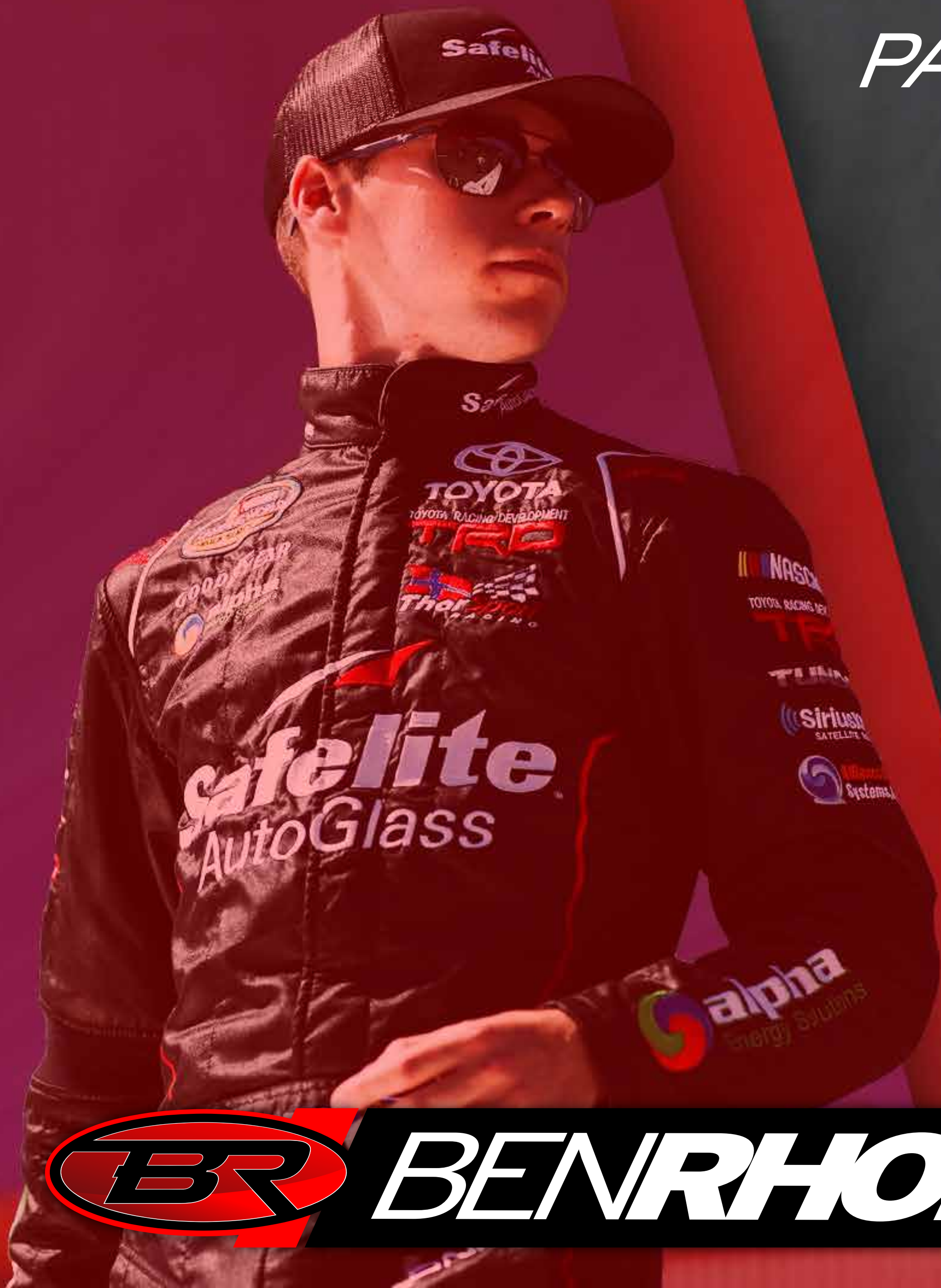


# PARTNERSHIP OPPORTUNITIES



# BEN RHODES

## MEET BEN RHODES

20-year-old Louisville, Kentucky, native Ben Rhodes, the 2014 NASCAR K&N Pro Series East (NKNPSE) Champion, Rookie of the Year, and Most Popular Driver, pilots the No. 27 Safelite AutoGlass Toyota Tundra in the 2017 NASCAR Camping World Truck Series (NCWTS) with ThorSport Racing, contending for the series championship.

