



SCAN ME

INVESTMENT OPPORTUNITY



ACCELERATING BRANDS THROUGH POWERFUL SPORTS MARKETING

Investing in PK Velocity means partnering with a premier sports marketing agency that's redefining success in NASCAR and beyond. With nearly three decades of expertise from our founder, Tony N Priscaro, and a track record of innovative, results-driven campaigns, PK Velocity brings unmatched industry connections and a commitment to delivering growth for our clients.

At PK Velocity, we go beyond traditional sports marketing by leveraging a unique blend of national reach, data-driven insights, creative collaboration, strategic vision, and digital innovation—what we call our "Recipe for Success." These core pillars enable us to build high-impact partnerships and elevate our clients' brands in powerful, measurable ways. As the demand for integrated sports marketing continues to expand, PK Velocity is perfectly positioned to lead this growth with innovative solutions that resonate with modern sports audiences.

By investing in PK Velocity, you're joining a forward-thinking agency that not only understands the intricacies of sports marketing but also possesses the tools, experience, and relationships needed to drive industry-leading results. With a proven formula for success and a loyal client base, PK Velocity offers an exciting opportunity for investors to enter a high-growth space with a team dedicated to excellence, performance, and long-term partnerships. Join us as we shape the future of sports marketing and drive unparalleled value for our clients and investors alike.

TONY N PRISCARO

Founder/President

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SUMMARY

PK VELOCITY IS A PREMIER SPORTS MARKETING AGENCY SPECIALIZING IN NASCAR, OFFERING BRANDS POWERFUL EXPOSURE TO A LOYAL AND ENGAGED AUDIENCE.

GOAL

Raise \$250,000 by year-end to expand capabilities and continue delivering exceptional results to our clients.

VALUE PROPOSITION

With a proven track record, 28 years of industry expertise from founder Tony N Priscaro, and unique data-driven strategies, PK Velocity brings brands closer to NASCAR's massive fan base.

TONY PRISCARO, FOUNDER

Tony is a seasoned executive with a proven track record in operations leadership, business development, and revenue growth in highly competitive markets. With nearly 30 years of high-level expertise across professional sports, he has successfully driven over \$100 million in sponsorship revenue. Skilled in B2B account management and strategic growth, Tony has consistently delivered results for top brands, leveraging his deep industry knowledge and leadership skills to create impactful partnerships and sustained success.

PROFESSIONAL EXPERTISE

Founder and leader of a NASCAR-focused sports marketing agency, leveraging 16 years as a VP and extensive NASCAR knowledge to deliver client-centered solutions and strong results.

KEY ACHIEVEMENTS

- ✓ Secured \$21.4M in lifetime revenue for NASCAR teams.
- ✓ Established NASCAR's longest per-race partnership with Universal Studios.
- ✓ Closed the largest multi-market online deal for Clear Channel Communications across 11 markets.



ERICA PRISCARO, MARKETING EXECUTIVE

Erica Priscaro is an accomplished professional with extensive expertise in strategic marketing and brand development. Known for her innovative approach and dedication, Erica has built a successful career helping brands connect with their audiences and achieve measurable growth. With a background in managing high-impact campaigns and fostering brand loyalty, she brings creativity and insight to every project. Her leadership and commitment to excellence continue to make her a valuable asset in the marketing and branding world.



Tony is happily married to his beautiful wife, Erica, and together they have four boys: Tavian, Jaycob, A.J., and Victor. As a family, they share a love for sports, NASCAR, and spending quality time together. Their shared interests and commitment to family create a strong bond that they cherish in all their adventures.



LEADERSHIP TEAM

AMBER KERBY, STRATEGY & MARKETING

Amber is an accomplished executive with extensive experience in mergers and acquisitions, brand identity, strategy, and growth management. As a previous Senior VP and CMO for investment companies, she led many teams focused on scaling and positioning businesses for success. Her background in investor portfolio management, account management, and thought leadership has made her a key player in the marketing industry, recognized for her strategic vision and expertise in driving scalable growth.

KEY ACHIEVEMENTS

- ✓ **Business Expansion:** Scaled marketing operations from 6 to 64 offices across 12 states, adding revenue lines and positioning the company for its successful acquisition. Strong focus on key processes, including call center operations and retention programs, significantly improving efficiency and exceptional experiences.
- ✓ **Brand Identity:** Led the integration and rebranding of many startup businesses, creating a cohesive network with a unified brand identity.
- ✓ **Investor Portfolio Management:** Managed investor portfolios with a focus on sustainable growth, enhancing value for stakeholders.

