

DARKSIDE

Racing

2020 Corporate Programs

Dark Side Racing

196 Arbour Ridge Way NW

Calgary, AB T3G 4B1

Ph: 403-547-6691

Contact: Kelly Fedorowich

email: kelly@darkside.ca

Table of Contents

<u>Canada's First Family of Fuel</u>	3
<u>Fastest Show on Earth</u>	4
<u>Programs—Overview</u>	5
<u>Branding Opportunities</u>	6
<u>Value Pack Samples</u>	7
Programs—Pricing and description:	
<u>Fire Up Displays</u>	8
<u>Track Day Experience</u>	9
<u>Nitro 101</u>	10
<u>Trade Shows</u>	11
<u>Corporate Crew Challenge</u>	12
<u>Crew Member Training Program</u>	13
<u>Driver Training Program</u>	13
<u>Follow Us on Social Media</u>	14

Canada's First Family of Fuel!

Dark Side Racing is Calgary based, community focused, and family owned and operated by David, Kelly and Nikolas Fedorowich. We're a team of motorsports marketing professionals who specialize in heart pounding, Nitro-fueled experiences. Team Dark Side develops deep and profound connections with our fans and delivers value and ROI through our corporate programs and the face-to-face grassroots interactions they produce. We recognize that the most important connection is the connection between you and your target markets.

**That connection is what we call
*"The Dark Side Experience"***



David, Kelly and Nikolas Fedorowich

Drag racing is the fastest show on earth and the most interactive of all motorsports.

Picture it...

A typical day at the track starts at 6:30am. We unload the dragster, set up, and the crew gets to it! The pre-race engine maintenance is time consuming and critical to the success of the weekend. About 60 minutes before our run the crew fires up the engine to make sure things are working properly. Brace yourself because things are about to get loud. The crew chief gives the signal and the driver whacks the throttle. The noise concussion will shake you to your very core! After warming the motor, the valve covers come off and the clutch pack adjusted. The fuel tank is topped off and fresh oil put in the engine. The head guys adjust the valves and the bottom-end guy puts the diaper on the motor and the belly pan on the car...

Now it's time to spend some quality time interacting and connecting with the fans and spectators. This includes promoting and educating people about our clients and their products and services. Fans are directed to our swag table to take advantage of give-aways, and collect autographs and photo ops with the driver and crew.

The track announcer calls us when it's time to head up to the starting line and off we go. It's time to entertain the masses with our 10,000 horsepower earth-bound rocket. After the run it's another race against the clock. Back in the pits the Top Fuel engine is completely torn down and rebuilt. During a rebuild, all major components are removed and either inspected or replaced to be rebuilt later. To the uninitiated, an engine rebuild in a Top fuel pit appears to be pure mayhem, but there really is a science behind it. And the fans absolutely love the show!



DARKSIDE *Racing*

Programs—Overview

Fire Up Displays

Adrenaline-fuelled single day outdoor marketing events that are highly interactive and immerse clients, customers and employees in an exhilarating and memorable motorsports experience.

Track Day Experience

The ultimate corporate motorsport experience! Track days are specifically designed for the corporate market and are ideal as a team building event, incentive or customer corporate entertainment. A corporate track day will leave your guests with memories never to be forgotten!

Nitro 101

Nitro 101 is designed to be engaging and educational and includes discussion topics such as staging lights (aka the Christmas tree); fuel volume; ignition; engine and clutch parts; clutch application; and more. It's an interactive opportunity to get up close and personal with one of the fastest accelerating vehicles on the planet.

Trade Shows

Partnering with Dark Side Racing provides a powerful platform for meeting new customers, reaching out to your existing client base, and elevating your brand.

Corporate Crew Challenge

An opportunity to build and develop teamwork, demonstrate skills, enthusiasm, and ingenuity, build confidence and commitment to excellence. Creates opportunities to promote the auto industry to the general public in a new and exciting way, and to grow a future base of performance enthusiasts for our industry.

Driver and Crew Training Programs

Comprehensive training programs developed for drivers and pit crew members. Crew training program focuses on instilling the fundamentals, discipline and confidence required to serve as a crew member. Driver training program is customizable to your comfort level. Whether your goal is to simply take on the challenge of a Top Fuel burnout, or you aspire to earn your NHRA Top fuel competition license, the program will be developed just for you. Driver and Crew programs include hands-on training and coaching.