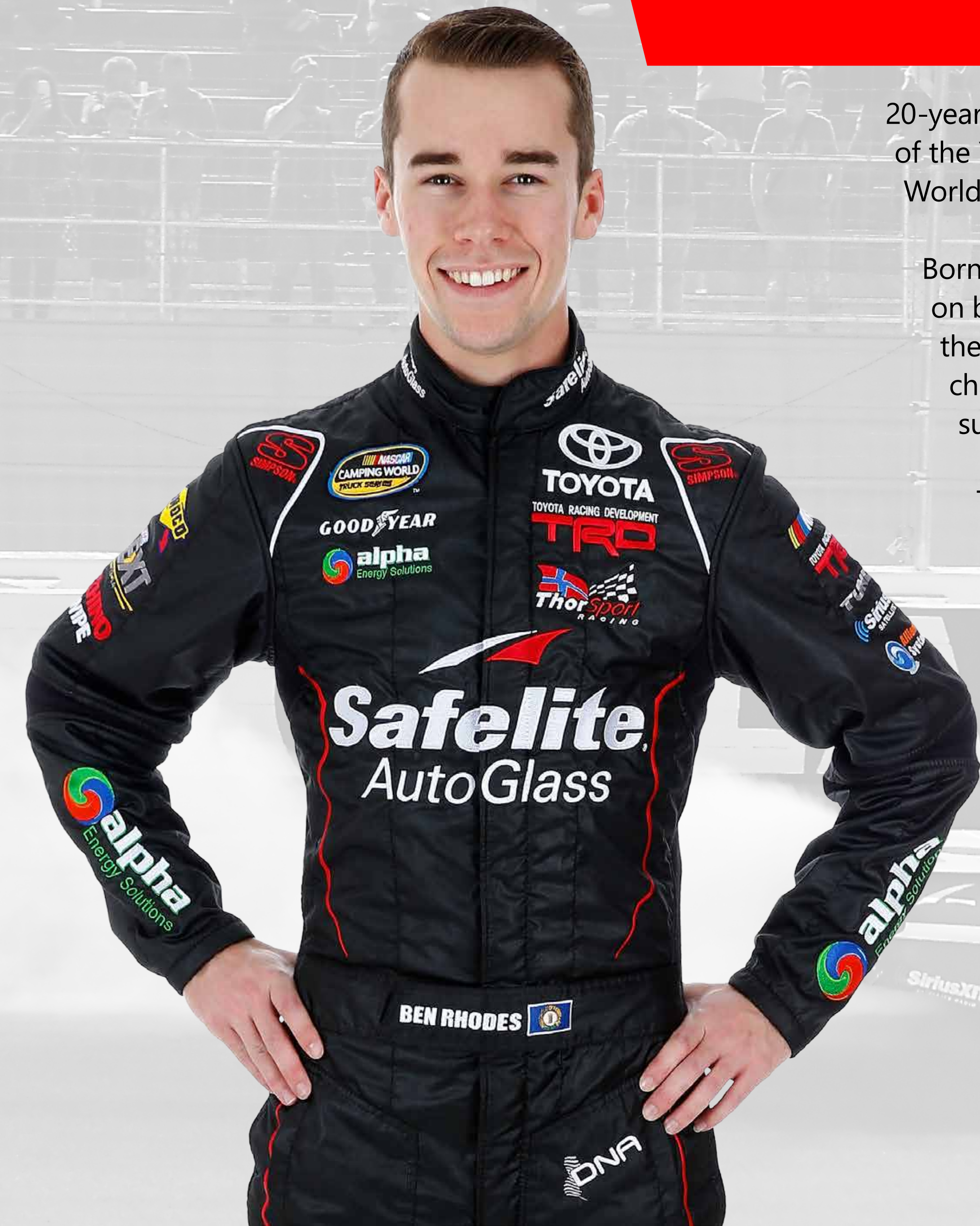
Born February 21, 1997, Rhodes began his career in go-karts at the age of seven, winning races and championships on both dirt and asphalt before moving up to Bandoleros in 2008. After earning his state and Midwest titles in 2009, the young racer quickly adapted to the bigger and faster Legends Cars in 2010. The next year, Rhodes tallied more championships to underscore his season's 43 Legends Car victories, more than any other driver internationally. His success translated to Late Model Stock Cars with several starts in 2011 and a full season of racing in 2012 and 2013.

