

2021 Bouchard Motorsports Marketing Opportunity

Introducing **Our Team**



BOUCHARD
MOTORSPORTS



Sixth year driver Cooper Bouchard is a second generation driver, born and raised in Hinesburg, Vermont his whole life. For five seasons, he has caught the attention of Thunder Road spectators and faithfuls, winning 7 races in 5 years of competition, as well as running the only Chevy Lumina body in the field. The first two seasons of racing for the team saw a 9th overall finish in his rookie season, 2nd overall in the sophomore season driving a rear wheel drive Ford Mustang. After finishing in the top 10 in points for the third year in a row (10th overall), this time in an entirely new division, the team finished 10th yet again in year four after an unfortunate beginning of the season saw us fight to crack the top 25 in points almost halfway through, and finished our tiger sportsman best 6th in 2020. For 2021, we will be making the jump up to the Late Model Division.

“I’m beyond fortunate to have the success I’ve had these last 5 years thanks to the people who support me and help me at the track. There’s nobody else I’d rather be doing this with, and no other thing I’d rather be doing other than racing. It’s truly my passion and I believe I was put here on Earth to race.”

At 22 years of age, the future’s still bright for Cooper, and only going to get brighter. Winning a race every season of competition is not an easy feat, and going into year 6 of competition, the hope is to continue that streak as long as he races.

With your sponsorship and potential financial support, you could be a part of that streak, and help further the continuous success of our team AND your business in the process.

2016 Rookie Year Statistics

2 Wins

5 Top 5's

7 Top 10's

4th Place Milk Bowl

2nd Annual Marvin Johnson Memorial Winner

Car Show Winner

9th Place in Championship Points



2017 Sophomore Year Statistics

1 Win

5 Top 5's

12 Top 10's

Times Argus Mid-Season Championship Winner

3rd Place in Perry & Sons 50 Lap SS Special

8th Place Milk Bowl (SS)

7th Place Milk Bowl (FT)

