



**602 CHEVY CRATE MOTORS / 350 CARBS / AMERICAN RACER Y3 TIRES  
75 GREEN FLAG LAP RACES WITH LUCKY DOG AND CONE RESTARTS  
ANY CHASSIS / ANY SUSPENSION / ANY BRAKE PACKAGE  
MUST HAVE VALID DRIVERS LICENSE TO COMPETE**

**Tour Director / President : DAVID SELL  
Race Director : BRAD ALLEN  
Motor Tech : BOBBY FOLEY  
Assistant Motor Tech : JOHNNY MURPHY  
Tech Inspector : CORRINNE SHOFFNER  
Assistant Tech Inspector : LOGAN SHOFFNER**

**MISSION:**

Ask any competitor in any form of racing, what's the biggest hurdle in racing and it always comes to, the cost. While racing will always be inherently expensive, minimizing costs for the competitor is the only way to guarantee retention and participation..

The option the 602 Super Limited Tour offers, is a competitive, affordable Touring Series for Limited Late Model drivers.

This tour utilizes a spec Chevrolet 602 Steelhead Motor, the American Racer Y3 tire and a regional competition radius, a 10-12 race season at various southeastern US tracks (NC, SC, VA) located within a 90 mile radius of Greensboro NC. Competitions are no more than twice a month.

A perfect stepping stone for the younger driver, as well as, the perfect touring series for the experienced driver who is looking for a touring experience, without having to incur an astronomical expense to compete.

Drivers may expect to incur an individual racing expense of less than \$200 per event. Each event will pay each starter a minimum of \$100, and the winner \$800. This gives the 602 Super Limited Series an incredible expense-to-return ratio, something ALL drivers in any series, track or tour will notice.

Also being a Federally recognized 501(3)c enhances the 602 Super Limited Tour, Inc, appeal to potential donors/sponsors and participants.

**BUSINESS PLAN:**

Experienced leadership.

The Founder, 602 Super Limited Tour President and Tour Director is David Sell. Having not only been a racer, David Sell has also been a successful race promoter. The originator and promoter of the Mischa Sell Memorial Race at Ace Speedway has been an incredible success since 2012. David started his racing administrative career began on the Board of the Directors for the SMART Modified Tour (now known as NASCAR Whelen Southern Modified Tour) He also owns 2 business that caters directly to motorsports drivers and owners. Over time, friendships and direct contacts with 10 or more track owners and/or general managers have been made, as well as acquaintances with many drivers in the southeast region, not to mention, many business relationships.

The advantage experience brings to a successful tour is undeniably the single most important attribute needed to further this organization along.

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**5 YEAR PLAN:**

- 2016 - Start and implement a proof of concept consisting of 4 races
  - 2017 - Expand the series to 8 races
  - 2018 - Expand the series to 12 races
  - 2019 - Have more tracks implement a 602 division with same tires and carburetor rules
  - 2020 - Expand the series to east of Raleigh and/or develop a SK Modified Division
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**The series will pay it's expenses through:**

- Member Licenses
  - Number Registrations
  - Contingency Sponsors
  - Corporate Donations/Sponsorship
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**The series will operate any point fund implemented through:**

- Car Entry Fee
- Fines & Protests
- Supplemental corporate or contingency money

The point fund is a bonus for the drivers at the end of the year. While a firm dollar amount would be great, any bonus for drivers at year's end is always an incentive.

**See Point Fund Payout Scale – addendum #2**

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**GROWTH:**

The concept of the 602 Super Limited Tour is not just limited regionally to the NC/SC/VA area. There is potential that this same format could be spread to any other area of the country with asphalt Late Model racing.

But the real potential is starting a NE / FL / Mid West & West Coast Series. All of these could fall under the exact rulebook, with no differences from cars and the way the Series is run in each area. I don't think with the small payouts that a national series would be possible, but, in the future, a televised big money race would be a real possibility.

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**VENUES:**

By using Greensboro NC and the I-40 corridor between Raleigh and Hickory as the epicenter of the series, no event will occur farther than 90 miles. Thus keeping travel distance for most competitors relatively close. The potential venues include:

Ace Speedway – Burlington NC  
Caraway Speedway – Sophia (Asheboro) NC  
Concord Motorsport Park – Concord NC  
Dillon Speedway – Dillon SC  
Franklin County Speedway – Callaway (Roanoke) VA  
Hickory Motor Speedway – Hickory NC  
Martinsville Speedway – Martinsville VA  
Motor Mile Speedway - Pulaski VA  
Orange County Speedway – Rougemount (Roxboro) NC  
South Boston Speedway – South Boston VA  
Tri County Speedway – Hudson NC  
Wake County Speedway – Raleigh NC

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**MARKETING PLAN:**

Our foundation is based upon the media contacts that I have made throughout the last few years, as well as, having a complete understanding of today's technology and the willingness to embrace it's effectiveness, instead of being intimidated by it's capabilities.