The NASCAR Next Alumni made his national series debut in 2014, in the NCWTS, earning one top-five and three top-10 finishes in four starts. Additionally, Rhodes amassed six poles, five wins, 11 top-five, and 13 top-10 finishes in the NKNPSE en route to the 2014 championship.

After his championship year in the NKNPSE, Rhodes raced a part-time, 10-race schedule in the 2015 NASCAR XFINITY Series, earning his first NASCAR national series pole in just his seventh start (Road America in Elkart Lake, WI), and picked up a series-best seventh-place finish in his first series start (Iowa Speedway).

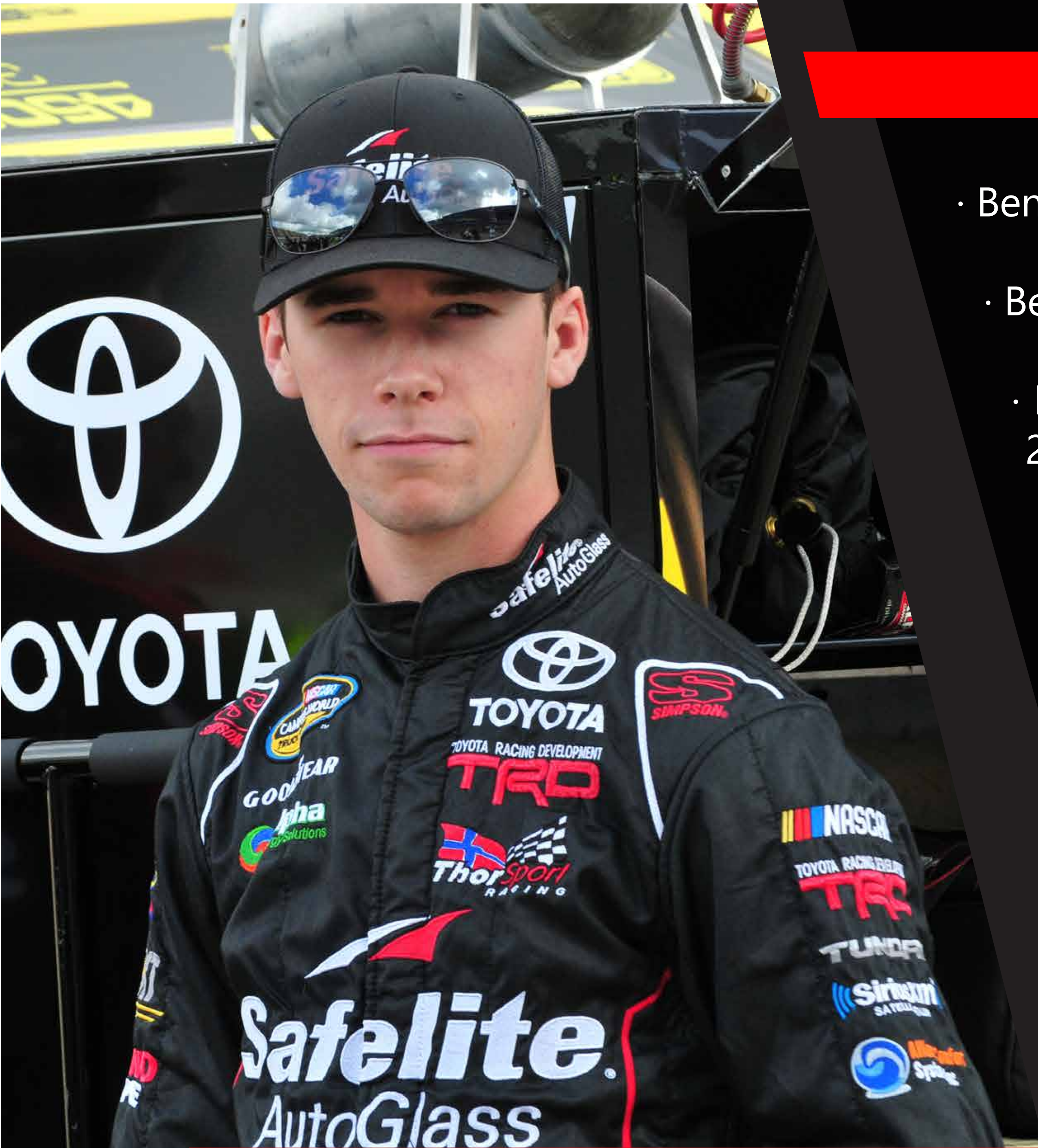
During his first full-time season in the NCWTS in 2016, Rhodes earned his series first Pole Award at Martinsville Speedway (April) and finished 14th in the series point standings on the strength of two top-five and five top-10 finishes.