2nd in Championship Points



2018 Tiger Rookie Year Statistics

2 wins

2 Top 5's

7 Top 10's

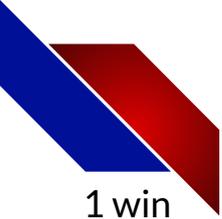
3rd Place Milk Bowl Overall

10th Place Overall in Points

ONLY ROOKIE with 2 Thunder Road feature wins in 2018



2019 Tiger Sophomore Statistics



1 win

5 Top 5's

12 Top 10's

6th @ OPS

4th Place Milk Bowl Overall

10th Place Overall in Points

3rd Place WMMP Triple Crown Series

8th Place Thunder Road Triple Crown



© 2019 Big Al's Photo

2020 Tiger Junior Statistics

1 win

5 Top 5's

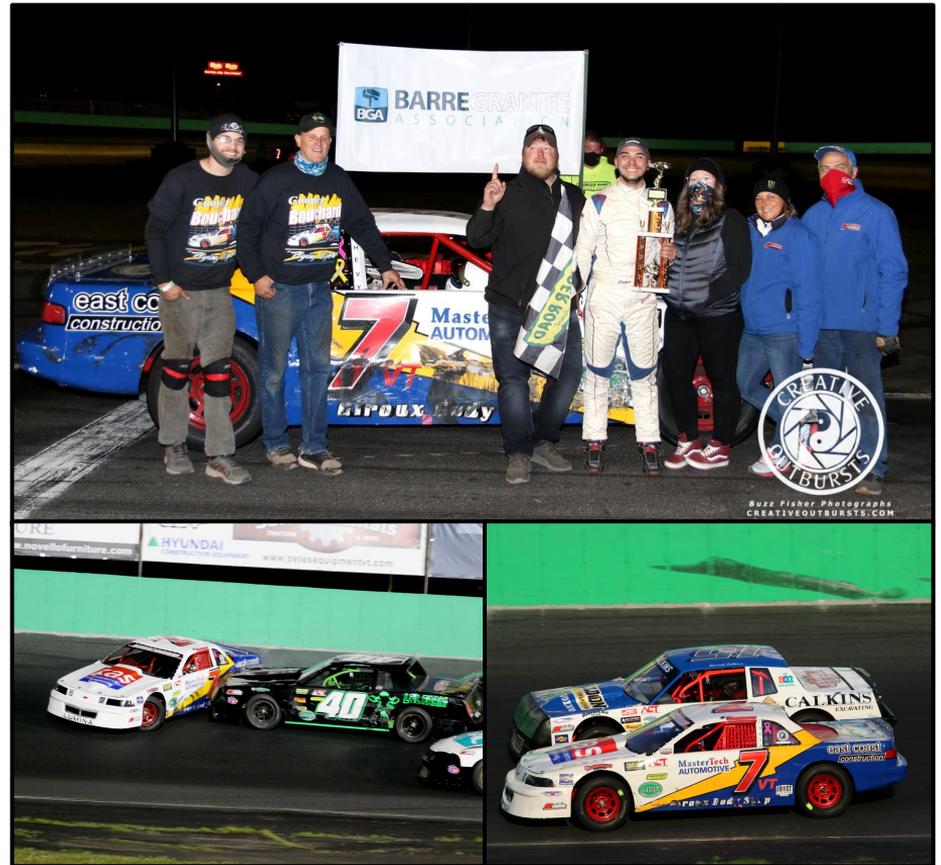
8 Top 10's

9th Place Milk Bowl Overall

6th Place Overall in Points

2020 Tiger 100 Race Winner

4th Place Thunder Road Triple Crown



Late Model Experience

BOUCHARD
MOTORSPORTS

In 2019, the team was fortunate enough to have a friend of the family allow Cooper to try out the late model ranks. With limited tires and only having sat in the seat of one during the week of setup, the first time Cooper was on track he was .2 off of the reigning track champions pace. He started 9th in the heat and ended 6th, and for the feature the fun was abruptly cut short when a car spun in the first turn on the first lap and ended the night right then and there. The seat was offered up for this past season whenever it's free, but due to COVID it was hard to find the time and resources to make it happen again. Now with our own car, we can race whenever we want!



The Planned Racing Schedule (Based off 2020)



This schedule is always subject to change do to rain outs or other events that may occur, but all races will always be made up. We will be making our best attempt to attend a couple of races at all of the surrounding tracks around New England, with a focus more on our hometown of Thunder Road, but we will be trying to get as much good seat time as possible for the 2021 season.

Thunder Road typically runs a 17 race season (with the exception of the dreaded 2020 "Corona Season"). In 2020, we attended every points counting and non-points counting event all season long, despite a few rough races where we didn't think we'd be able to make it. We also spent some time in the White Mountains of NH at White Mountain Motorsports Park, where we raced a handful times and competed at the front. We plan on running as many races as possible, but moving up a division comes with added cost, which is where your support is greatly needed.





2021 Thunder Road Schedule of Events

(Updated 11/17/2020)

