

ApeCoin Community goes racing at Daytona International Speedway

PROPOSAL CATEGORY:

Ecosystem Fund Allocation and Brand Decision

ABSTRACT:

This AIP provides for \$165,000 USD (which includes a 10% contingency) to fund a marketing initiative to increase awareness of Ape Coin.

Imagine cheering for the ApeCoin sponsored race car in a nationally televised race! I want to bring ApeCoin to the NASCAR racing community. This can be accomplished in February 2023 during the most visible week of racing — at the World Center of Racing, Daytona International Speedway. We will involve the ApeCoin community by holding a contest to custom design a fully digital ApeCoin vinyl wrap for the 200 mph race car! That's right, the ApeCoin community will design the look of the race car! The winner (and companion) will receive airfare, accommodations, Pit Road Patio Suite credentials to the race (The Lucas Oil 200) and infield/garage credentials to meet the team and the ApeCoin race car prior to the race. ALL members that vote for this initiative will be eligible to join us at Daytona and watch the race from the Pit Road Patio Suite (thats right behind the race teams on pit road)! We will have a random drawing for up to 35 members to join us and support the ApeCoin race car! The goal of this funding is to increase awareness and adoption of ApeCoin.

MOTIVATION:

The goal of this AIP is to reach a new and immense audience, the NASCAR racing community. NASCAR has been a platform for not only new products, but new ideas and concepts to be displayed on a global scale. The NASCAR fan base has proven over time to be one of the most loyal. Years ago NASCAR was known for its race car sponsors such as cigarettes, beer and laundry detergent. As times and fan bases evolved, new sponsors took advantage of the sports growing audience. Pharmaceutical companies (Pfizer), Technology companies (AWS), Banking/Investing institutions (Ally/PNC), Universities (UNOH/Liberty), AAA...the list is long and diverse. Not only are the NASCAR sponsors diverse but they are a very caring community that contributes to many charities and non-profit organizations from human health, animal refuge to clean water initiatives. NASCAR fans embrace new products, ideas and concepts. This nationally televised arena will be a great environment to grow the ApeCoin community.

RATIONALE:

Guy Oseary said it best...and I quote: "To promote a diverse and self-sustaining ecosystem, ApeCoin should be so ubiquitous that it's part of mainstream culture. ApeCoin can lead the way in bringing more people, companies, and brands to web3, and that we can do so in an inclusive way that reflects the ApeCoin DAO values."

A BIT ABOUT ME:

I am a University of Central Florida graduate with a BA in Communications. I have been a race car driver for over 25 years. The majority of my career has been as a team owner/driver. In 1998 I was Rookie of the Year and logged wins in the NASCAR Winston Racing Series and the Coca-Cola 100. In 2001, I made the move to the NASCAR Goody's Dash Series in which I recorded a top 10 finish at Daytona in the Daytona USA 150. My business partner and crew chief Col Robinson entered a deal with Dale Earnhardt in 2000 in which would have made me the driver of his #3

NASCAR Busch Series car in 2001 for Dale Earnhardt. Tragically Earnhardt was killed in the 2001 Daytona 500, which nullified the deal. In future years, top manufacturers and NASCAR Cup team owners such as Toyota, Chevrolet, Jack Roush and Robert Yates all had interest in me driving for their teams, but sponsorship never generated to the level of expectation. Since, I continued my racing career finding success in ASA and NASCAR regional racing series to the present, while a business owner and consultant for top automotive manufacturers.

SPECIFICATIONS:

I propose a fun ApeCoin community activity to design the "look" of the race car! As we will be wrapping the race car in a digital vinyl wrap, the ApeCoin car can have any look that is desired. I propose a "Members Contest" with a community vote to decide the winner. I plan to set up an ApeCoin display race car in an area outside of the track so the fans can take their picture with a real ApeCoin race car! We will encourage fans to post their picture and interactions on their favorite social media outlet for a chance to win tickets to the race! Of course we will be also handing out some ApeCoin racing "swag"! I have been very well connected to the media due to my racing history and contacts in the business. There will be multiple news stories and specials about my return to Daytona and ApeCoin as our primary partner. All of this will occur in a variety of media outlets - television networks, print, online etc. all leading up to race day.

STEPS TO IMPLEMENT:

- Approval and transfer of funds to secure the race team
- Launch of the ApeCoin race car design contest
- Winner is declared and notified

- Live stream unveiling of the ApeCoin race car a week prior to the race
- Television, online and print news features and promotion of ApeCoin's partnership
- Daytona Speedweeks festivities, engagements, ApeCoin display race car for fan interactions leading up to the Lucas Oil 200

TIMELINE:

