LOCKTON AFFINITY MOTORSPORTS

SOME TOOLS TO HELP YOU INCREASE YOUR EVENT PARTICIPATION

At Lockton Motorsports, we are just as passionate about motorsports as you are. That's why we've developed insurance coverage to give our fellow enthusiasts peace of mind while they're at the track.

As you plan your upcoming events, we want to help you enlist as many participants as possible with the assurance that reliable insurance coverage is available for their cars. We know it can be challenging to fill events, and we want to do everything we can to assist you in making your events profitable.

Enclosed you will find resources to help you communicate our insurance offerings to your event participants to help them protect their vehicles. These include:

LOGOS

Lockton Motorsports logos and "Approved By" stamps for use on your website and other materials.

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BANNER ADS

Ads you can place on your website to let participants know HPDE coverage is available to purchase at a discounted rate for your events.

Ad sizes include:
200 px x 200 px
200 px x 400 px

NEWSLETTER ADS

Ads you can place in your electronic newsletter letting event participants know of the HPDE Insurance available to them to cover their vehicle on-track during your events.

Ad sizes include:
4" x 5"
7.5" x 2.5"

SOCIAL MEDIA CONTENT

We have provided sample posts and links to Lockton Motorsports blog content that you may wish to share via your social media accounts.

This includes performance driving advice from Ross Bentley, photos, videos and general articles related to motorsports.

NEWSLETTER ARTICLES

A sample newsletter article about HPDE Insurance coverage that you can use as is or modify for your specific needs.

REGISTRATION PAGE CONTENT

Language you can use on your site to answer the question, "Is my car covered?"

EVENT COVERAGE FLYER

An 8.5" x 11" flyer to include in registration packets or distribute at events.

Ideally, the flyer should be printed in color to get the most attention, but a black and white copy works, too.

FAQ FLYER

Answers to all the common questions your event participants might have regarding HPDE Insurance and how it protects them on track.

TRACKING DOCUMENT

We have provided destination URLs for the included ads and any Lockton Motorsports links you may use on your website. These URLs are represented in this document with the coinciding material.

QUESTIONS?

If you have questions about any of the items in this marketing kit or would like to request additional materials, please don't hesitate to **email us at marketingkit@locktonaffinity.com.** We're happy to assist you in any way we can.

Sincerely,

THE LOCKTON MOTORSPORTS TEAM