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JIM VARGA, BUSINESS DEVELOPMENT

Jim is a seasoned professional in the NASCAR industry, known for his expertise and dedication to the sport. With years of experience in racing operations, team management, and strategic planning, Jim has become a respected figure in NASCAR circles. His in-depth knowledge of the industry and commitment to excellence have played a key role in driving success for teams and fostering lasting partnerships. Jim's leadership and passion for racing continue to make an impact in the fast-paced, competitive world of NASCAR.



ANTHONY ESCUE, SHOP OPERATIONS

Anthony is an elite installer and designer with a focus on strategic business initiatives. **Ranked among the world's top 25 master wrap installers.** Known for creativity, precision, and strategic business insight, he transforms concepts into exceptional, high-quality creations, setting new standards in the industry.

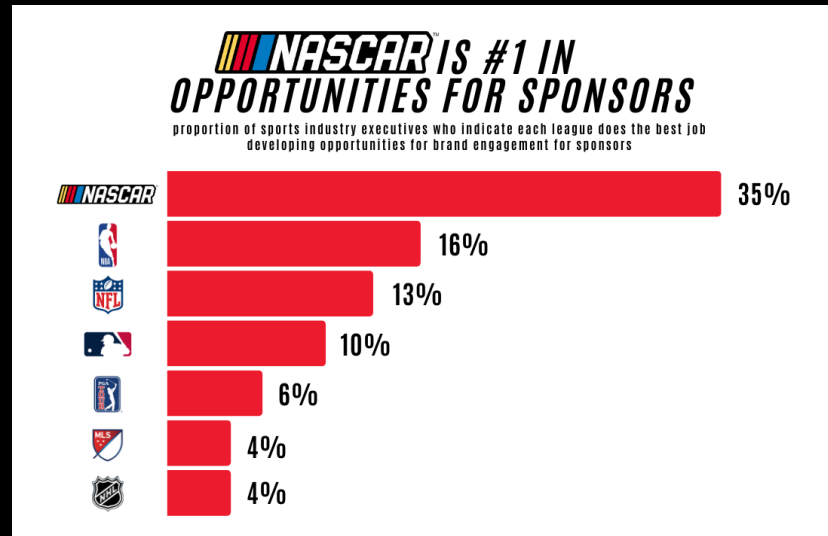
LEADERSHIP TEAM



Why Invest NASCAR

ESTABLISHED HERITAGE NASCAR is one of America's oldest and most beloved motorsports organizations, with over 70 years of high-octane history.

RACE SERIES With events in various series (Cup Series, Xfinity Series, Truck Series), NASCAR delivers non-stop action and entertainment year-round.



THE SPORTS MARKETING BOOM

Sports marketing is a \$17 billion industry, and NASCAR offers one of the most dedicated fan bases with over 100 million fans globally.

AUDIENCE ENGAGEMENT

NASCAR fans are 3 times more likely to support brands that sponsor their favorite teams or drivers, making NASCAR marketing highly impactful.

GROWING DEMAND

Brands are increasingly shifting budgets to sponsorships that provide tangible results and lasting fan engagement.

ABOUT PK VELOCITY

MISSION

PK Velocity connects brands with sports audiences through powerful, data-driven marketing strategies.

OUR TRACK RECORD

Over 50 successful partnerships, with an average client revenue boost of 30% through our campaigns.

UNIQUE EXPERIENCE

Founder Tony N Priscaro has 28 years in the sports industry, driving PK Velocity's innovative and results-oriented approach.

PURPOSE

Establish PK Velocity's experience and credibility as a top-tier sports marketing agency.



SCAN ME

UNIQUE VALUE PROPOSITION

MISSION

PK Velocity connects brands with sports audiences through powerful, data-driven marketing strategies.

PK VELOCITY'S "RECIPE FOR SUCCESS"

National Integration – Leveraging a national network to maximize brand reach.

Data-Driven Sales – Using fan insights and analytics to target audiences effectively.

Creative Collaboration – Developing tailored, memorable campaigns with each brand.

Strategic Vision – Focused on aligning brands with high-impact NASCAR events.

Digital Innovation – Cutting-edge strategies that increase engagement across digital channels.