#	DAY	DATE	EVENT	POST TIME	DIVISIONS
--	Saturday	May 15	Downtown Barre Car Show & Open Practice	9:00am	LM, FT, SS, RW
1	Sunday	May 16	23 rd Community Bank N.A. 150 – <i>ACT Late Model Tour</i>	1:30pm	ACT, FT, SS, RW
2	Sunday	May 30	58 th Mekkelsen RV Memorial Day Classic – <i>Myers Triple Crown Series #1</i>	1:30pm	LM, FT, SS, RW
3	Friday	June 11	Capital City Auto Mart Night – <i>NEAR & Scout Night</i>	7:00pm	LM, FT, SS, NEAR
4	Thursday	June 17	Casella Resources Solution Night – <i>Kid's Rides</i>	7:00pm	LM, FT, SS, RW
5	Thursday	June 24	Community College of Vermont Night – <i>Marvin Johnson Memorial</i>	7:00pm	LM, FT, SS, RW
6	Thursday	July 1	Independence Day Spectacular – <i>Fireworks</i>	7:00pm	LM, FT, SS, RW
7	Thursday	July 8	Efficiency Vermont Night – <i>Myers Triple Crown Series #2</i>	7:00pm	LM, FT, SS, RW
8	Thursday	July 15	42 nd Vermont Governor's Cup	6:30pm	LM, FT, SS
9	Thursday	July 22	Country Camper Midseason Championships – <i>Driver Autographs</i>	7:00pm	LM, FT, SS, RW
10	Thursday	July 29	WDEV Radio/Calkins Portable Toilets – <i>Port-a-Potty Grand Prix</i>	7:00pm	LM, FT, SS, RW
11	Sunday	August 1	37 th Bolduc Metal Recycling Enduro 200 & Street Stock Special	6:00pm	SS
12	Thursday	August 5	Cody Chevrolet/Cadillac Night – <i>Myers Triple Crown Series #3</i>	7:00pm	LM, FT, SS
13	Thursday	August 12	North Country Federal Credit Union Night – <i>Road Warrior Challenge</i>	7:00pm	LM, FT, SS, RW
14	Thursday	August 19	Vermont Tire & Service Night – <i>Kid's Poster Contest</i>	7:00pm	LM, FT, SS, RW
15	Thursday	August 26	Jet Service Envelope/Accura Printing Night – <i>Run-What-U-Brung</i>	7:00pm	LM, FT, SS, RW
16	Sunday	Sept. 5	43 rd Optical Expressions Berlin Labor Day Classic 200 – <i>ACT Late Model Tour</i>	1:00pm	ACT, FT, SS, RW
17	Friday	Sept. 17	Barre Granite Association Championship Night	7:00pm	LM, FT, SS, RW
18	Friday	Oct. 1	Milk Bowl Friday – <i>PASS Prelude to the Milk Bowl 150</i>	6:00pm	PASS, MOD, HBSS, NEMST
--	Saturday	Oct. 2	Booth Bros./HP Hood Milk Bowl Qualifying Day	1:00pm	LM, FT, SS, RW
19	Sunday	Oct. 3	59 th Vermont Milk Bowl presented by Northfield Savings Bank	12:15pm	LM, FT, SS, DW
--	Saturday	Oct. 30	2 nd Annual Thunder Road Automotive Flea Market & Swap Meet	9:00am	

Schedule Subject to Change

LM = Maplewood/Irving Late Models
 FT = Lenny's Shoe & Apparel Flying Tigers
 SS = rk Milles Street Stocks
 RW = Burnett Scrap Metals Road Warriors

ACT = American-Canadian Tour
 NEAR = New England Antique Racers
 PASS = Pro All Stars Series Super Late Models
 NEMST = North East Mini Stock Tour

MOD = PASS Modifieds
 HBSS = Honey Badger Bar & Grill Street Stock Series
 DW = 7-Eleven Dwarf Cars



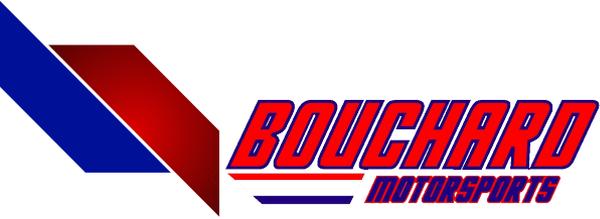
2021 ACT Schedule of Events

(Updated 12/29/2020)

