

Tristin Thomas 2017 Marketing



Meet Tristin Thomas

Since I was a kid racing has been what I am all about. My first memories were being at the race track watching my dad race and playing with my toy sprint car as if I was in the race too. If I wasn't at the race track I was home glued to the TV watching racing. My parents bought me a 50cc quad for my 3rd birthday, and I was hooked. I practiced in our dirt oval driveway from 8 in the morning till 8 at night waiting for my first race to happen.

I was a little shaky but I felt like I was entering the Daytona 500. Filled with excitement after collecting my first trophy I never wanted to stop. About a year later we found a ¼ midget and ran at the Skagit Quarter Midget track where I learned the ropes of how a sprint car works. After feeling the car start up I had a smile from ear to ear and I felt right at home. For show and tell at school I would always bring in my trophy from that weekend or someone's signature that I was amazed about.

As I started to quickly pick up speed I became very competitive. It was now all about winning and being at the top of the podium. Once I was lined up and given the one to go I was only focused on one thing, getting to the front and winning.

Looking back and having 15 years go by my drive and passion and love for the sport has only grown. If I'm not racing then I'm working on race cars to gain the knowledge and techniques I need to be successful and live my dream of being a professional racer.

I am often asked what is my most memorable moment in racing. One of my most memorable wins was in 2010. My father and I both won at the same track in different classes on championship night. We not only each won our feature event but we were also crowned the season champions in our respective classes. We became the first father-son duo to conquer this task. For this feat we were both inducted into Fox Sports Hall of Fame.

Another win for the memory books would have to be the 2016 Brownfield Classic. Fred Brownfield paved the way for dirt midget racing in the northwest back in 2004. He pioneered an economy class for people who couldn't afford to run a full size midget. To win the Brownfield Classic in Fred's memory was incredible. If it were not for his vision I might never been able to race a midget.



Tristin's Timeline

2016 USAC Honda Product Development Midgets/NW Focus Midgets
7 Feature Wins, 23 Fast Time Awards, 18 Top Fives
Brownfield Memorial Champion, Grays Harbor Raceway, WA
Rookie Debut in 360 Non-Wing Sprint Car & Outlaw Non-Wing 600
5th Night One, 9th Night Two California Cup Lemoore, CA
9th Overall at the Lonnie Kaiser Memorial, Dixon CA

2015 NW Focus Midget Series
USAC HPD Western States Region
4 Championships, 3 Track Records, 19 Fast Times , 6 Wins
Multiple Hard Charger Awards * 20 Top Fives in 26 Races with 32 Cars
Skagit Speedway Dirt Cup Champion * California Cup Champion
Ventura Fair Race Champion

2014 USAC HPD Midgets NW Region
4 Wins, 6 Fast Times, 3 Hard Charger Awards

2013 600 Restricted Micro Sprint Champion at Deming Speedway
Best Appearing Car Award
NW Youth Dirt Driver of the Year by Fox Sports
2nd Place Super 600 Nationals * 2nd at Clay Cup Nationals
4 USAC HPD Series Starts: 2 Top Fives, 2 Top Tens. 1 Hard Charger Award

2012 600 Restricted Micro Sprints
2nd in Points for Deming Speedway with a 25 car field
Best Appearing Car Award
5th Super 600 Nationals, 5th California Cup

2011 Rookie Season 600 Restricted Micros. Ran half a season.

2010 Outlaw 200cc Quarter Midget Champion
Kasey Kahne Jr. Sprint Rookie Season
Deming Speedway Jr. Sprint Champion
Deming Speedway Rookie of the Year, Most Improved, Best Appearing Car

2002-2009 Ran Quarter Midgets
Three Quarter Midget Championships, Four Runner-up in Points
Inducted into the Fox Sports NW Hall of Fame

2001 Age 3 Flat Track Quads



Date of Birth:	October 20, 1998
Hometown:	Burlington, WA
School:	Burlington-Edison HS
Home Track:	Skagit Speedway
Favorite Driver:	Kasey Kahne



Focused at an early age...



From Driver to Promoter to Crew Chief



Jade Thomas retired from racing in 2011, but not before he got the chance to race against his son Tristin. Thomas now looks back at his successful racing career with a whole new light...his role has changed from driver to promoter to crew chief. "We got to compete against each other twice," said Jade. "It was fun, but stepping out of the driver's seat and watching Tristin go fast has been a much better experience for me. His success is far greater than the accolades I received for driving. Once I became the promoter and mechanic rather than the driver his career has blossomed."