Entering the 2017 NCWTS season with confidence, Rhodes is considered one of the top contenders each week. Earning his first pole of the season at Pocono Raceway (PA) in July, Rhodes' strong runs during the regular season earned him a spot in the eight-driver 2017 Playoffs in mid-September, and at the end of the month he drove to his first-career series victory at Las Vegas Motor Speedway (VA), moving him into the "Round of 6" of the playoffs. In the 18 starts of the season to date as of his victory, Rhodes has led 160 laps, earned one pole, one victory, six top-five, and 11 top-10 finishes.



## MEET BEN RHODES: QUICK FACTS

- Ben was born of February 21, 1997.
- Ben started racing go karts at age 7 (2004).
- Ben graduated from Holy Cross High School (Louisville, KY) in 2015 with a 3.98 GPA. He was also selected to be a member of the National Honor Society.
- Ben is one of only two drivers in the history of NASCAR to earn the trifecta – Championship, Rookie of the Year, and Most Popular Driver – in the same season (2014 NASCAR K&N Pro Series East).
- Ben has extensive media experience, including hosting his own weekly TV show "On Track with Ben Rhodes" (2014 – 2016), as well as currently hosting the weekly "Live at 5" Facebook Live 30-minute interactive broadcast (2017).



## NASCAR CAREER STATS

2013 THRU SEPTEMBER 2017

STARTS

78

WINS

6

TOP-5

22

TOP-10

39

POLES

8



2017

- Earned first-career NCWTS victory at Las Vegas Motor Speedway
- Earned second-career NCWTS pole at Pocono Raceway
- In 22 starts, scored 1 win, 1 pole, 6 top-5s, 12 top-10s (average finish: 12.1)



2015

- Made series debut in March at Iowa Speedway, finishing seventh.
- Earned first-career NXS pole position August 29th at Elkart Lake, WI.
- **Finished within top 13 four out of 10 starts.**
- Had an average start of 12.5.
- Completed 93.6% of laps in 10 races he entered.



