

NHRA Top Dragster Driver
JEANNINE JOHNSON RACING
Sponsorship Packet



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*for best results, print double-sided without margins (full bleed)



At 3 years old I decided I wanted to be a Racecar Driver. Now, at 26 I have sixteen years of experience doing what I love. For many the dream of having a career in Motorsports or Professional Sports at all, is just that, a dream.

For me, it's my life.

I wasn't given a perfect start to things; born 3 ½ months early with a 1% chance of survival, the odds were stacked against me. The 9 hour surgery that saved my life also left me disabled with question of if I'd ever be able to walk. Being in and out of hospitals and wheelchairs at a young age you'd think I'd get the point that I wasn't going to be a "normal kid". The good thing is I've never wanted to be "normal". I want to stand out and be the best.

"Normal" isn't remembered, I am.

I made my very first pass down the drag strip when I was 9 behind the wheel of a Junior Dragster. During my Junior Drag Racing career I went on to win multiple events, make several semi final and final round appearances, and finished twice in the top 5 for the points season.

In 2001 my first break from Drag Racing occurred when I back in the hospital and in a wheelchair (my least favorite set of wheels) for the following season.

My first race back with my leg in a cast, I won.

In 2003 I was the first female to run a Perfect Package (I got a perfect start, .000 reaction time, and ran my estimated 1/8 mile time (dial-in) down to the thousandth of a second, 9.010 on a 9.01 dial).

By the end of the year I was talking to large corporations and backed by Mac Tools, K&N Filters, and Lucas Oil. As a part of my sponsorship agreements and for the enjoyment, I made appearances at requested events, participated in marketing features, and supported organizations like the Boys & Girls Club of Kirkland, Children's Hospital, and the Special Olympics.

In 2005, I was honored to be a finalist and ultimately the grand prize winner of Microsoft's Start Something Amazing Awards. After talking with Bill Gates about my experience and passion for Drag Racing, I earned a sponsorship from Windows Vista. At the age of 15, this meant the end of my Junior Drag Racing career and stepping up into a new and faster car.

In 2007 I made my debut in a Top Comp Dragster. Excited, we took our team to new tracks, made new connections, and ran at National Events. In 2011 a critical engine failure put me out for the season and financial cutbacks dwindled my chances of getting back on the track. Instead of thinking about my life behind the wheel I was on the outside trying to figure out how to get back to the place I belong.

After earning my Bachelor's Degree by the age of 20, I started working to come up with the money to rebuild my engine and get back on track. After a lot of hard work, money changing hands, and great people, my motor has been completely rebuilt and has approximately

1,500 horsepower with the ability to exceed 200 miles per hour in less than 7 seconds.

I still have a ways to go before I'm back racing every weekend and I've got a plan to make it happen. My next goal is to obtain sponsorship and the financial means to get more seat time in my car. We will be running a limited season in 2017 to push forward on the road to success. My longer term goal would then be to get my NHRA Top Alcohol License and compete in the Division 6 series for a full season.

WHAT IS THE NATIONAL HOT ROD ASSOCIATION?

The National Hot Rod Association (NHRA) is made up of over 20 categories of competition, 40,000 drivers, and 130 tracks; making it the largest auto racing organization in the world. The two most widely known categories among the general public, are called Top Fuel Dragster and Top Fuel Funny Car. Both categories have cars running the 1,000-foot dragstrip at over 300 miles per hour in under 4 seconds.

The NHRA has legends like Don Prudhomme, Kenny Bernstein, Shirley Muldowney (the female professional NHRA driver), Tony Schumacher, and John Force (16x champion). The next generation of driver's, which include Force's daughters, have drawn the attention of females to the sport.

To learn more about the NHRA, visit <http://www.nhra.com/nhra101/about.aspx>



Jeannine and the NHRA's first female Top Fuel Dragster driver, Shirley Muldowney

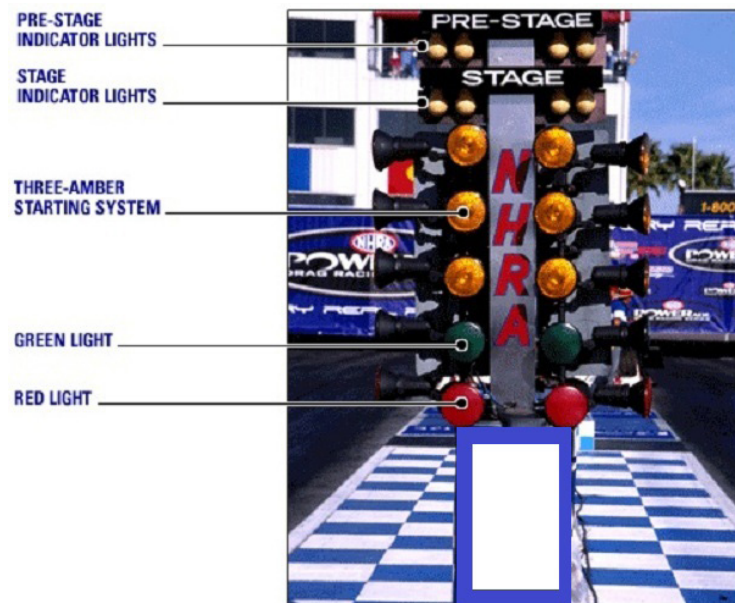


Jeannine and Top Fuel Dragster driver Tony Schumacher

WHAT IS BRACKET RACING?