**TRISTIN
Thomas**

**“Being a track champion and to be a part of “Champions 4
Community Food & Toy Drive was very special to me...**

Tristin Thomas

Giving Back to the Community

" 2016 we had our 1st 'Champions 4 Community Food and Toy Drive' and it was a success and we all had a lot of fun shopping" Said track promoter Steve Beitler, "We had a great time shopping last year. Watching the class champions picking out toys and shopping for food and maximizing their budgets was a blast! We even had an impromptu football game and bicycle race inside the Walmart store"

The toys were donated for distribution to the Les Schwab Toy Drive and to the Skagit Valley Herald Christmas Toy Drive. The food was donated to area food banks in Alger, Mt.Vernon, Sedro Woolley and Concrete.

"For many years Skagit Speedway has donated food and toys during the Christmas Season," commented track promoter Steve Beitler. "This year, we want to continue the tradition and get the champions, the fans and race teams of Skagit Speedway involved to support our surrounding communities."

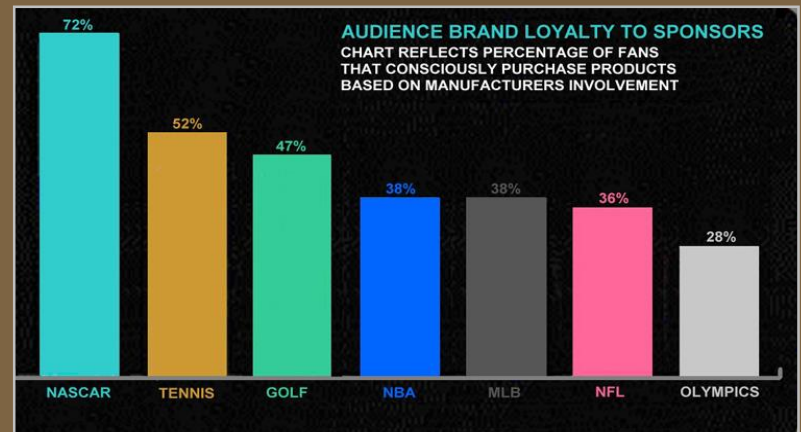


Thank you to our loyal partners...looking forward to a great 2017



Race Fan Loyalty

When given a choice a race fan will choose a product or service involved as a sponsor 72% of the time over one that is not. Our question to you is simple. Do you want to take advantage of that loyalty or sell against it?



Innovate.

MyTrafficMan.net
AFFILIATE



Marketing Partnerships ...we make them work

“Since 2014 Tristin has been making appearances for mytrafficman.net with high school students at driver education classes explaining the importance of safe driving. Our sponsorship goes way further than our name on his race car. He is our liaison to the community and he represents us with professionalism.

Mytrafficman.net has integrated Tristin into our marketing strategies and we couldn't be happier. We are proud of our relationship and highly recommend Tristin and his team as a way to increase your brand exposure and good will within the community. We are living proof that using motorsports and Tristin Thomas Motorsports to build your business works. “

Ziad Youssef, President and Founder, Mytrafficman.net

The Power of Motorsports



We are often asked, "Why Motorsports?"

- ✓ We're the No. 1 Spectator Sport in North America
- ✓ The Most Loyal Fan Base in the Sport's Arena
- ✓ The Effectiveness of Grass Roots Marketing
- ✓ Ability for Hands on Promotional Marketing
- ✓ We Brand to the Right Audience
- ✓ Cause Marketing is Powerful
- ✓ Extensive Media Coverage
- ✓ Effective Use of Social Media
- ✓ Powerful Demographics
- ✓ Family Oriented Sport
- ✓ Racers are Role Models
- ✓ B2B and B2C Introductions



Partner Benefits

Your partnership may include:

- ✓ Team Naming Rights
- ✓ Race Car Wrap and Decals
- ✓ Team Transporter
- ✓ Team Crew Shirts & Apparel
- ✓ Tristin's Uniform & Helmet
- ✓ Hero Card Fan Handouts
- ✓ Personal Services Contract
- ✓ Team Support Vehicles
- ✓ Inclusion in Merchandising
- ✓ Press Releases
- ✓ Social Media Involvement
- ✓ Victory Lane Ceremonies