PK Velocity

REVENUE METRICS



TOTAL SPONSORSHIP REVENUE GENERATED: \$10 million in total sponsorships secured for clients over the past year.

AVERAGE SPONSORSHIP DEAL SIZE: \$500,000 per sponsorship agreement, reflecting the quality and scale of deals.

REVENUE GROWTH RATE: 25% year-over-year growth in revenue from new and existing partnerships.

CLIENT RETENTION RATE: 92% of clients renewed sponsorship agreements, indicating high satisfaction and ROI.

RETURN ON INVESTMENT (ROI) FOR CLIENTS: Average ROI of 3.5x on client sponsorship investments.

CASE STUDY Expanding Rockstar Energy's East Coast Presence



Client
Rockstar Energy Drink

Objective
Boost brand visibility and promote new flavors on the East Coast.

Challenge: Rockstar was strong on the West Coast but struggled in the East. The owner was hesitant to invest in East Coast NASCAR promotions.

Solution: PK Velocity's Founder, Tony Priscaro, partnered with Circle K, bringing over 850 East Coast stores into a campaign. He secured premium space for Rockstar's three new flavors, creating a custom cooler display to stand out in the competitive energy drink market.

Activation: NASCAR driver Ryan Preece drove a Rockstar-branded car, featuring Circle K on the rear. Additionally, a show car visited select Circle K stores in Charlotte, NC, with driver appearances during race week.

Results: The promotion increased Rockstar's East Coast visibility, driving sales and reintroducing the brand to NASCAR's engaged fan base.

CASE STUDY

Cowboys and Aliens

Promotion for Universal Studios

Objective: Increase engagement for Cowboys and Aliens by driving Facebook "Likes" and collecting fan data for future marketing.

Challenge: Universal wanted a unique way to connect with NASCAR fans. Founder Tony Priscaro cold-called Universal, pitching an idea to integrate fans directly into the promotion.

Solution: Priscaro, with technical partner Jim Varga, secured a nearly seven-figure, 8-race deal. NASCAR fans who liked the Cowboys and Aliens Facebook page had their profile pictures added to a mosaic on a custom race car for the Daytona Xfinity Series race, totaling 50,000 images.

Results: The campaign achieved high fan engagement, generating global media attention and valuable fan data for Universal. This groundbreaking promotion set a new standard for interactive NASCAR campaigns and highlighted PK Velocity's innovative approach.



CLIENT AND BRAND PARTNERSHIPS

REVENUE STREAMS: Long-term sponsorships, consulting and management fees, digital campaign management, performance-based bonuses.

GROWTH POTENTIAL: Projected revenue increase of 30% over the next two years with new investments.

USE OF FUNDS: Investment will be directed towards expanding digital capabilities, enhancing client services, and scaling operations.

GROWTH STRATEGY

- ✓ **Expand Client Portfolio**

Focus on acquiring 10 new major brand clients over the next 12 months.

- ✓ **Enhance Digital Infrastructure**

Invest in advanced analytics tools and digital marketing platforms to deliver even more targeted results.

- ✓ **Team Expansion**

Hire top talent in data analytics and digital strategy to support rapid growth.



INVESTMENT OPPORTUNITY

INVESTMENT GOAL Seeking \$250,000 by year-end to support key growth initiatives.

ALLOCATION 40% for digital tools, 30% for client acquisition, 20% for talent, 10% for marketing.

EXPECTED ROI Targeting a 2.5x return for investors over the next 2 years as we expand market share and revenue.

PURPOSE Provide investors with a transparent view of the funding needs and potential returns.



NASCAR 2024

TRIBUTE CARS

Often adorned with throwback designs or meaningful graphics, tribute cars spark nostalgia, celebrate legacy, and bring the NASCAR community together in a shared appreciation of history and values. These unique cars are a fan favorite, embodying the passion and heritage of NASCAR on every lap.

OCTOBER

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NOVEMBER

VETERAN'S DAY TRIBUTE MARTINSVILLE, VA
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TONY N PRISCARO

Founder/President

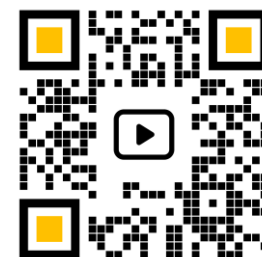
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Join PK Velocity in redefining sports marketing.
Invest in a future of high-impact partnerships
and accelerated growth!

THANK YOU



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