#	DAY	DATE	EVENT	TRACK	LOCATION	POST TIME
***	Fri.	Apr. 2	Hickory 125	Hickory Motor Speedway	Hickory, NC	5:00pm
***	Sat.	Apr. 3	Easter Bunny 125	Hickory Motor Speedway	Hickory, NC	5:00pm
--	<i>Fri.</i>	<i>Apr. 16</i>	<i>Northeast Classic Practice Day</i>	<i>New Hampshire Motor Speedway</i>	<i>Loudon, NH</i>	<i>10:00am</i>
1	Sat.	Apr. 17	Northeast Classic - \$5,000-to-win	New Hampshire Motor Speedway	Loudon, NH	11:00am
2	Sun.	May 2	23 rd Community Bank N.A. 150	Thunder Road	Barre, VT	1:30pm
3	Sun.	May 16	Lee USA 150	Lee USA Speedway	Lee, NH	TBA
4	Sat.	June 12	Spring Green 121	White Mountain Motorsports Park	N. Woodstock, NH	6:00pm
5	Sun.	June 20	Hudson 150	Hudson Speedway	Hudson, NH	TBA
6	Sun.	July 4	Independence Day 150	Monadnock Speedway	Winchester, NH	TBA
7	Sat.	July 24	Claude Leclerc 150 - \$5,000-to-win	Autodrome Chaudiere	Vallée-Jct., QC	5:00pm
8	Sat.	July 31	Midsummer Classic 250 - \$10,000-to-win	White Mountain Motorsports Park	N. Woodstock, NH	5:30pm
9	Sat.	Aug. 28	Oxford Plains 150	Oxford Plains Speedway	Oxford, ME	TBA
10	Sun.	Sept. 5	43 rd Optical Expressions Berlin Labor Day Classic	Thunder Road	Barre, VT	1:00pm
***	Sat.	Sept. 11	Bacon Bowl 200 - C\$10,000-to-win	Autodrome Chaudiere	Vallée-Jct., QC	4:00pm
11	Sat.	Sept. 25	Fall Foliage 200 - \$5,000-to-win	White Mountain Motorsports Park	N. Woodstock, NH	1:00pm
***	Sat./Sun.	Oct. 2/3	Vermont Milk Bowl - \$10,000-to-win	Thunder Road	Barre, VT	1:00pm
12	Sat.	Oct. 23	Haunted Hundred	Seekonk Speedway	Seekonk, MA	TBA

****Schedule Subject to Change****

*** denotes non-point event



The Basic Costs

As is with any street car, there are many different moving parts needed to make a race car handle at its best capability. The difference between these parts is that they are not OEM replacement parts; all parts on this car are produced strictly for racing purposes only.

All of these are just basic necessities for a race car. Each one of these can be broken, ruined, or used up throughout any race during the season

Shocks: \$160 each. These can be changed often due to damage or wear, or wanting to try a different compression and rebound for different handling of the car

Springs: \$65 each, minimum of 4 on each corner of the car. These vary in height and stiffness, both of which can be changed to improve the overall performance of the car

Rims: \$80 each. Usually you'd like to keep a set on the car for setup, and have two full sets with tires mounted on them in case of emergency during practice or a race.

Heim Joints: \$30-35 each. In total there are 24 heim joints on the car. Heim joints are located on the end of any part on the car that articulates (control arms, trailing arms, shocks, etc), and can break or seize up at any point in the year due to stress. Failed heim joints will cause a bind in the car, and hurt the performance overall in a hurry with just one failure out of the 24

Tires: \$120 per tire, unlimited amount available. In 2020, we used 20 tires at for Thunder Road, but in a late model you're usually good for 6 per race (between practice and race tires), sometimes even needing 8. This is all dependent on the race being run.

Fuel: \$10/gal for race fuel. If mixed 50/50 with super unleaded gas, about **\$2000** worth of **just race fuel** is needed to run full time at Thunder Road

The More Expensive Things...



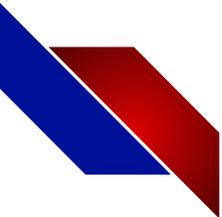
It's no secret that there is a chance that every race you strap in, more parts than just simple things can break, and catastrophic failures can occur. This year in particular our team had quite a few of those. Although we are lucky enough to have a tab at our vendors, the parts must still be completely paid for.

Some previous season failures included:

Engine: 3 races into the 2018 season we went to a track other than our hometrack of Thunder Road, and blew up a 3 race old 602 motor. \$4800 later and 3 long nights of work, we had a new motor to race on that Thursday. In the late model, the 603 crate engine runs you a cool **\$7300**, not including any power steering related parts.

Rear End: A 3 week stretch of racing in the tiger saw us go through some serious bad luck. One of those weeks hitting the wall and having to replace the rear end with a spare. 4 races later, the spare rear end was hit in a wreck, bending the tube and causing it to lose all rear end fluid, seizing the gears and ending the night. \$1400 later, the original rear end we started the season with was straightened, had the end replaced, along with 2 new hubs, bearings, seals and axles. The gears were salvageable, but to be safe, a brand new completely assembled center section was ordered as well for \$700. A fully dressed, ready to race rear end for the Late model can be anywhere from **\$2500 to upwards of \$4000**, depending on the brand being run.