2016

- Earned first-career NCWTS pole at Martinsville Speedway
- Earned two top-5 finishes and five top-10 finishes (average finish: 15.9)
- Finished a career-best 2nd at Gateway Motorsports Park
- Completed 91.9% of the laps run in his first-full NCWTS season.
- Finished 14th in 2016 NCWTS Championship Standings



2014

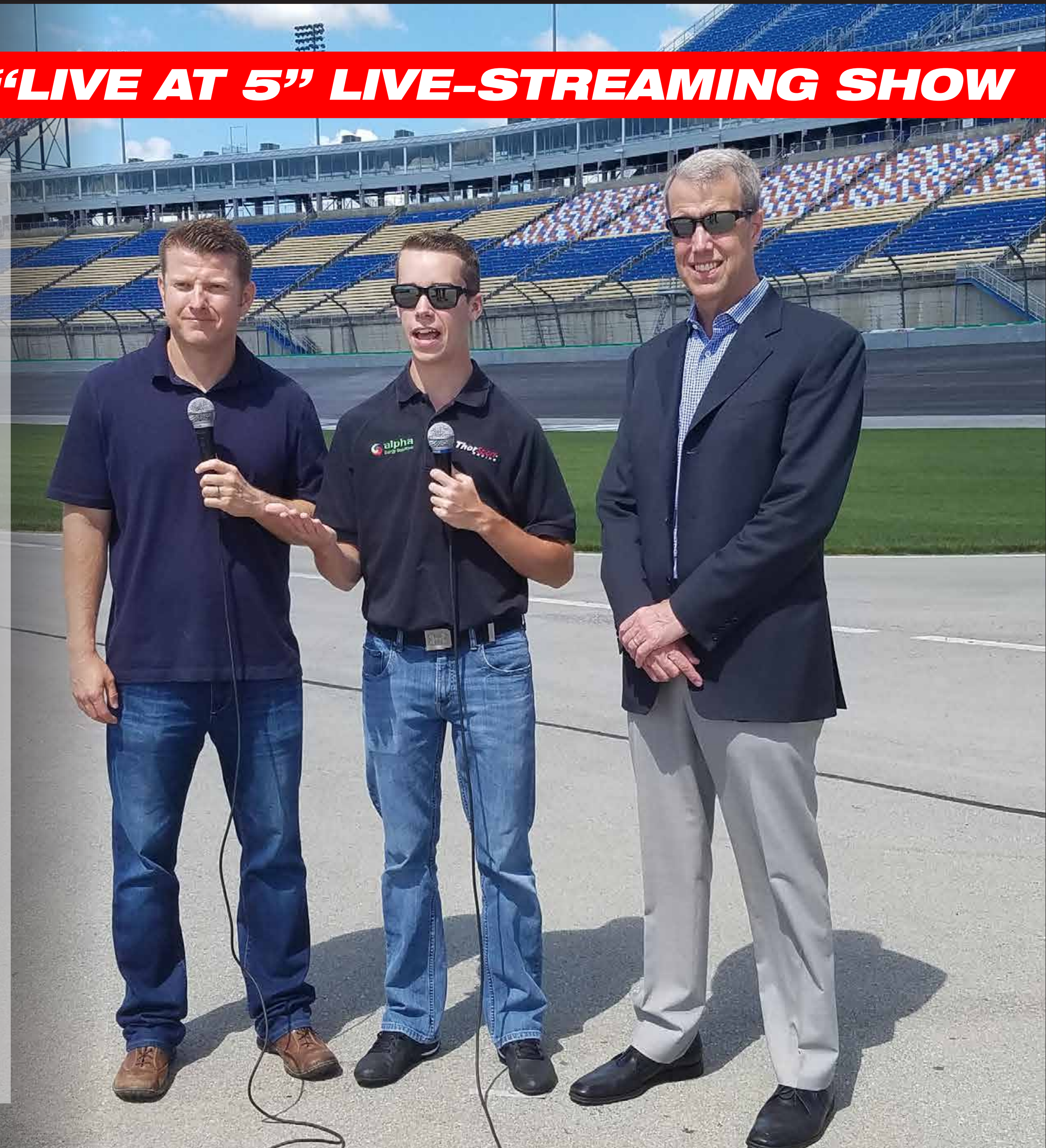
- Won the K&N Pro Series Championship, Rookie of the Year, and Most Popular Driver
- Earned first-career NKNPSE victory at Greenville Pickens Speedway on March 22nd.
- In 16 NKNPSE races, had 6 poles, 5 wins, 11 top-5s, 13 top-10s (average finish: 5.8).
- Made NASCAR Camping World Truck Series Debut at Martinsville Speedway, finishing 8th.
- Finished fifth at NCWTS event at Phoenix International Raceway
- In 4 NCWTS starts, finished within the top-10 3 times

