



Dwight Carter

Phone: 402.466.2441

Email: dwrightcarterracing@gmail.com

Facebook: www.facebook.com/dwrightcarterracing.fouryou

Mailing: 6102 Havelock Ave. Lincoln, NE 68507

October 2015

Are We A Good Match?

Marketing Department Representative:

As a business owner for over 25 years I have had positive and negative relationships with suppliers. I have learned that I have the best experience and return on investment when I develop those relationships with companies that I trust and approve of their product. So to me it makes sense that I should also run my race team with these same guidelines.

This is my philosophy on advertising in auto sports.

An advertising or marketing partnership is something that should be a win-win for all involved. It is true that it is nice to have your company name on the car or driver who regularly wins races, but I feel that what a company should want, is to be associated with a race team that works hard promoting their sponsors products and brand name. The members of my race team and I believe in our sponsor's mission and their products or services, and we welcome any opportunity to promote those companies with race fans, other drivers or any curious individual.

To be associated with our race team we must believe in your products or services.

If you choose to help our race team make it to the top please contact me via any of the methods below and I will send you our marketing proposal.

I would be pleased to have the chance to speak to you directly to determine if we are a good fit for each other. Please don't hesitate to call me.

Sincerely,

Dwight Carter

Owner & Driver of the Off the Wall Racing Team 305 Racesaver Sprint Car

Phone: 402.466.2441

Email: dwrightcarterracing@gmail.com

Facebook: www.facebook.com/dwrightcarterracing.fouryou

Mailing: 6102 Havelock Ave. Lincoln, NE 68507