



## TEAM O'NEIL RALLY SCHOOL PARTNERSHIP OVERVIEW

The Team O'Neil Rally School offers partners a varied selection of benefits and exposure that we can tailor to your company's individual needs.

### Background:

Founded in 1997 by Tim O'Neil, Team O'Neil Rally School is located in Dalton, New Hampshire on 581 acres of alpine terrain. Elevation changes up to 500 feet over 6+ miles of roads and includes two 300-foot diameter gravel skid pads. Roads consist of 50+ different types and combinations of corners, blind crests and junctions, students are exposed to every driving challenge they may encounter in real-world conditions or on competition stages.



Course offerings include rally driving, winter safe driving, OHRV safety, off-road and security courses for individuals, private companies and government agencies. Courses offer educational and recreational experiences appropriate for all abilities. The Team O'Neil Motorsports division offers competition rally car preparation and support, and is the United States distributor of M-Sport parts and car kits. Team O'Neil also operates the New England Forest Rally and is a primary supporter of the recently formed American Rally Association.



## General Exposure:

**TeamOneil.com:** Our website receives 125k visits per year, partners have a logo and link on the homepage footer, as well as other critical landing pages. Opportunities for other exposure throughout the site are also available.

**Social Media:** We currently have 30k likes on Facebook, 6k followers on Twitter, and 11k followers on Instagram. We take great pride in creating quality content including our own series of videos to improve our reach. This presents opportunities for branded content including product utilization at the Team O'Neil school and competitive vehicles.

**YouTube:** Our channel on YouTube has well over 2m views with 14k subscribers. We are building momentum with recent videos being very successful, we plan to continue this effort.

**Enewsletter:** 4k+ Subscribers that proudly support Team O'Neil and look at the school as an authority on automotive developments and news. This provides an opportunity to have branded content and send coupons to recipients.

**Team O'Neil Vehicles:** Our fleet includes over 70 vehicles that are photographed and recorded on video daily. These cars are utilized for media and celebrity visits and productions as well and gather resulting exposure. Partners have their logo placed on all vehicles.

**Media Exposure:** Team O'Neil Rally School has built a reputation as an automotive industry leader and host to media guests from across the globe. The school has also become well-known with celebrity guests including action sports stars, NASCAR drivers, and other individuals with a broad audience. The resulting exposure provides significant brand exposure for our partners. Recent media outlets to feature Team O'Neil include: The New York Times, Car and Driver, Road and Track, Motor Trend, The Drive, CNN, USA Today, PBS, Jalopnik.com, Playboy Magazine, USA Today and more!

**Property Signage:** The Team O'Neil facility offers multiple opportunities for a branded presence. Locations include our main entrance sign, North End entrance sign, banners at popular spectating and media areas, logo placement on student helmets, and more.

**Special Events:** Team O'Neil Rally School regularly hosts special events. August 2016 was the inaugural RallyFest event which welcomed several hundred rally enthusiasts to visit the school for a day of rally cars and various activities. 2017 Marks the 20<sup>th</sup> Anniversary of Team O'Neil Rally School and we're planning a large-scale event and promotion.

**Corporate Outings:** Partnering with Team O'Neil allows partners to use the rally school as a venue for employee and customer incentives, VIP corporate outings, marketing purposes and other potential events. We have the ability to package other activities such as OHRV's, gun range, and catering with rally driving, creating a once-in-a-lifetime experience for your valued guests.

## Divisions of Team O'Neil:

**Team O'Neil Rally School** – The school serves as the leader in loose surface driver training for the United States. Annually the school welcomes 500-750 students who spend up to a week at the facility. Students are a high-quality audience, spending an average of \$3,600 with the majority earning over \$100k annually. If applicable, opportunities exist through the use of partner products in all 70+ Team O'Neil school vehicles. The intense nature of the vehicle use, and varied four-season weather that northern NH experiences provide an impressive testing ground. Our mechanics work with partner engineers to provide the feedback they desire.



Branding can be present throughout the facility, on vehicles and featured in promotional materials and efforts. We also welcome any type of direct sales incentive you would like to pass on to our students, alumni and audience that follows the school.

**Team O'Neil Motorsports** – Team O'Neil is the largest team at North American Rally Events, preparing and crewing for three to eight rally cars in any given event. We can provide branding on our support vehicles and rental competition cars at the events. We are also one of the only teams in the country who can provide a full “rally rental” program. If you have people you want to put in a real rally car at a real rally we can do that. This is great for team building or providing an extreme reward that no one else can offer. We also provide show car builds for products and companies who want an extreme rally car for display. We could also potentially exclusively use partner products for these competition vehicles.



**Team O'Neil Security and Tactical Programs and Firearms Range** - Since the early days of Team O'Neil the facility has provided training for military and high end customers for personal protection (driving, shooting, situational awareness). Driving tactics include tasks few facilities offer such as precision immobilization technique (PIT Manuevers), ramming, J-turns, 180 degree direction changes, and high-speed



reversing. Recently Team O'Neil has installed its own shooting range and established a partnership with Sig Sauer Academy. This partnership provides access to the most professional firearms, defense and tactics training available in the world.

**Team O'Neil Drift School** – Team O'Neil's drift driving course takes our 20 plus years of loose surface instruction to paved surfaces. The school introduces new participants to the sport, as well as helping intermediate drivers improve their skills. Students can rent a car supplied by Team O'Neil and ISC Suspension, or use their own vehicle. In addition to driver training, a focus is placed on proper car preparation. The course takes place at other facilities around New England during the summer months.



**OHRV Safety Foundation** – The OHRV Safety Foundation is an independent organization operated on the Team O'Neil Rally School property. The organization was established to address the lack of hands-on training available for Off Highway Recreational Vehicles. With the boom of UTV's (aka side by sides) there is a large group of novice riders who do not understand the limits of their machines or their own personal driving limits. This class often serves as the first step for future OHRV enthusiasts who will be investing in vehicles and associated equipment.



**New England Forest Rally** – The New England Forest Rally (NEFR) is an annual two-day stage rally that for over 25 years has taken place on the back roads and logging tracks of Western Maine and Northern New Hampshire. The event welcomes over 5,000 spectators over several days. As of 2017, NEFR is sanctioned by the American Rally Association (ARA). NEFR is Round 5 of 6 in the ARA National Championship series.



Some spectator areas are known as "Super Specials", these are stages that are specially designed to bring the action directly to the fans. Fans also attend rallies for festivities such as "Parc Exposé." This is where all the teams parade their cars into an open area where fans can

gather, mingle with the competitors, get autographs, and see the cars up close. A Rally Village features vendors, exhibitors, live music, food throughout the two days, and awards parties with barbecues both Friday and Saturday nights.

The event provides an excellent opportunity to promote products to both seasoned automotive enthusiasts, as well as many younger attendees discovering their love for cars and rally racing competition.