



Press Release

May 14, 2012

Gunshows-USA.com Partners with Jennifer Jo Cobb Racing Sponsorship Offers Unique Marketing Approach

Mooreville, N.C. (May 14, 2012) - Jennifer Jo Cobb Racing (JJCR) is fired up about its new partnership. Gunshows-USA.com, a website that offers up-to-date information on gun shows around the nation, will serve as an associate sponsor with Cobb's No. 10 team in the NASCAR Camping World Truck Series for the remainder of the 2012 season.

The agreement between JJCR and Gunshows-USA.com is a revolutionary approach to sponsorships. Rather than making a lump sum payment and receiving decal placement on Cobb's truck, Gunshows-USA.com will pay a low monthly fee to become an official partner of JJCR. JJCR will support the sponsorship with consistent videos, race ticket giveaways, a driver appearance and social media announcements. This unique marketing effort makes sponsorships affordable to small and midsize businesses and gives them a larger presence among the racing community.

Obregon Construction, LLC was the first organization to partner with JJCR in this type of marketing platform.

"JJCR is very excited to partner with Gunshows-USA.com," Cobb said. "I know that race fans will enjoy their website and find it very helpful. It is going to have a lot of cool prizes and race ticket giveaways in the next few months, so stay tuned. They are a great demographic match for NASCAR racing.

"They're getting a lot more than just a decal on the truck. This is a perfect option for them and other small to midsize businesses that can afford a small monthly investment, versus a large per-race cost. This package is possible because of our rapidly growing fan base and all of our support on Twitter and Facebook. Our fan response is incredible and we try to make our social media outlets supportive, informative and with options for fans to receive prizes from our sponsors."

NEXT RACE:

NC Education Lottery 200
Charlotte Motor Speedway
Friday, May 18, 8:00 pm ET

MEDIA TOOLS:

[HI-RES PHOTOS](#): Jennifer Jo Cobb headshots/car shots

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QUICK LINKS

CobbRacingTeam.com
Driven2Honor.org
Gunshows-USA.com

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Gunshows-USA.com is excited about the non-traditional sponsorship with JJCR.

"This is a unique way for our website to advertise," said Gunshows-USA.com owner Earl Kurburski. "I started researching Jennifer and her team and wondered if I could afford to be affiliated with NASCAR through them. She presented these ideas and it just made sense to move forward. Gunshows-USA.com is receiving tickets for giveaways to its website visitors, a driver appearance, videos and social media support."

"This will be our first race team sponsorship," continued Kurburski. "I know that Jennifer's fans and race fans alike are extremely passionate and very dedicated. We're proud to support her team. They offered us a tremendous opportunity with constant support. Her Facebook fans and Twitter followers are perfect compliments to our website efforts."

You can also find Gunshows-USA.com on Facebook and Twitter:
 Facebook.com/GunshowsUSA
 Twitter.com/GunshowsUSA @GunshowsUSA

If you would like to advertise a gun show, you may contact the company via email:
Gunshows@gmail.com

About Jennifer Jo Cobb:

Jennifer Jo Cobb is a NASCAR Nationwide Series, NASCAR Camping World Truck Series and ARCA Racing Series driver, as well as a national spokesperson, public speaker and television personality.

In 2010, Cobb made racing history. Her 17th place finish in the Camping World Truck Series standings was the highest among females in one of NASCAR's national touring series since 1949.

Jennifer is working to secure sponsorship for 2012. Between race events, Jennifer does appearances for her sponsors, is a public speaker and runs her businesses.

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