## **BEN RHODES "LIVE AT 5" LIVE-STREAMING SHOW**

From his early days of racing, Ben has always been comfortable in front of a camera, giving professional-style interviews to news media. Ben has received training in media relations, communication, and brand representation as part of the NASCAR NEXT program and has attended NASCAR Young Driver training seminars – these experiences have allowed for a seamless transition into hosting television and internet-based shows in both a pre-recorded and live environment.

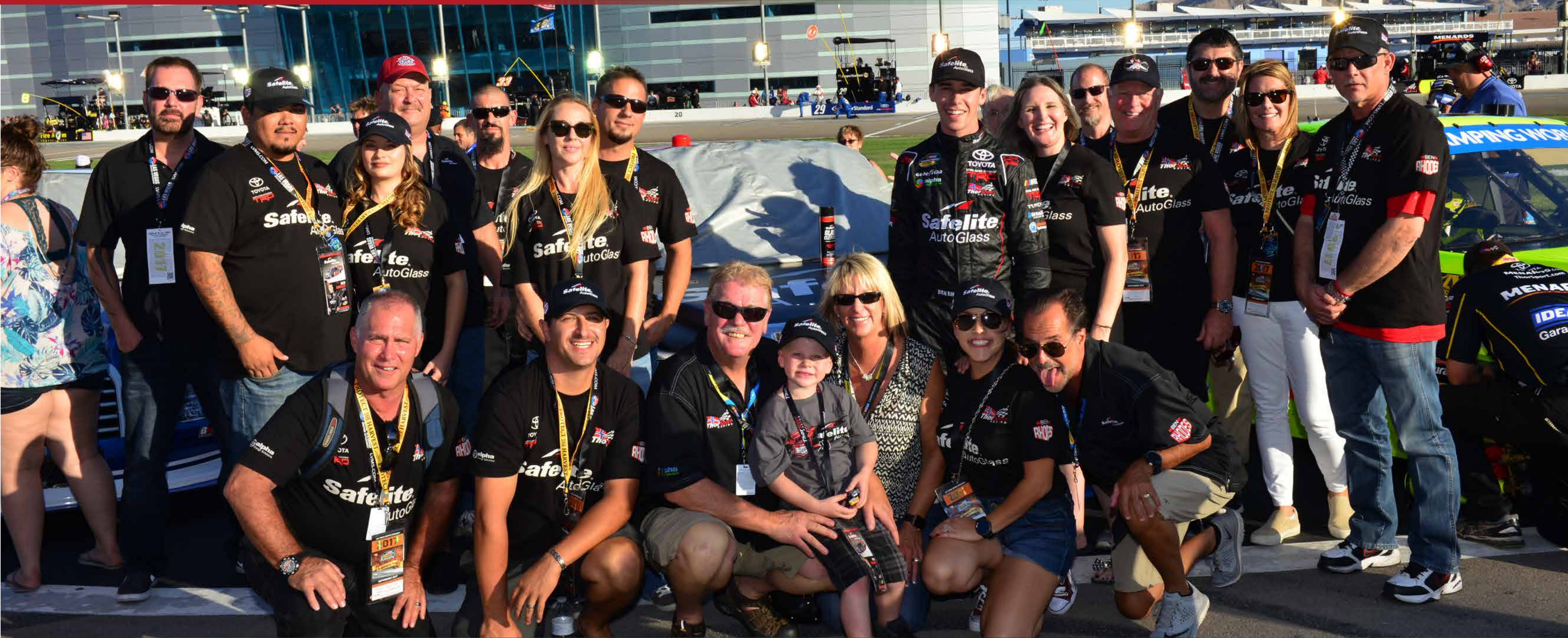
"On Track with Ben Rhodes" was a 30-minute weekly television show from 2014 – 2016, featuring Ben Rhodes and WHAS-TV Sports Anchor Kent Spencer as they interviewed local Louisville community and business leaders, highlighting Rhodes' home town, as well as documenting his racing career. Filming was performed on location at various places around Louisville and the Commonwealth of Kentucky, including Ben's alma mater Holy Cross High School, Churchill Downs, Belle of Louisville, USA Cares headquarters, Louisville Zoo, Kentucky Speedway, the Harbor House, the new Louisville Kroger Marketplace, Bardtown for the Bourbon Festival, and Muhammad Ali's childhood home. Guests have included Louisville Mayor Greg Fischer, Coach Scotty Davenport, Captain Mark Doty, musician Patrick Henry Hughes, jockey Pat Day, comedian Tom Mabe, and Trans-Siberian Orchestra singer Georgia Napolitano. The show aired Saturdays and Sundays on local Louisville TV as well as episodes being uploaded online.

