



## **NASCAR fans step up with financial assistance to show loyalty in the wake of sponsorship shortage**

*Gearhead Racing Fans is sponsoring NASCAR Busch Grand National Racing teams in an effort to show potential sponsors how loyal NASCAR fans are. Members of the group become sponsors and are eligible to receive benefits only available to sponsors.*

([PRWEB](#)) April 6, 2003 -- (Rock Falls, IL) Gearhead Racing Fans is a growing group of NASCAR fans who have taken it upon themselves to help NASCAR Busch Series racing teams with needed funding. The weak US economy has led to many of the teams in the nationally televised racing series to either close down or run a limited schedule due to a lack of corporate sponsorship. The series' current points leader, driver Todd Bodine's Herzog-Jackson owned Chevy, is without a sponsor and is contemplating its future in the 2003 series.

Gearhead is currently an associate sponsor on the #10 Nesquik Ford driven by Scott Riggs. The group also assisted driver Johnny Sauter's effort at Daytona in the season's opening race. Many more sponsorships are expected as the group's membership continues to grow.

In return for their membership fee, Gearhead members are eligible to share in the group's sponsorship benefits, many of which are not available to the typical race fan. Benefits such as sponsor's access at the race track, preferred parking at most tracks, autographed items, and other items are highly coveted by race fans. Membership fees start at \$50 per year and give the member full access to the sponsor benefits.

Tom Myers, founder of Gearhead Racing Fans, says the concept of the group is very simple. "To my knowledge, this type of support has never before been offered by the fans to race teams. Other fan-based groups have tried to finance an entire race team from car ownership to primary sponsorship, but that takes too much money and spreads the benefits of sponsorship too thin among the members," Myers said. "Gearhead's concept is unique in that we don't cater to any one team in particular. We pool the fans' money, offer sponsorship to a selected team, and distribute the sponsorship benefits among the group according to which race the member is attending."

Scott Riggs, driver of the Nesquik Ford said, "Gearhead Racing Fans is what racing is all about," said Riggs. "The fans are the reason sponsors gravitate to NASCAR. It's the sponsors like Gearhead that keep the fans coming back by offering up rewards for loyalty."

NASCAR fans seeking membership information may visit [www.gearheadfans.com](http://www.gearheadfans.com).

Note to media: Myers may be contacted for additional information by email at [tom@gearheadfans.com](mailto:tom@gearheadfans.com) or by phone at 800-445-9210 (work phone).



**Contact Information**

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