Our 2017 Season



Date

March 11
 March 29
 April 8
 May 5
 May 6
 May 13
 May 27
 June 3
 June 10
 June 22-23
 June 30
 July 1
 July 5-9

 July 15
 July 22
 July 29
 August 19
 August 26
 Sept. 1
 Sept. 2-3
 Sept. 7
 Sept. 16
 Sept. 29-30
 Oct. 27-28
 Nov. 3-4
 Nov. 18
 Nov. 23
 Dec. 26-30

Track & Location

Bakersfield Speedway, Bakersfield CA
 Placerville Speedway, Placerville CA
 Thunderbowl Raceway, Tulare CA
 Deming Speedway, Deming WA
 Skagit Speedway, Alger WA
 Ventura Raceway, Ventura CA
 Southern Oregon Speedway, Medford OR
 Skagit Speedway, Alger WA
 Grays Harbor Raceway, Grays Harbor WA
 Dirt Cup Nat. Skagit Speedway, Alger WA
 Brownfield Memorial, Grays Harbor Raceway
 Brownfield Memorial Grays Harbor Raceway
 California Speed Week
 Dixon Speedway, Delta Speedway, Plaza Park
 Petaluma Speedway, Petaluma CA
 Sunset Speedway, Banks OR
 Skagit Speedway, Alger WA
 Santa Maria Raceway, Santa Maria CA
 Skagit Speedway, Alger WA
 Skagit Speedway WOO, Alger WA
 Calistoga Speedway, Calistoga CA
 Silver Dollar Speedway, Chico CA
 Ventura Raceway, Ventura CA
 Silver Dollar Speedway, Chico CA
 Lemoore Raceway CA Cup, Lemoore CA
 Dixon Speedway Kaiser Memorial, Dixon CA
 Bakersfield Speedway, Bakersfield CA
 Ventura Raceway Turkey Night Grand Prix
 33rd Annual TULSA SHOOTOUT, Tulsa OK

Series

USAC Western Series Midgets
 USAC Western Series Midgets
 USAC Western Series Midgets
 Northwest Focus Midget Series
 Northwest Focus Midget Series
 USAC Western Series Midgets
 Northwest Focus Midget Series
 Northwest Focus Midget Series
 Northwest Focus Midget Series
 Northwest Focus Midget Series
 Northwest Focus Midget Series
 Northwest Focus Midget Series
 Northwest Focus Midget Series
 Northwest Focus Midget Series
 Super 600 Non Wing Micro Sprints
 Raceway, Lemoore Raceway CA
 USAC Western Series Midgets
 Northwest Focus Midget Series
 Northwest Focus Series Midgets
 USAC Western Midget Series
 Northwest Focus Midget Series
 Northwest Focus Midget Series
 USAC Western Series Midgets
 USAC Western Series Midgets
 USAC Western Series Midgets
 Northwest Focus Midget Series
 Super 600 Non Wing Micro Sprints
 Super 600 Non Wing Micro Sprints
 USAC Western Series Midgets
 USAC National Midget Series
 Super 600 Winged & Non Wing
 Micro Sprints

USAC Western
Midget

Northwest Focus
Midget

Non Wing Micro
Sprint



Why Tristin Thomas

At 18, Tristin Thomas is a veteran of 15 years of racing. He is a second generation racer who grew up at the race track, literally. His Dad, Jade, could wheel it with the best of them and now that Dad has retired and become his crew chief and promoter there is no stopping the duo.

“This is all I ever wanted to do,” exclaimed Tristin. “We have now reached the plateau where for us to reach our next attainable goals we need to find a marketing partner who wants to reap the benefits of how hard we work for our sponsors. We have a great core of partners who are mostly from our hometown, but for us to race regionally and nationally we have to expand our partnerships.”

“I am very proud of Tristin,” said his Dad, Jade. “He keeps learning more and more and his talent behind the wheel is far more skilled when I was at my best. We have a plan and we have committed as a family to do everything possible to make Tristin Thomas a household name.”

So Why Tristin Thomas? He was born to race and has developed his skills both on and off the race track. He understands his responsibility to his sponsors and that he is an extension of that company whether he is racing, at an event, doing interviews or simply going to the store. He is a role model and proud of it.

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