today in racing if it wasn't for two very important and influential people. "My parents have been the ones who have supported me all the way through," Parsons says, accrediting his parents as the biggest influences in his racing career. It is obvious that Parsons is very passionate about racing, but at the root of his passion there is one thing that ultimately keeps him in the sport: his need for speed. "I just love the speed," Parsons said.

Our Mission



Slade Parsons Motorsports is a team dedicated to winning. Winning on the race track and winning off the race track means powerful marketing opportunities for our partners. Through our affiliation with Mitchell Coble Racing we campaign championship caliber race cars on the race track and with our relationship with Rolfe Schnur Motorsports Marketing we stay one step ahead of the competition providing our partners with unique and creative ways to build their business.



Parsons Family Racing

“Tony and Debbie Parsons, my parents, own my racing team. They have learned that hard work gets results and using your resources intelligently will ultimately pay off in the long run. They have searched diligently to find the right mix of people to further my career and as a team we believe that we have achieved that goal. Together we realize that to be successful in racing it is all about your marketing partners and we are ready to do whatever it takes to help you achieve your marketing and branding goals. I am so thankful for the sacrifices my parents have made for me...but the best part is that we get to share our racing experiences together as a family, and that makes this so rewarding.” *Slade Parsons*



Mitchell Coble Racing

With over ten years of successful racing under his belt Mitchell Coble turned his emphasis to opening a race shop that builds, maintains and services race cars. His skills behind the wheel and the ability to develop young talent has made Mitchell Coble Racing the choice of some of the top up and coming racers when it comes to driver development. Along with his Dad Gray, Mitchell Coble maintains and sets up Slade's race car on a weekly basis as well as train him behind the wheel in his blossoming driving career.

"Slade is really making huge progress in all of his racing aptitudes," said Coble. "He did a great job finishing 6th in points his first year at Friendship Speedway, but his performance at the Dirt Track at Charlotte in October confirmed what we knew. Slade has talent and we are really looking forward to see what 2017 brings us. Slade is different...and the sky is the limit where his talent can take him."

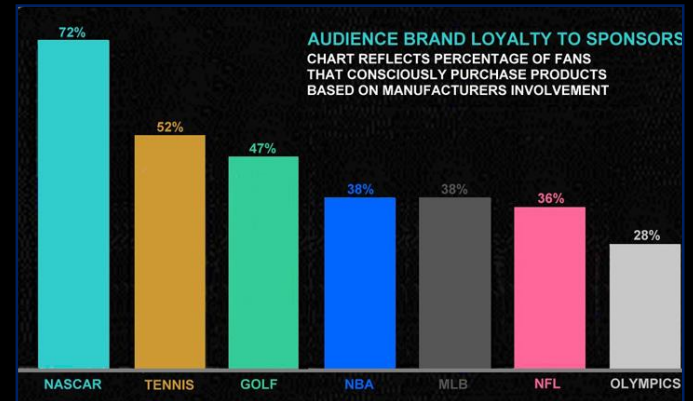
**We are often asked,
"Why Motorsports?"
Our answer is because...**

- ✓ We're the No. 1 Spectator Sport in North America
- ✓ The Most Loyal Fan Base in the Sport's Arena
- ✓ The Effectiveness of Grass Roots Marketing
- ✓ Ability for Hands on Promotional Marketing
- ✓ We Brand to the Right Audience
- ✓ Cause Marketing is Powerful
- ✓ Extensive Media Coverage
- ✓ Effective Use of Social Media
- ✓ Powerful Demographics
- ✓ Family Oriented Sport
- ✓ Racers are Role Models
- ✓ B2B and B2C Introductions

The Power of Motorsports



Race Fan Loyalty



When given a choice a race fan will choose a product or service involved as a sponsor 72% of the time over one that is not. Our question to you is simple. Do you want to take advantage of that loyalty or sell against it?

The background image shows a dirt track race. In the upper portion, a crowd of spectators is gathered behind a fence, watching the race. Below them, several race cars are visible on the track. One car in the center is yellow and black, with the number 18. To its left is a black car with the number 116. To its right is another black car. In the lower left, a white pickup truck is parked, and a person in an orange shirt is walking on the track. The overall scene is a typical dirt track racing event.

Partnership Benefits

Your partnership may include:

- ✓ Team Naming Rights
- ✓ Race Car Wrap and Decals
- ✓ Team Transporter
- ✓ Team Crew Shirts & Apparel
- ✓ Slade's Uniform & Helmet
- ✓ Hero Card Fan Handouts
- ✓ Personal Services Contract
- ✓ Team Support Vehicles
- ✓ Inclusion in Merchandising
- ✓ Press Releases
- ✓ Social Media Involvement
- ✓ Victory Lane Ceremonies

Partnership Opportunities



We have a wealth of partnership packages available at an affordable price. Your partnership package includes more than your logo on our race car. We will custom design your program to fit your needs. Here is the side view of our machine. We have illustrated the areas that we can build your custom partnership around from the largest investment to least as follows:

Lower Quarter Panel- Both Sides of Car

Upper Quarter Panel- Both Sides of Car

Upper Front-Both Sides of Car

Bottom Quarter Panel-Both Sides of Car

Side of Hood-Both Sides of Car

Pillar Area-Both Sides of Car

Lower Front-Both Sides of Car

Partnership Levels



Here are three more opportunities to become a partner of Slade Parsons Racing. The largest investment on this view is the Large Hood Logo followed by the Rear Deck Lid and Lower Hood. Please note that each partnership is tailored to make business sense for your company. That's what separates us from the competition...our creativity.



A look at 2017

- 30 Race Schedule at Friendship Motor Speedway
- Located near three major NC markets
- Compete for the 2017 Friendship Track Championship
- Compete for SECA Modified Championship
- Race in three different states at multiple new venues

After making history in October of 2016 by winning the first ever Main Event at the DirtOne.com World Short Track Championship, Slade is ready for exciting challenges in 2017. His travels will allow new marketing opportunities that adds to his already powerful program. 2017 will be an amazing opportunity for you to jump on the SladeRunner's race to success.



Why Slade Parsons?

Slade Parsons is a talent on the rise. He has focused on becoming a winning racer since his first days in a racecar nearly ten years ago. His passion for racing and the desire to succeed has kept him on the edge of greatness.

“Slade continues to improve every time he races and 2016 was definitely his break-out year,” said Mitchell Coble. “My company, Mitchell Coble Racing, has worked closely with him over the last 16 months and I am confident he is ready to win and compete for championships.”

Parsons has a strong camera presence and is comfortable whether being interviewed in victory lane or an on-air TV feature about his racing career.

“I have been involved in motorsports marketing for 25 years,” stated Rolfe Schnur. “Slade is way ahead of the learning curve when it comes to marketability. He simply has an ease about him that he displays both inside and outside the race car. I am looking forward to help building his brand and being a part of his growth as a racer.”

Slade Parsons has all of the tools he needs to be successful in racing. He is a unique young man with GQ looks and a personality that can take him to the top. When you add in his desire you have a winning combination.

Contact Info

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www.sladeparsons96.com

Photos by Taylor Turpin



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October 21, 2016
Hoonigan Pro Invitational