Branding Opportunities

Primary \$15,000

- Primary logo representation on sides of dragster
- Primary logo representation on transport trailer
- Exclusive rights to paint scheme/graphics
- Primary logo representation on crew uniforms.
- Choice of team colors
- Primary logo recognition and link placement on Dark Side Racing website
- Display corporate signage
- Primary sponsor representation in Dark Side Racing Newsletter
- Primary brand mention on race day live audio broadcasts
- Primary brand mention during media interviews and display introductions
- Primary brand mention at Podium talks
- Primary brand mention on Social Media
- Enthusiastic, active and knowledgeable brand ambassadors

Dominant \$5,000

- Dominant logo representation on sides of dragster
- Logo representation on transport trailer
- Brand mention on race day live audio broadcasts
- Brand mention during media interviews and display introductions
- Brand mention at Podium talks
- Logo recognition and link placement on Dark Side Racing website
- Brand mention on Social Media
- Display corporate signage and distribute marketing materials at events
- Brand mention in Dark Side Racing Newsletter
- Enthusiastic, active and knowledgeable brand ambassadors

Donate a Drum \$2,000

- Logo representation on sides of dragster: approx. size 4"x12"



Value Pack Samples

Value Packs allow you to bundle our programs and branding opportunities and receive valuable savings. Check out our selection below or contact us to discuss your specific needs.

Sample 1

Donate A Drum Plus Fire Up Value Pack 3,300

Donate a Drum plus Fire Up

Sample 2

Ultimate Nitro Experience Value Pack \$3,100

Fire Up plus Track Day

Sample 3

Ultimate Fire Up Value Pack \$10,000

5 Fire Ups plus 3 Nitro 101 plus Donate A Drum branding opportunity

Sample 4

Ultimate Branding Experience Value Pack 9,500

Dominant Branding plus 1 Track Day plus 2 Fire Ups

Sample 5

Ultimate Track Day Value Pack \$10,500

4 Track Days plus 4 Nitro 101 plus 4 Ultimate Fan Starting Line Experiences plus 4 Honorary Crew Member for a Day plus 1 Fire Up Display plus Donate A Drum branding opportunity



Fire Up Displays \$1,500

*Plus travel/hotel for out of town events

Experience the thrill of a 10,000 horse power Nitromethane Fire Up!

Dark Side Racing's Fire Up displays are adrenaline-fueled single day motorsport experiences. They are highly interactive and immerse clients, customers and employees into the exclusive, exhilarating world of nitro fueled Top Fuel drag racing. Hosted in conjunction with customer appreciation events & bbq's, car & trade shows, festivals, press events, parades, and corporate team building exercises (to name a few) Fire Up displays are an exciting enhancement to any outdoor event!

- Display includes DSR Top Fuel Dragster, 44' custom trailer, and team tow vehicle
- Guests have direct access to race car, driver, crew and are able to watch from as close as 5'
- Team interacts and engages with guests, sign autographs and take photos
- Display table available to distribute your swag, coupons, and promo items
- Branding opportunity: Team Dark Side will display your signage/vertical banners
- Collaborate with your social media team and cross-promote event via social media



Track Day Experience \$1,875

*Plus travel/hotel

Dark Side's single day track experience creates an intimate behind the scenes experience right inside our pit. Whether you're looking for a great package for clients, employees, friends, or family...Dark Side can offer a range of VIP options that can be customized to fit your budget.

Package Details:

- "Members only" access to DSR pit
- On site in pit catering available
- 5 -Single day passes included to MHDRA and Central Alberta Raceway events.
*Additional tickets extra. Guest admission to Castrol Raceway events extra.
- Exclusive one-on-one interaction with Team Dark Side driver and crew
- Display table to distribute sponsor swag, coupons, and promo items
- Branding opportunity: Team Dark Side will display your signage/vertical banners

Enhancements

- Honorary Crew Member for a Day
- Ultimate Fan Starting Line Experience

Why should you invest in Dark Side motorsport experiences?

- Spend an average of 4-6 exciting hours with your guests
- Build customer loyalty and client retention
- B2B Opportunities: Grow existing relationships and foster new ones
- Host top clients & customers at a national drag racing event
- Reward employees and host community leaders

Nitro 101 \$250

Nitro 101 is designed to be engaging and educational and includes discussion topics such as staging lights (aka *the Christmas tree*); fuel volume; ignition; engine and clutch parts; clutch application; and more. It's an interactive opportunity to get up close and personal with one of the fastest accelerating vehicles on the planet. From an engine teardowns; to the sensations of Nitromethane powered Top Fuel dragsters; to the physical impact of going from zero to 320 mph in under 4 seconds. If you're interested in learning the "nuts and bolts" of drag racing or curious about the driver's perspective, then Nitro 101 is for you.