Jeannine competes in multiple categories of racing including Super Pro and Top Dragster. Both of these categories use a system called Bracket Racing. Bracket Racing is made up of 4 main components:

Reaction Time - This is the time it takes for the driver and car to react to the green light on the Christmas tree. For a lot of drivers, they're actually reacting to one of the preceding yellow lights to account for the delay of their body and car. A perfect reaction time is .000. If you leave before the green, you "red light" and this is generally an automatic loss of the race.



Dial-in - During competition rounds a dial-in is the driver's estimation of how long it will take to go down the track. The dial-in is entered to the hundredth of a second. The driver to run an elapsed time closest to their dial-in, without running faster/going under, usually wins. When a driver runs faster than their dial-in it is called a breakout and can mean losing the race.

Elapsed Time (E.T) - A driver's E.T. is the time it took to go down the track.

Handicap - Handicaps between drivers allows for more fair racing. With this system, when two cars are dialed-in, the slower of the two, receives a head start of the difference between the two times.

Example: If Driver A dials-in at 10.90 seconds and Driver B dials-in at 7.90 seconds, driver A will receive a 3 second head start at the line.

The winner of the race is determined by whoever has an E.T. closest to their dial-in.

Example: If Driver A's E.T. is 10.92 and their dial-in is 10.90 while Driver B's E.T. is 7.95 with a dial-in of 7.90, Driver A wins.

When a breakout occurs, it means that one or both of the drivers ran under their dial-in.

Example: Using the same dial-ins as above if Driver A's E.T. is 10.89 and Driver B's E.T. is 7.95, Driver B wins. Driver A is closer to their dial-in but because it is faster, they brokeout. Driver B did not breakout so they take the win.

Double breakouts are when both drivers run under their dial-in. The driver to breakout by less, wins.

Example: Driver A's E.T. is 10.89 and Driver B's E.T. is 7.85, Driver A broke out by less and therefore receives the win light.

OUR FANS

Since there are several different types of competition within the NHRA, fans are from all different demographics. This is highly beneficial for companies looking to diversify their audience and expand their reach.

From dedicated gear heads to first time attendees, events draw crowds not only with the impressive speeds of the cars, but also the interactivity fans have with the drivers. At any event, fans can see crews hard to work on the cars, talk face to face with the drivers, and get pictures and autographs. As a result, many first timers turn into lifetime fans.

Jeannine's story has reached people from all over the world including some of the big names in drag racing. Frank Hawley, a member of the Canadian Motorsport Hall of Fame and owner of Frank Hawley's Drag Racing School had this to say about Jeannine,

“Over 25 years of teaching people to race cars, we’ve seen a tremendous range of folks. From young kids to old folks, men and women, just about everything you can imagine. But every once in a while, you run into someone whose story is different and unique and bigger than everyone else’s and Jeannine was one of those people.”

Watch the entire interview here, https://www.youtube.com/watch?v=Z_HULxZ74Tc



MEDIA EXPOSURE & PUBLIC APPEARANCES

Jeannine has been featured on various radio shows, television shows, and publications. Some of these include Sports Illustrated, Rolling Stone, Vanity Insanity, and Disney. She was also the face of the Windows Vista advertising campaign.

Aside from working with the media, Jeannine has spent time supporting various organizations, such as Seattle Children's Hospital and United Way. She has also done multiple onsite appearances for events supporting youth and education, with a focus in technology.



Jeannine and her car in front of Seattle's Safeco Field for Microsoft's Employee Meeting

Jeannine and her car at Pacific Lutheran University talking to students at a Science Fair



SPONSORSHIP LEVELS

You now know what drives Jeannine, what she drives, and how the story behind Jeannine Johnson Racing can create memorable and unique marketing potential. We want to invite you to join the Jeannine Johnson Racing team and let your organization or business benefit from our passion!

We have worked with all levels of partners including product sponsorship, monetary sponsorship for expenses, promotional options (driver appearances, decals, etc.) as well as high level marketing campaigns with a full car and trailer vinyl wrap. To discuss an opportunity that is right for you please e-mail jj@jeanninejohnson.com.



Windows ad campaign featuring Jeannine

Thank you for taking the time to
view the Jeannine Johnson Racing
Sponsorship Packet for 2017.

We look forward to hearing from you
about the opportunity to be a part of
something unforgettable.

Jeannine Johnson Racing
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