**In 2017, taking advantage early of the industry shift to social media and live video, Rhodes started his 30-minute "Live at 5" Facebook Live show weekly. Mondays at 5pm Eastern, he interacts with fans on Facebook, answering questions, discusses the previous weekend race, and talking about upcoming races and events. Giving back to his fans that join him during the half-hour sessions, Rhodes also uses the platform to engage with trivia for unique giveaways.**



# THE POWER OF **PARTNERSHIP**

We pride ourselves on the development of creative and unique partnership programs focused on the specific goals and objectives of each individual partner.

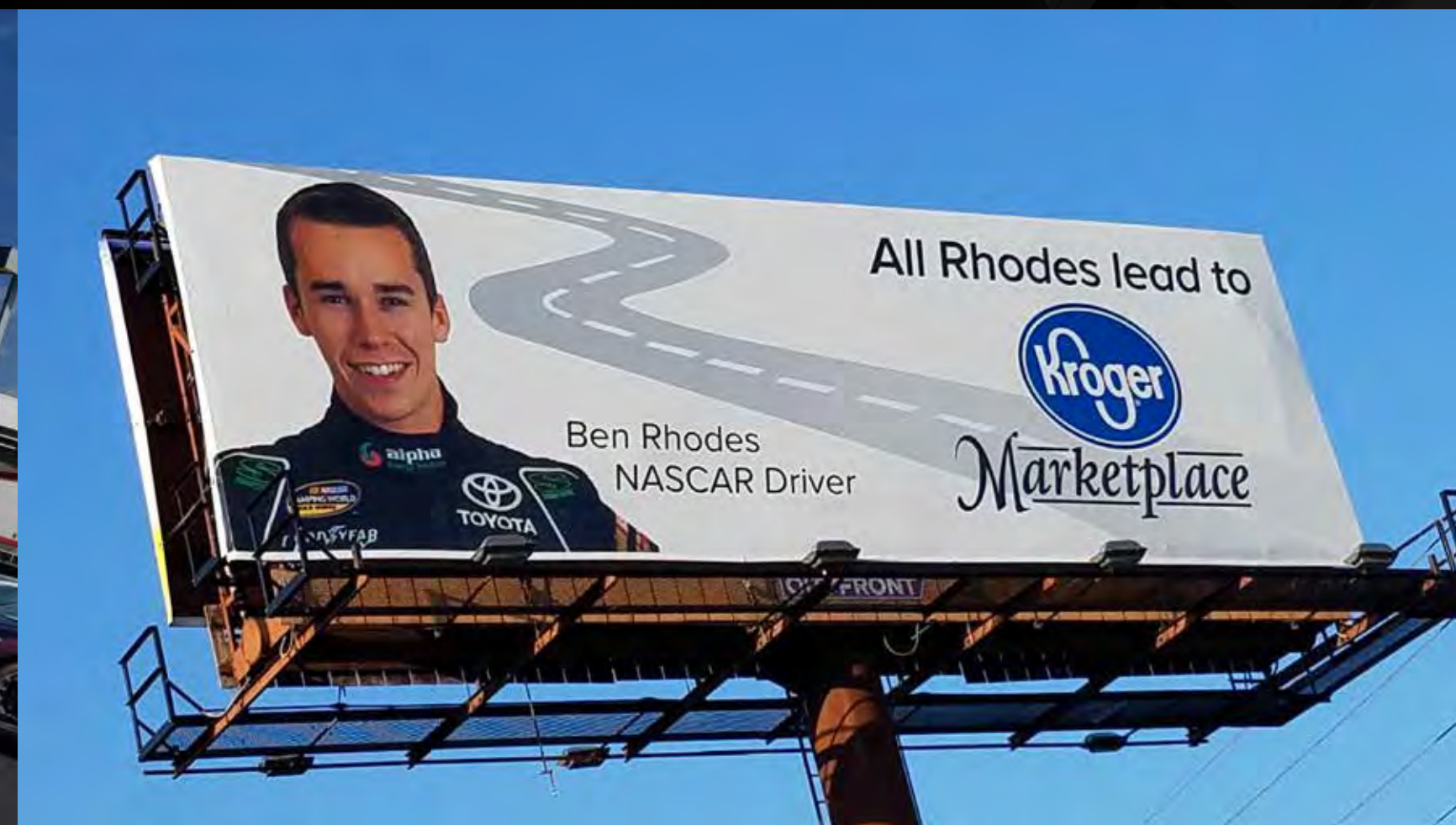


# OFF-TRACK WITH BEN RHODES

Off the race track, Ben Rhodes is a personable representative and brand ambassador for a variety of organizations. He has appeared in television commercials for Alpha Energy Solutions, Oxmoor Toyota, Park Community Credit Union, Becker Law Office, and Passport Health Plan, and has filmed Public Service announcements for Kentucky Office of Highway Safety Distracted Driver campaigns as well as Operation Lifesaver.

Ben has also been featured on billboards for Park Community Credit Union, Passport Health Plan, and Kroger Marketplace.