**- WEBSITE:**

As simple as this step is, most series and tracks have very substandard websites that are either poorly designed or sporadically updated. Any fan, competitor or potential customer views this as inconvenient and unprofessional.

[www.602Tour.com](http://www.602Tour.com)

## **INTERNET & SOCIAL MEDIA COVERAGE:**

Some tracks and series think that by providing fans with immediate and instantly accessible race results and updates will cause the average fan to sit home instead of attending an event.

My philosophy is 180 degree opposite and out the box thinking. By allowing any and all media, including twitter posters and rss feeds, as well as, internet bloggers and facebook users, I will use all of these outlets available to allow fans to help create the interest in the Series, the active races AND upcoming series events. I believe that when people see the brand over and over, from various friends and on multiple sites, their interest level rises. There are many series and tours now, where you cannot find a result or even current points and news. By allowing any and all entities interested, my fans will be able to always find results easily and quickly, whether it's Series' website, the facebook page and twitter feed, or a third party entity.

FACEBOOK / 602 SUPER LIMITEDS

TWITTER / @602\_TOUR

INSTAGRAM / 602TOUR

YOUTUBE / 602 SUPER LIMITED

## **RACE BROADCAST:**

To further set this Series apart from anything out there, we will be using YouTube extensively. Introducing drivers, and running informative pieces on the Series on a weekly basis. Our future plans are to rebroadcast the Series race events on a delay basis on the YouTube channel. NO small series can afford television productions, while some series choose to go the pay-per-view route. I believe that if you provide fans, competitors and potential customers access to a FREE broadcast, that in itself can invoke interest, and through this medium anyone can directly see how successful the broadcasts become by paying attention to how many views each race receives.

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## **MARKETING OBJECTIVES:**

- 1) Build Competitor Loyalty
  - a – Fair Competition Rules
  - b – Affordable Participation
  - c – Worthwhile Compensation
  
- 2) Build Fan base
  - a – Inform
  - b – Entertain
  - c – Retain

## **MARKETING GOALS:**

- 1) Building Loyal Competitors
- 2) Build Competitor Loyalty

Competitors are the reason any series and/or track exists. Losing competitors is the reason many series and/or tracks fail. Being a competitors, we understand what can make a place enjoyable, or miserable. As promoters, we know what it takes to run the show effectively and smoothly. Combining those two backgrounds, we are able to offer a package that is fair, affordable and fun, and can understand potential problems and have the ability to offer quick, realistic solutions.

a – Competitors that feel like the competition is not adhering to posted rules are quickly disgruntled.

The 602 Super Limited Tour package evens the playing field by making competitors compete on American Racer Y3 tires. An inexpensive tire that has a durability factor that will take out the economic advantage of buying many sets of tires.

“He has more horsepower” is the universal mantra that every loser spouts at every venue to ever hold an auto racing event. To circumvent that argument and even the field, All motors will be the 602 Steelhead Chevrolet motor, and all carbs will be the 350 Holley. Motors may be claimed at the Series' discretion and claimer awarded a brand new motor to compete with, plus the option to buy back their original motor after it has been deemed legal.

Some series and/or tracks may enact a Shock Rule to even things up. While this is in theory effective, it's effectiveness can only be policed if a Roehrig Shock Dyno machine is readily available. Another issue is that since there is no universal rule, some competitors will eventually end up have to purchase new shocks to compete. So, as to not alienate any competitor out there, our Shock Rule will be simple. Any shock/spring package may be used and any combination will be legal.

b – Racing is getting increasingly more expensive, year after year. Some competitors are choosing to leave the sport because of the price it takes just to compete. 602 Super Limited Series competitors should be able to compete for less than \$200 per event. Compare that to a weekly track that is around \$300 and some tours that could cost \$1500-\$3000 per event. .

c – A weekly track may pay \$600 to win and a tour maybe \$3000. With a minimum payout of \$100 and winners collecting \$800, plus travel money bonus for the top 10 competitors, most guys are guaranteed 75% of their investment back at each event. There is simply no track or series where that is possible, and with \$800 going to the winner, the winning payout percentage is much higher than any other track or series.

By establishing rules that are fair to well funded teams and the small team, as well as keeping participation costs down and reimbursing the competitors at a competitive rate, this Series is appealing to compete in and it's also affordable. By rewarding competition with extremely generous payouts it also makes the most financial sense for a competitor. Insuring that if choices have to be made where and when to compete, the 602 Super Limited is the best fit, keeping the series car counts high, the track promoters happy and the fans excited to see the great action with drivers they can count on seeing at all of the events.