Start Date: 9-19-22. Completion Date: 2-18-23. Time is sensitive. The sooner the funds can be approved and secured, the greater selection of race teams we get to choose from...which means the greater chance of winning the race and putting the ApeCoin race car in victory lane increasing publicity for ApeCoin Nation! On September 19th I traveled to Charlotte, NC and met with multiple race teams and colleagues for several days. Since, I have done the necessary research for the various costs incurred for the race and the support marketing costs during the race week. Basically, once the funds are approved, we can secure the race team. This team, in turn, will provide the car and team for the ApeCoin ARCA Menards series racing entry. The team will prepare the car leading up to the two day test date at Daytona in January (practice and testing the car for the race) all the way through race day. In the weeks leading up to the race, I will secure and promote ApeCoin with television, online/print news features and public relations postings. An ApeCoin display race car will be staged next to the track from the beginning of Speedweek's until the conclusion. Speedweeks at Daytona begins on February 14th with nationally televised practice sessions, qualifying, races and finalizes with the Daytona 500 on February 19th. The ARCA Menards Lucas Oil 200 race will take place on Saturday, February 18th 2023. Time is of the essence, as that allows us to choose from the best teams in the series to increase our chances of victory and maximizing ApeCoin exposure on FOX's national television coverage!!!

OVERALL COST:

Total cost will be \$165,000 USD (which includes a 10% contingency). This includes: all transportation, testing and racing costs, digital vinyl wrap, fan base marketing outreach at the track, marketing personnel, giveaways, Pit Road Patio Suite for the ApeCoin community, ApeCoin display race car and operation costs.

APPENDIX:

- Supplemental "About Daytona Speedweeks Page"
- The ARCA Menards Race - The Lucas Oil 200
- NASCAR ARCA Menards Metrics Video
- ApeCoin ARCA Menards Series Race Car
- Daytona Pit Road Patio Suites
- Daytona Speedweeks Schedule

SPEEDWEEKS AT DAYTONA:

Speedweeks at Daytona is a pinnacle week in racing....it is NASCAR's "Super Bowl" week. The Daytona 500 has been a sell out virtually every year at its 125,000 fan capacity. Most of the fans, which come from all over the world, come out days prior to enjoy all the racing during the week. Speedweeks at Daytona is more than just "on the track". This week is a blank canvas for marketing opportunities. The dynamic is similar to a 7-day rock concert that have races "break out" during the week! Marketing, promotions, parties, PR and exhibits go on all week both at Daytona International Speedway and surrounding areas in the city of Daytona. To give the community a more detailed look at the Speedweeks schedule and the dynamic of Speedweeks at Daytona, I attached the 2022 Speedweeks schedule and "2022 Rewind Video" below.

[Weekend Rewind VIDEO - 2022 Speedweeks at DAYTONA](#)

The ARCA Menards Series is owned by NASCAR and is a NASCAR touring series. These cars are almost identical looking to the NASCAR Cup Cars that you might be familiar with. The ARCA Menards race at Daytona - The Lucas Oil 200, takes place on Saturday, the day before the Daytona 500. It shares the same race day as the NASCAR XFINITY - Beef. Its what's for Dinner 300. This makes for a HUGE Saturday of racing as the fan base that attends the NASCAR XFINITY race on Saturday will also attend the ARCA Menards race on the same ticket. All races during Speedweeks carry a national television broadcast by Fox Sports One (FS1). Below, I attached a short "about video" of the ARCA Menards Series to give you a closer look at its metrics.

[2022 ARCA Menards Series Video](#)

THE APECOIN ARCA MENARDS SERIES RACE CAR:

[

ApeCoin18

1920x960 80.6 KB

](https://global.discourse-cdn.com/apecoin/original/2X/9/97b5474161efdfb833b8b149299fe411ec3e865b.jpeg)

DAYTONA PIT ROAD PATIO SUITE:

2023 NASCAR Daytona 500 Speedweeks Schedule

The 65th running of the Daytona 500 will take place on February 19th, 2023 with a packed week of on-track action preceding it.

(All times EST.; Schedule is tentative and subject to change)

Tuesday, February 14

5:05 p.m. - 5:55 p.m. - NASCAR Cup Series first practice

6:35 p.m. - 7:25 p.m. - NASCAR Cup Series second practice

Wednesday, February 15

8:05 p.m. - NASCAR Cup Series single-car qualifying (two rounds)

Thursday, February 16

4:35 p.m. - 5:25 p.m. - NASCAR Truck Series first practice

5:30 p.m. - 6:20 p.m. - ARCA Racing Series first practice

7:00 p.m. - NASCAR Cup Series Qualifying Race #1

8:45 p.m. - NASCAR Cup Series Qualifying Race #2

Friday, February 17

1:30 p.m. - ARCA Racing Series qualifying

3:00 p.m. - NASCAR Truck Series qualifying

4:35 p.m. - 5:25 p.m. - NASCAR Xfinity Series first practice

6:00 p.m. - 6:50 p.m. - NASCAR Cup Series third practice

7:30 p.m. - NASCAR Truck Series 'NextEra Energy 250' race (100 laps)

Saturday, February 18

10:30 a.m. - 11:20 a.m. - NASCAR Cup Series final practice

11:35 a.m. - NASCAR Xfinity Series qualifying

1:30 p.m. - ARCA 'Lucas Oil 200' race (80 laps)

5:00 p.m. - NASCAR Xfinity Series 'Beef. It's What's For Dinner. 300' race (120 laps)

Sunday, February 19

2:30 p.m. - NASCAR Cup Series Daytona 500 (200 laps)