

2023 Sponsorship Package



**“My dream is to be the youngest winner of the Indy 500.”
– Elliot Cox**

Meet Elliot Cox

Background:

- Elliot is 15 years old.
- Elliot is a 10th grade student and lives in Indianapolis.
- Elliot started racing go karts at the age of five.
- Elliot is a team driver for MPG Motorsports in go karts.
- In 2020 Elliot was chosen to be the team driver for Sarah Fisher Hartman Racing in their new F4 and USF Junior Program.

On the Track:

- Elliot has won a total of 12 karting point championships.
- In 2017 Elliot was the SKUSA (SuperKarts USA) Pro Tour National Champion.
- Kicking off 2022 - Elliot was on the podium in 3 of his first 6 USF Junior, Yacademy Winter Series Races, finishing 3rd in the Championship points.
- 2022 - Elliot won his first USF Junior race at the Homestead/Miami Speedway in the Formula 4 Car.
- 2022 - Elliot set the track record at the Homestead/Miami Speedway for fastest Formula 4 Car Lap ever.
- 2022 - Lucas Oil Racing Series - Two first place finishes at Sebring.

Off the Track:

- Elliot is an Honor Roll student and currently attends Franklin Central High School.



- In 2018, Elliot founded Driving for Dyslexia, a charity to raise money for children with Dyslexia to help them learn to read and realize that Dyslexia doesn't have to stop them. In 2020 Driving for Dyslexia was incorporated into a 501(c)3 charitable organization.

In the Media

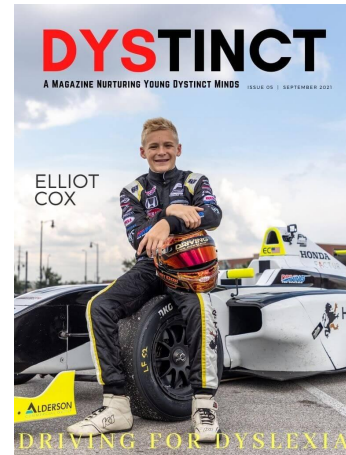
TV and Radio - News Media:

- NBC - The Today Show - *How a teen with a love for racing cars is inspiring others.*
- Fox 59 - *Racing icons, IMS applaud local teenage and race car driver for mission off the track.*
- WTHR, *12 Yr old gets deal with Sarah Fisher*
- Fox 59, *Go Kart Champion raises money for Dyslexia*
- WISH TV, *Dyslexia Help for Indiana Students*
- WTHR, *Book Teaches about Dyslexia*
- WTHR, *Young Racer Inspired by Justin Wilson*
- WIBC, Tony Katz Radio Show - *Talking Racing and Driving for Dyslexia*



Print and Other Media:

- Dystinct Magazine - *Driving for Dyslexia*
- Indy Star, 2019 Indy 500 Edition, *Heroes Mission Drives Racing Phenom (Cover Story)*
- Indy South Magazine, Spring 2019- *Up To Speed (Cover Story)*
- SouthSide Times - *A New Track Record*
- The Burn (Ben Newman Podcast) - *12 Yr Old Racing Phenom Elliot Cox, Going Pro, F4 Cars, Starting his own Charity*



Off Track Media and Recognition:

- 2020 - Indiana State House and Senate Concurrent Resolution - *Recognizing Driving for Dyslexia and its accomplishments.*
- 2019 - Indiana State Senate Resolution - *Recognizing Elliot Cox and his accomplishments on and off the track.*
- 2018 - Indiana State House and Senate Concurrent Resolution - *Recognition for Elliot's National Championship and his off track accomplishments with Driving for Dyslexia.*

About Sarah Fisher Hartman Racing



As a race car driver, Sarah Fisher was fast, focused and ever friendly. Now, she uses those same characteristics to successfully balance her life as a business owner, spouse, and mother.

She was a three-time World Karting Association Grand National Champion. At 19, she became the youngest woman to qualify for the “Greatest Spectacle in Racing” - the Indianapolis 500, a race that she competed in more than any woman in history.