Can be hosted at Fire Ups, VIP Tracks days, and just about any type of indoor or outdoor event or festival.

1 Hour in length



Trade Shows

Three Day Packages starting at \$3,000

*Plus travel/hotel

Partnering with Dark Side Racing provides a powerful platform for meeting new customers, reaching out to your existing client base, and elevating your brand.

Package Details:

- Display includes Dark Side Racing Top Fuel Dragster
- Dedicated display table to distribute your swag, coupons, and promo items
- Manned booth. Team interacts and engages with guests, sign autographs and take photos
- Forge business relationships. We are enthusiastic, active and knowledgeable Brand Ambassadors
- Raise brand awareness with eye-catching corporate signage
- Work with your team to create experiences that educate, entertain and drive attendees and media to our booth
- Collaborate with your social media team and cross-promote event via social media
- Distribute press release to media outlets



Corporate Crew Challenge \$10,000 per team

A goal based employee retention program that engages and energizes your workforce. Employees must first qualify to be part of the competition which imparts a strengthened sense of teamwork in the workplace. Employee competitions can also help open the lines of communication between your team and its leaders, all resulting in a more collaborative, fluid company culture.

The event itself resembles the tear down between rounds at a professional drag racing event. Top Fuel engines are completely torn down and rebuilt between every run. During a rebuild, all major components are removed and either inspected or replaced to be rebuilt later. To the uninitiated, an engine rebuild in a Top Fuel pit appears to be pure mayhem, but there really is a science behind it. And the fans absolutely love the show!

Two identically prepared Top Fuel dragsters with all the goodies, and two pit crew teams of four. The engines are fired up simultaneously, cackled for the crowd, and given the signal to stop. Teams now compete head to head to disassemble the motor and exchange a complete piston rod rack assembly. Once the tear down is complete, it's time to assemble the engine while using correct procedures and torque specs, and all the while being viewed by co-workers and spectators. The first team to successfully Fire Up WINS. Program will be customized to your needs. Includes training, practice sessions & competition.

Team Structure

Based on 4 members per team: lead, left bank, right bank, diver.
One team competes against the clock; 2 teams compete head to head; 4 or more teams compete in elimination style ladder.

Stage 1—Safety, Theory, Training

5 Days Total
Day 1: 4 hours Theory & Safety
Day 2: 8 Hours Walkthrough & Refresher; First position training
Day 3: 8 Hours Hands on; Rotation of positions
Day 4: 8 Hours Hands On; Rotation of positions
Day 5: 8 Hours Hands On; Final position rotation

Stage 2— Practice

4 practice sessions hosted in conjunction with Dark Side Racing Fire Ups, Show & Shines, car shows, etc

Stage 3— Competition

Can be hosted at any major drag racing event or corporate events like Track Days

Crew Member Training Program starting at \$2,000

An experiential education designed to teach the specific skills associated with a career as crew member on a Top Fuel racing team. While there are no prerequisites for enrollment other than age (participants must be at least 18 years old), the program is both physically and mentally challenging. Persons who successfully complete the program have both the knowledge and the skills to actually perform and put to action the concepts. Crew member training includes position responsibilities and skill development, and race day preparation.

Driver Training Program starting at \$5,000

Whether your objective is to perform a single burn out in a Top Fuel dragster or obtain your professional NHRA competition license, the Driver Training Program is intense and serious and will accommodate the speed and skill level of each individual student. Program Includes study material and comprehensive pit side cockpit instruction before advancing to the starting line. Visualization techniques are discussed and encouraged.

Step 1 is a BurnOut and slow idle to end of track. Driver brings car to full stop and safety crew tows car off the track. Next is backing up, staging and launch. The first license pass is a 100' shot and tests your ability to react well when the race starts and all the raw power of a 10,000 horsepower engine punches you at launch. Getting off the line straight and at full power, cut the engine and coast down the track. Next is a 660' hit. This involves a full-power launch and a half-track, full-power run, which will test your ability to handle an acceleration up to and over 200 miles per hour. Cut the engine after half track and coast down the track. The final step needed for a successful licensing procedure for the NHRA is a full 1000' run and navigating the car off the track.

Dark Side Racing corporate clients, sponsors and community partners Past and Present





Follow Us On Social Media

Facebook: www.facebook.com/darkside.ca

Instagram: [instagram.com/kellyfedorowich](https://www.instagram.com/kellyfedorowich)

Linkedin: www.linkedin.com/in/kellyfedorowich

Dark Side Racing website: www.DarkSideRacing.ca

Contact Kelly for more information
403-547-6691 or email kelly@darkside.ca