

# Anji 51 *Racing* THORNTON

## Co-Branding With A Renaissance Woman



2019 Promotional Partnership Opportunities

# Introduction

Hello! I am Anji Morgan-Thornton, professional racer, musician, scholar, and educator. Thank you for taking the time to become acquainted with me and the variety of unique marketing opportunities.

My racing experiences include dirt and asphalt circle track and began in the enduro cars (2001), assisting my beloved late husband, Steve, in developing our Super Trucks team (2002), In 2005, I made my rookie debut as co-driver in the Super Trucks. Since Steve's untimely passing in 2008, I rebuilt our program. Now in 2019, we are taking our program to the next level on and off the track. It is my dream of moving into the ARCA Racing Series by combining my passion for racing and music.

In this presentation, we outline the opportunities available for marketing partners. The fact that I am a diverse person involved in community, motorsports, music, education, entrepreneur experience, I promote a strong social media presence and fan base that can provide opportunities and growth for businesses. I am confident that, when you see how much I have done to prepare myself, you will want to join me on this exciting journey to winning races in the ARCA Racing Series (and beyond), and connecting with consumers along the way! As a female professional athlete, musician, educator, and community leader, I can help expand your business with branding opportunities that meet your needs. I am excited for you to review my presentation which demonstrates how we can collectively reach out to different markets, creating successful prospects for both. Thank you for your time.

Respectfully, Anji Morgan-Thornton, #51, Southwest Super Trucks



Anji Thornton

# Driver



- 2005 Rookie Year
- Consistently finishing in the top 10-12 points average
- Public interaction with fans, marketing partners, clients and customers
- Mentoring potential drivers in Southwest Super Truck driver development school
- Assists crew chief and crew members in the shop with maintenance, set-ups, and strategies
- Competitive athlete



# Team Owner Media-Driven Accomplishments



- Social media and website development
- Developer of podcast, Music and Motorsports, on Bopit Radio
- Local/Regional Appearances
  - Wheel of Dreams Car Show
  - NAMI Walks
  - Marketing partners events
- Featured guest with...
  - Marketing at Full Speed
  - Wes Irwin's Wide Open Racing Media
  - Jack Dodson's Racing Insider News with Scott Allen
  - El Paso Times
  - Shawn Miller's Inside Line Promotions



# Musician/Entertainer

Over 30 years of professional stage experience



- Conductor
  - Church musicals
  - String/Keyboard Chamber groups
  - Graduate conducting student, James Madison U.
- Vocalist
  - Masterworks Chorus of NMSU
  - Bella Voce de Las Cruces
  - National Anthem at Speedways and sporting events
  - Member El Paso Diocesan Choir for Papal Visit, 2016
- Keyboardist/Pastoral Musician
  - Organist/harpsichordist of El Paso Chamber Orchestra
  - Organist at St. Genevieve's Catholic Church
- Mariachi musician and director
  - El Paso Community College
  - Freelance artist
  - Guest Mariachi artist for Border Papal Visit, 2016



# Educator



- Over 25 Years as Professional Educator
  - College courses
    - Mariachi Ensemble Director
    - Music Appreciation and History
    - Music Fundamentals
    - Spring Arts Festival Lectures
    - Workshops
  - High School Ensembles
    - Choir
    - Mariachi
    - Piano
    - Guitar
    - Music Clinics



# Businesswoman



- Anji Thornton Racing, LLC
- Anji Thornton Music Coach, LLC
- Marketing Representative for Race Team Partners
- Polished Spokeswoman

As a businesswoman, I understand the needs of my partners and work side by side helping you achieve your business goals.



# Spokeswoman



- Anji Thornton Racing, Driver and Music Coach
- EPCC Music Department Recruiting
- EPCC Arts Festival Lecturer
- Las Cruces International Mariachi Conference
- Town Hall Meetings
- Available for Motivational Speaking or Teaching



# Community Leader

The Greater Las Cruces area is home to 3 military posts: Fort Bliss, White Sands Missile Range, and Holloman. These installations also host German military.

We are proactive in our community by supporting and participating in: Las Cruces Rodrunners Wheel of Dreams Car Shows; National Alliance on Mental Illness Walks; El Paso Thanksgiving Sun Bowl Parade; El Paso Community College Spring Arts Festivals; Southwest Seminar for Great Teaching; collaboration with international pastoral musicians for Juarez, Mexico, 2016 Papal visit; Viva! El Paso, and hosts for the Policia Federal Mariachi de Mexico City.