To Sarah, her actions outside of the race car were equally important. Always friendly and approachable, Sarah was voted the most popular driver in IndyCar racing for three consecutive years. Corporations also took notice and Sarah quickly developed a portfolio of sponsors such as Tag Heuer, Mead, AAA, Dollar General and Kroger.

Sarah struck out as a team owner in the IZOD IndyCar Series when she formed Sarah Fisher Racing in 2008. The team scored its first victory in October 2011 with driver Ed Carpenter, and Sarah became the first female team owner to win a race in the IZOD IndyCar Series.



In 2011, Josef Newgarden was announced as a rookie driver for Sarah Fisher Hartman Racing. Joseph drove for the team for the next four seasons earning multiple podiums during his time as the team driver. Building on this success, Joseph has gone on to win two IndyCar Series points championships.

In 2020, Sarah announced that she would once again be starting a new race team with



plans to get back to IndyCars. This time Elliot Cox would be the chosen driver to pilot the Hartman Oil Formula 4 car. At the time of the announcement, Elliot was only 12 years old, making him one of the youngest drivers ever to be signed to a professional racing team.

2022 Sarah Fisher Hartman Racing Sponsorship Options

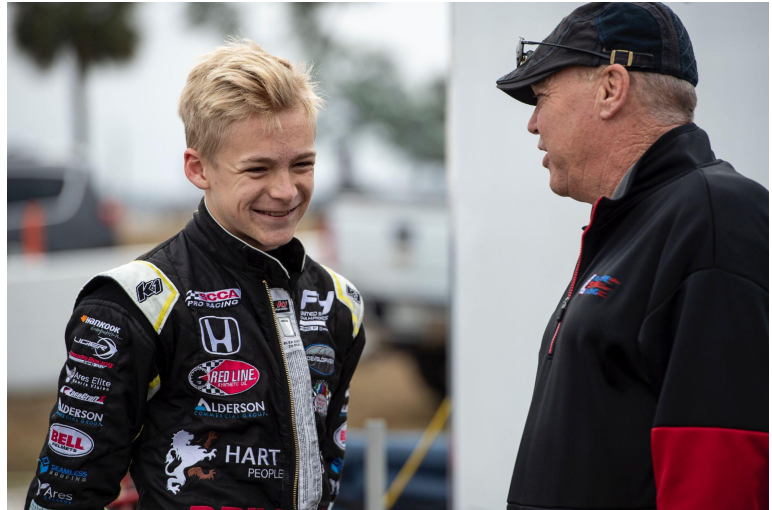
Primary Race Sponsorship - \$30,000

- Company logo as the primary sponsor on the side of Elliot's Race Car for a specific race weekend.
- Company logo as the primary sponsor on Elliot's custom race suit.
 - As long as time allows to order it.
- Company logo remains on Elliot's car for the remainder of the season in other locations.
- Company logo remains on Elliot's suit for the remainder of the season in other locations.
- Social media posts on Elliot Cox Racing's Facebook, Twitter, and Instagram accounts.
- Listing as a Primary Sponsor on Elliot's web site.
- Personal appearance at your business or event of your choosing (schedules permitting) from Elliot and Sarah Fisher Hartman Racing team principals for a meet and greet, team photos, and autograph session.
- 250 signed Hero Cards featuring your company as the primary team sponsor for the race.
- 6 Suite passes to the Sarah Fisher Hartman Racing Suite at the Indianapolis Motor Speedway for a practice day during the month of May in 2023. All tickets include Garage and Pit Passes (18 and over only for Garage and Pit Passes)
- 10 Free Races at Speedway Indoor Karting Indianapolis.
- 10 VIP Suite Tickets to Whiteland Raceway Park for a Whiteland Go-Kart Race
- 4 VIP Tickets to the 2023 Driving for Dyslexia Pro-Am Kart Race at Whiteland Raceway Park