## 2) Building and Keeping a Strong Fanbase

The fans are who the drivers compete for and who the promoters count on. A lot of series and/or tracks don't work nearly hard enough to keep their customer happy. Fans want information, whether it is pictures, facts or stories. Fans want to be part of the action, not just a spectator, and it's up to the series or track to bring them into the action.

a – A lot of traveling series have the flawed ideology of trying to develop a fan that will follow them to multiple events. Most fans are only going to attend events in their general area, possibly traveling short distances to support, but fans do not travel to all events, or even events that may be more than an hour from their residence. This Series ideology is different, in the fact that we will allow fans to follow the series via the internet. By creating a buzz through the racing media, and social media and then giving them a video that they can watch weekly. The model for this is the Daytona 500 on Wide World of Sports when we were younger. This event was tape delayed and displayed for the world on FREE broadcast television. NASCAR did not take off until airing these events. After seeing these events for free at home, the fan developed an interest to follow their favorite drivers. Although most NASCAR fans do not travel from track to track, they support the series when it arrives at their "home" area. That is the basis which this Series is taking. FREE broadcast to the masses and confidence that our product will incite interest and excitement.

b – There is nothing that bores a fan more than long green flag runs with no action. This is what occurs when some series puts on 150-200 lap events. A couple of cars get nose to tail and "conserve" until those last 20 laps when they try and shoot it out. The 602 Super Limited Series offers a package with more action, because there is simply not enough time to ride and conserve. 75 green flag laps, gives a medium length race with plenty of time to pass and move through the crowd. The lucky dog is great for competitors to keep trying hard to get their lap back and the double file restarts makes every restart exciting for the fans.

c – Fan retention is key to any series or track's success. Provide your fans with driver interaction, during race day and when they're at home, and they will start to see the difference in a properly marketed series. Make results easily accessible and help them be a part of the excitement by not only their attendance but their social media participation as well. Provide them with coverage of the event they may have missed, and it will show you value them as a fan and not just as a dollar sign.

The fans are who the drivers compete for and who the promoters count on to pay their bills. A lot of series and/or tracks don't work nearly hard enough to keep their customer happy. Fans want information, whether it is pictures, facts or stories. Fans want to be part of the action, not just a spectator, and it's up to the series or track to bring them into the action. By giving potential fans access to information, videos of actual competition and keeping the races exciting and competitive, you give the customer a great product at a great price.

**ADDENDUM #1**

**PURSE & TRAVEL BONUS:**

PURSE: \$4900

1) 800	13) 150
2) 500	14) 140
3) 400	15) 130
4) 350	16) 130
5) 300	17) 120
6) 250	18) 110
7) 220	19) 100
8) 200	20) 100
9) 190	21) 100
10) 180	22) 100
11) 170	23) 100
12) 160	24) 100

TOW MONEY BONUS: \$500

1) 50
2) 50
3) 50
4) 50
5) 50
6) 50
7) 50
8) 50
9) 50
10) 50

## **ADDENDUM #2**

### **POINTS FUND (when established):**

A points fund will be paid to the top 15 finishers in the year end points. Competitor receiving points fund money must have appeared at every event to be eligible.

- 1) 18%
- 2) 13%
- 3) 11%
- 4) 10%
- 5) 9%
- 6) 8%
- 7) 7%
- 8) 6%
- 9) 5%
- 10) 4%
- 11) 3%
- 12) 2%
- 13) 2%
- 14) 1%
- 15) 1%

### **POINTS FUND POTENTIAL INCOME:**

50% CONTINGENCIES (other 50% to series account)

\$25 CAR INSPECTION (may be sold to tracks as part of incentive package)

\$50 NUMBER REGISTRATION

TIRES (may be sold to tracks as part of incentive package)

FINES

FUEL PROFITS

PARTS TRUCK FEES

TSHIRT & ONLINE STORE SALES



## ADDENDUM #3

### POINTS SYSTEM & RACE PROCEDURES:

1) 50	15) 20	- 4 bonus points for pole
2) 46	16) 18	- 3 bonus points most laps lead
3) 44	17) 16	- 3 bonus points for most improved positions
4) 42	18) 14	(from qualifying position / farthest back wins tie breaker)
5) 40	19) 12	- 2 points for anyone not making feature
6) 38	20) 10	
7) 36	21) 9	- LUCKY DOG TO FIRST CAR 1 LAP DOWN
8) 34	22) 8	- LUCKY DOG TO FIRST CAR 1 LAP DOWN
9) 32	23) 7	- UNLIMITED GREEN WHITE CHECKER
10) 30	24) 6	- 75 LAP FEATURES
11) 28	25) 5	
12) 26	26) 4	
13) 24	27) 3	
14) 22	28) 2	