

# NICOLE HOFFMAN



2004 NATIONAL  
CHAMPION

*CCS Ultra  
Lightweight Superbike*



**DRAGANEE  
RACING**

## Biography

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Nicole Hoffman is no stranger to motorsports.

Racing has been a way of life and passion for Hoffman ever since she was born. A resident of Port Orange, Fla., Nicole is known as "SuicideBlonde" on the racing circuit and works for NASCAR coordinating events for sponsors and corporate clients. Hoffman has attended racing events ever since she can remember. Her father had a long career racing hydroplanes in the early seventies and owns the largest wholesale distributor & manufacturer of engines & engine parts in the Northeast (Northeast Machine). Hoffman's brother, Don, owns and builds a Can-Am TQ Midget car. In 1987, Hoffman tried her hand at go-kart racing, but the demands of her activities as 3-time MVP Diver at Buffalo State College and her travels with her brother to races in Canada caused her to give the sport up. Although away from the sport to focus on education and career, Hoffman always knew racing would be a big part of her life.

While working on an internship at Walt Disney World in 1995, Hoffman became interested in racing motorcycles after touring the streets of Daytona with local riders. After several track days and encouragement from her husband Jeff, Hoffman took a chance on racing in 2001. That chance is now paying off. In her first season, Hoffman displayed her talents and abilities on the track. Racing her 2000 Aprilia RS 250, she had consistently placed in the top five in her races, which placed her among the top 10 riders in overall points in two separate classes.

Hoffman graduated with a B.S. in Business Administration from State University College of New York at Buffalo, and earned a Master of Business Administration degree from Stetson University in DeLand, Fla. Nicole is an active member of the American Marketing Association in Central Florida. She is a former President and has served as VP Collegiate Relations, VP Special Events, Chair of the 2003 Annual Scholarship Fundraiser and Chair of the 1998 CEO & Marketers Forum.

## Media & Features

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The use of motorsports has always been a successful tool in marketing. Large names in motorsports such as NASCAR, IRL, and AMA have consistently created value for corporate sponsors. We strive to use the lessons of these great companies to create the same benefits for our sponsors. We are determined to bring your brand to market in a new and exciting way. Racing provides that energy which is needed in such an endeavor. Having a successful female rider to use in your marketing plan helps to penetrate non-traditional and diverse markets.

- *Television:* Feature story on FOX News in Birmingham Alabama, August 2004
- *Print:* Daytona Beach News Journal, February 2004
  - Wrote articles that were published in Full Throttle Sportbike, 2001
- *Radio:* Chris Carter Radio Show - WNDB 1150, February 2004
- *Events:* Ducati Revs America Women's Riding School, 2001: Chosen among hundreds of applicants to participate in a class of 30 riders/racers



## Exposure for Sponsors

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- Average number of participants through the gate at CCS events is 1000+
- Motorcycle sales in the US went from 278,000 units in 1992 to 937,000 units in 2002: The Sportbike segment is the fastest growing segment of this group
- More than 4000 riders licensed through CCS
- Students enrolled in Motorcycle Safety Foundation (MSF) are increasingly female, demonstrating a strong interest in riding by women
- Motorcycle racing appeals to all ages
- A successful female racer garners significantly more attention; giving the sponsor more recognition than that of other sponsors
- Sponsorship at the grassroots level: Build brand loyalty among female and male motorcycle riders by taking the lead in supporting a female racer in a growing sport
- Increased visibility for your company and an expanded promotional presence
- Realize increased sales through advertising and promotion

## 2004 Race Highlights

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- 2004 CCS Amateur Ultra Lightweight Superbike - NATIONAL CHAMPION
- 2004 Championship Cup Series – Southeast Region, 2nd Place

### 1st Place Finishes

- Race of Champions, Homestead-Miami Speedway, Oct. 22  
Ultra Lightweight Superbike
- Jennings GP, May 1-2  
Ultra Lightweight Superbike
- Daytona International Speedway, Feb. 27  
Ultra Lightweight Superbike

### 2nd Place Finishes

- Roebing Road, July 25  
Ultra Lightweight Superbike
- Roebing Road, July 24  
Ultra Lightweight Superbike
- Roebing Road, June 13  
Ultra Lightweight Superbike
- Roebing Road, June 12  
Ultra Lightweight Superbike
- Jennings GP, April 3-4  
Ultra Lightweight Superbike

## 2005 Race Season

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Beginning the season at the new and improved Daytona International Speedway, Hoffman will race her Aprilia RS 250 in Ultra Lightweight Superbike as an **Expert rider**, while also campaigning a **Suzuki SV 650** in Lightweight Supersport classes. Nicole will compete in strategic, geographical locations where she can gain the greatest amount of exposure for her new sponsors, primarily in the Southeast and Mid-Atlantic Regions of the U.S.

Barber Motorsports Park  
Daytona International Speedway  
Homestead-Miami Speedway  
Jennings GP  
Moroso Motorsports Park  
Road Atlanta  
Roebing Road Raceway  
Talladega Gran Prix Raceway  
Virginia International Raceway





**NICOLE HOFFMAN**  
**JEFF HOFFMAN**

www.draganeeracing.com  
team@draganeeracing.com  
386-566-8309

**SPONSORS & SUPPORT**

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Jim France, NASCAR  
Mike Helton, NASCAR



*EBSCO Media specializes in printing  
and advertising specialties  
for the racing industry.*



**For more information on EBSCO Media or  
Draganee public relations and sponsorship information contact:**

**RICHARD WALTON**  
**1-800-660-2217**