# Racing Highlights



- 2009:** 10th place points average, El Paso Speedway Park
- 2011:** 12th place points average, El Paso Speedway Park
- 2012:** 12th place points average, Southern New Mexico Speedway  
12th place points average, El Paso Speedway Park  
10th place, 2012 Dual City Super Truck Series
- 2013:** 4th place points average, El Paso Speedway Park  
7th place points average, Southern New Mexico Speedway
- 2014:** 5th place points average, El Paso Speedway Park  
6th place points average, Southern New Mexico Speedway  
First career win in the Trophy Dash, SNM Speedway
- 2015:** 10th place points average, Southern New Mexico Speedway
- 2016-2018:** Testing and Coaching with Crew Chief John Carney Sr. in X-Modified, Southern New Mexico Speedway

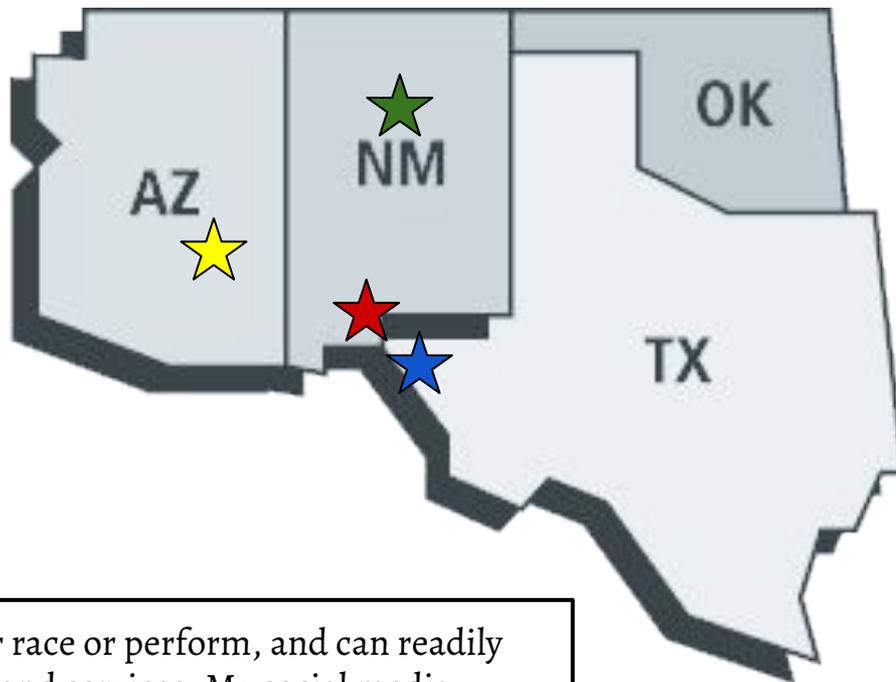


# Racing and Music Markets



Key:

-  Headquarters  
Las Cruces, NM
-  El Paso, TX
-  Santa Fe/Albuquerque,  
NM
-  Tucson/Phoenix, AZ



I am currently appearing in these markets to either race or perform, and can readily appear in these markets to promote your products and services. My social media following is global with greater emphasis in the United States and Northern Mexico.

# Charity Outreach

Since 2013, we have participated in the annual National Alliance of Mental Illness (NAMI) Walks each fall to help educate, bring awareness, and hope for those and their loved ones dealing with mental illness. Resources are available at the local and national level at <http://namiep.org/>.

Our team participates in support of NAMI and in loving memory of my late husband, Steve Thornton.



# Mentors



**Rex Porter:** Multiple Super Truck track champion, with over 50 years racing in Super Trucks, mini sprints, stock cars, dirt and asphalt racing. A former client of my late husband, Steve, Rex was instrumental in the introduction of circle track racing in New Mexico and West Texas.



**John and Pat Carney:** Brothers who have over 40 years of racing and track championships in late models, sprints, and modifieds. John and Pat are also experts in chassis set ups, and engine and transmission assembly.



**Annamarie Malfitana-Strawhand:** Over 40 years experience in marketing, branding, social media, website building, and sponsor attainment, Annamarie continues to coach me and improve my skills regarding team marketing and media.



# Social Media Power

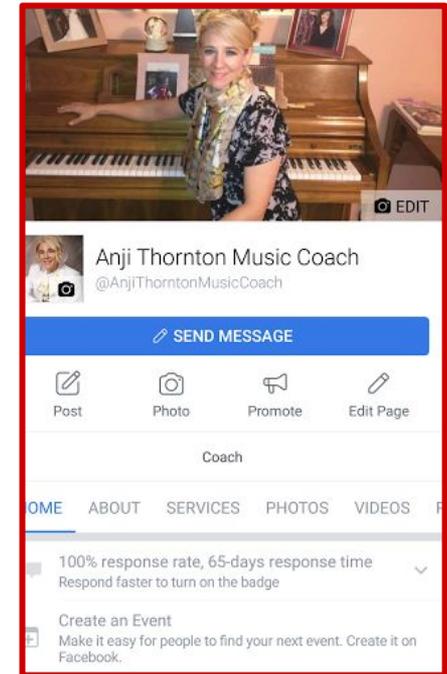
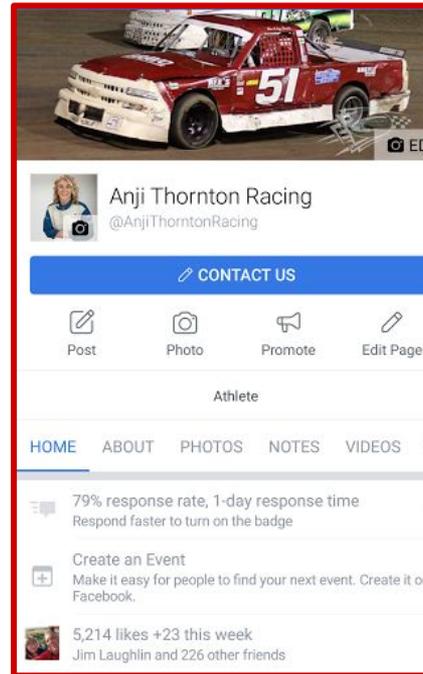