Additionally, he has been an ambassador for marketing promotions and brand-awareness advertising for Safelite AutoGlass, Toyota USA / Toyota Racing Development, Maui Jim, Texas Roadhouse, Regal Cinemas, XPO Logistics, Rhino Wipe, Alliance Comfort Systems, and charities USA Cares and Operation BBQ Relief.



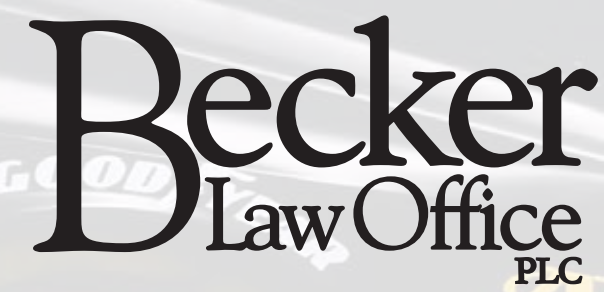
# THE MOST PASSIONATE FANS



Ben's genial personality and beaming smile makes him a fan favorite at local appearances – those characteristics helped make him NASCAR's 2014 K&N Pro Series East Most Popular Driver. Whether at the track or at a sponsor or charity event, Ben enjoys meeting and interacting with fans.







Ben Rhodes is an active participant on various social media networks. Incorporate your brand into his passionate social following on Facebook, Twitter, and Instagram. As a partner of Ben Rhodes, you will have the opportunity to host social media promotional sweepstakes, be involved in tagged appearances in posts, as well as, be a part of the page branding.



facebook.com/BenRhodesInc

**29,937 Likes**



@benrhodes

**19,040 Followers**



@benrhodes

**7,756 Followers**





BE A PART OF THIS  
**WINNING TEAM**

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