Race Team Sponsorship - \$20,000

- Company logo on Elliotts Car for the season - Prominent location
- Social media posts on Elliot Cox Racing's Facebook, Twitter, and Instagram accounts.
- Listing as a sponsor on Elliot Cox Racing's website.
- Company added to Elliot Cox Racing hero card.
- 100 signed hero Cards
- 4 Suite passes to the Sarah Fisher Hartman Racing Suite at the Indianapolis Motor



- 6 Free races at Speedway Indoor Karting Indianapolis
- 6 VIP Suite tickets to Whiteland Raceway Park for a Whiteland Go-Kart Race
- 2 VIP Tickets to the 2023 Driving for Dyslexia Pro-Am Kart Race at Whiteland Raceway Park



Associate Race Team Sponsorship - \$10,000

- Company logo on Elliot's car for the season - Smaller location
- Social media post on Elliot Cox Racing's Facebook, Twitter, and Instagram accounts
- Listing as a sponsor on Elliot Cox Racing's website
- Company added to Elliot Cox Racing hero card
- 50 signed hero cards
- 2 Suite passes to the Sarah Fisher Hartman Racing Suite at the Indianapolis Motor Speedway for a practice day during the month of May in 2023. All tickets include Garage and Pit Passes (18 and over only for Garage and Pit Passes)
- 4 Free races at Speedway Indoor Karting Indianapolis
- 4 VIP Suite Tickets to Whiteland Raceway Park for a Whiteland Go-Kart Race
- 2 VIP Tickets to the 2023 Driving for Dyslexia Pro-Am Kart Race at Whiteland Raceway Park



The team starts conversations with these options. Custom sponsorship options are available upon request.

DRIVING FOR DYSLEXIA



In May 2015, Elliot had the opportunity to spend the afternoon with his hero, fellow Dyslexic and Indycar driver, Justin Wilson. The impact on Elliot from that day has been indelible, as Justin encouraged him to follow his dreams and not let his Dyslexia stop him. After the devastating loss of Justin, Elliot was determined that he

wanted to carry on Justin's Legacy of helping other people with Dyslexia, and Driving for Dyslexia was started in his memory. **Driving for Dyslexia was founded to raise awareness and money to help children with Dyslexia learn to read and realize their true potential.**

Established in 2018, when Elliot was 10, as a stand alone event, and incorporated as a 501(c)3 in 2020, Driving for Dyslexia has grown each year. We believe that we make the most impact by training teachers and tutors in the Orton-Gillingham method, who in turn will change the lives of countless children that they teach to read. Elliot also works at events and schools, as well as through community partnerships and his motorsports platform to teach people about Dyslexia.



“Dyslexia Doesn't Stop Me”

Elliot's Off the Track Team

Mental Toughness

Elliot has worked with Mental Toughness coach, Ben Newman, since the age of seven. Ben helps Elliot focus on his mental triggers and visualizing the outcomes of his races. Ben Newman has been recognized as a top 10 motivational speaker in all of sports.

Physical Fitness

Elliot has worked out with his personal trainer and owner of Elite Performance, Zach Dirr, for the last eight years. Elliot takes his physical fitness very seriously, and Zach pushes him to continually be his very best each and every day. Elliot is always one of the most physically fit drivers at the track.



Race Simulator Training

Elliot has been training at RaceCraft1 since he was six. Kelly Jones is one of the top driving instructors in the country and owner of RaceCraft1. Kelly works with Elliot on specific skills needed for each and every track he will race at this season.

Thank you for your Support!



Please contact us at ElliotCox51@gmail.com to discuss sponsorship opportunities for 2023.

Elliot Cox Racing Social Media and Contact Information:

Like Elliot on Facebook: Elliot Cox Racing
Follow Elliot on Twitter: @ElliotCox51
Follow Elliot on Instagram: ec_51
Follow Elliot on YouTube: Elliot Cox Racing
Visit Elliot on the web: www.ElliotCoxRacing.com
Email Elliot: ElliotCox51@gmail.com

Driving For Dyslexia

For additional information about how to get involved with Elliot's mission of helping children with Dyslexia learn to read through Driving for Dyslexia, please email us at Driving4Dyslexia@gmail.com

Check out Driving for Dyslexia: www.DrivingforDyslexia.org