Currently I have two very interactive Facebook Fan Pages:

- Anji Thornton Racing
- Anji Thornton Music Coach

We do promotions on both pages and our following is growing daily.

We offer contests, promotions and live video from our events and appearances.



# Media Power



## Anji has been featured on:

- Jack Dodson's Racing Insider News (Blog Radio/Facebook Live)
- Wide Open Racing and Media (YouTube Show)
- Marketing at Full Speed (YouTube Show)
- KRWG, Las Cruces, NM
- KBNA, El Paso, Texas
- El Paso Times
- Tejano Tribune



This is a condensed list. I am regularly invited as a guest on many radio, webcasts, and TV shows for racing and music across the country. I am also featured regularly in publications for leadership in the community. My partners can expect great continuing media coverage.



# Partnership Perks

Benefits unique to Anji Thornton all partners can enjoy:

- Drive consumers to your brand through my social media and email lists of race fans and budding musicians
- My growing social media becomes your following
- Your company can become part of my blogging on my website and YouTube
- I am effective, passionate, and professional
- Speaking events/promotional appearances/musical performances
- Utilize your products and services, and promote them through my social media platforms



# Merchandise/Co-branding

Examples of merchandising and co-branding with Anji and her racing and music:

**Promotional handouts** with coupons, brochures, hero cards to include your business info/logo for distribution.

**Design custom apparel** with your logo branding as well as offer your branded merchandise and collectables through our website.

**Email subscriber list** to send out your product promos, coupon codes and more.



## RACE FAN ZONE



Request a collectable racing hero card officially autographed by Anji Thornton – Super Truck Race Driver and Team Owner!

([Click Here](#) to fill out request form to have a card mailed directly to you)

**Submit your Request**

# Partnership Package Levels



**Primary:** Primary Sponsorship for the entire 2019 season. These can be broken down into 5 or 10 race packages. Primary logo positioning on the hood, rear quarter panels, and bumper of the car, as well as logos on website, race suit, team shirts, social media, banners, etc. Primary partners have 1<sup>st</sup> option at 2020 Title Partnerships. **Investment \$30,000.**

**Secondary:** Secondary Sponsorship for the full 2019 season. Logo placement on the lower rear quarter panels or behind the number on the door and deck lid, as well as logos on website, race suit, team shirts, social media, banners, etc. **Investment \$10,000-25,000.**

**Associate:** Associate partners will be displayed on specified associative areas, based on value. Logos will also be displayed on the team website and receive exposure through social media. **Investment \$3,000-15,000.**

**Product/Service:** Product Partnership for the 2019 season. Company will provide the race team with goods/services in exchange for bumper sticker-size logo on race truck, website, and social media. **Investment \$ for value of products and/or services.**

*Customized programs are available and can be developed to fit your specific needs.*

# Recommendations

*“My daughter Landry and her friend Wynter taking music lessons online with my client [Anji Thornton Music Coach](http://www.anjithornton.com). Anji is doing a great job with these girls. She is one of my top VIP business coaching clients and is building her music coaching practice and now taking new music clients and students. Check out her website [www.anjithornton.com](http://www.anjithornton.com)” ~ Annamarie Malfitana-Strawhand, Parent/Faith Coach*

*“Ms. Morgan-Thornton does not give up on her students, very effective in her teachings. She has been a blessing for me.” ~ Ezequiel Garcia Jr, Student.*

*“I have had the pleasure of knowing and racing with Anji for over 10 years. She is professional in her approach to racing and well respected by all that are with her and know her on a personal level.” ~ Dr. Oliver “Buddy” Smith II, Team Doctor and fellow Super Truck Association member.*



# Thank You

Thank you for reviewing my Marketing Partnership Presentation. I hope we can work together, taking both on the successful journey to the top levels of racing. I look forward to what the future holds for my racing career as well as expanding our relationship with great marketing partners like you.

Please let us know if you have any questions. We can customize a program to fit your needs. Come be my guest at one of my race events; I would love to host you and your clients, associates, and friends. I look forward to working with you...God bless you!

Anji Morgan-Thornton  
#51, Southwest Super Trucks

*Anji Thornton*



# Contact Information

Anji Morgan-Thornton

Professional Driver, Team Owner, and Musician



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Instagram: <https://www.instagram.com/amtracing51/>