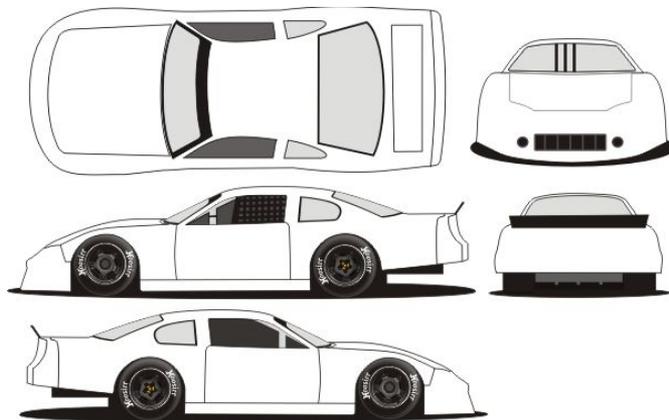
Control Arms, Ball Joints, and Front End Parts: During our one late model run at White Mountains, we got tagged in a lap one incident that effectively ended our night. When all was said and done and the damage was fixed, an upper and lower control arm, both ball joints, outer tie rod tube, and brake rotor cost us **\$1200**.



The Real Estate



Any and every spot on the car can be covered if there is interest to be on it. The primary spots usually include the **hood, quarter panels, trunk lid, tail panel, roof pillars, and doors**, but as long as there is space on the car there is space for you!



What would you get out of it?



Being on our car, you would be giving yourself the opportunity to have yourself (or your business) shown to thousands of weekly Thursday night fans, as well as throughout the rest of New England.

"Average attendance for 2018 was **just under 3,200 fans per event**, which was about an **8.3% increase** over last year. Most regular Thursdays were in the mid-to-upper 2,000s, ACT events were in the low 3,000s, then we got into the mid-to-upper 3,000s for big events like Milk Bowl, Memorial Day, and July 4. But our two biggest events of the year attendance-wise were the Enduro and the final Thursday night - **both of those broke 4,500**" (Michael Stridsberg, Thunder Road Media).



Other things to expect with the sponsorship of our team:

- Exposure on the Bouchard Motorsports website
- Weekly updates on our Facebook page (Bouchard Motorsports)
- Weekly e-mails on blog posts from the website directly to you to let you know the results from the most recent races
- Any news and updates about the team and other planned racing endeavors
- Your name or business on the back of our crew and fan shirts
- Your name and our paint scheme ran in an online racing simulator
- A thank you plaque or picture at year end



Volunteer work



BOUCHARD
MOTORSPORTS

Our team prides ourselves in getting out and letting the race fans experience the race car outside of the track. Sometimes things are too busy and hectic at the track, and after a long night of racing, the only thing you want to do is go home. We try our best to get out and volunteer at any extra event we can with the car, in an attempt to grow the sport through the youth of it, as well as get everyone involved in the car some extra exposure. Some specific events we made it to throughout or time include the Berlin Mall for a car show, a Cub Scout Meet @ Williston Central School, Thunder Road for the “Just Breathe” Suicide Awareness walk, and The Berlin Fall Festival, and made a special trip to the “Race to Reed: booth at one of the races. We also hosted an online iRacing Challenge where we partnered up with The American Cancer Society, and raised almost \$2000 for cancer research.



So...Why our team?



BOUCHARD
MOTORSPORTS

Our team is as home grown and down to earth as it gets. With a full time crew made up of mom and dad, we all work our regular jobs(8-10 hours a day), and spend the rest of our extra time working on the car and finding speed in the shop whenever possible. Our team makes a point to not to get complacent, and work our best to better ourselves week in and week out. We have a big feat ahead of us moving up a division, but FIVE straight years of top 10 in the standing is no easy feat at a track with one of the strongest fields in the US, and based on the success we've had year in and year out, your best bet would be to look no further than Bouchard Motorsports for another successful season, and to better expose your company, our driver and our team.



Why not be a part of our success in 2021?

BOUCHARD MOTORSPORTS



BOUCHARD

MOTORSPORTS

FOR ANY INQUIRIES

Feel free to contact us on any of these platforms:



BouchardMotorsports.com
facebook.com/BouchardMotorsports
bouchardmotorsports@gmail.com

Cooper direct: 802-557-2346
Home Phone: 802-482-3105

