

# DRIVER PROFILE: JEFF GLENN

Jeff Glenn, a 22 year old entrepreneur/San Jose State student is starting a new business on an extremely fast track. His new venture, JAG Promotions, formed with his mother, Cheryl, is a marketing and promotions company that uses auto racing as a unique marketing tool for corporate visibility, publicity, and promotion. This new company has added three significant Northern California companies to its list of clients: Bank of the West, KJWL Radio Fresno, and Top Shelf California Fruits/ Giannini Packing Corporation as sponsors of Glenn's own professional racing team.

Glenn is a senior at San Jose State University with a double major in Business Management and Advertising. He has combined these academic interests together with his pursuit of a professional race driving career to form JAG Promotions (initials for Jeffrey Allen Glenn). Partner Cheryl Glenn provides crucial administrative support, coordinating a wide range of activities from data processing to race team logistics. Unlike many mothers, Cheryl is at ease watching her son tear around these road racing circuits; perhaps because she herself has a driving background having won three Sports Car Club of America Regional autocrossing championships. "He's probably a little more safe averaging close to 100 miles per hour around these twisty tracks than on the freeway during rush hour.

The focus of JAG Promotions is to put the client in the spotlight through alternative marketing activities with racing. These activities include cost effective visibility through exposure at events, media coverage, and can go as far as corporate hospitality, internal promotions, product sampling, and personal appearances as they relate to the clients involvement in motorsports. Motorsports marketing is a growing field; the sports' attractive demographics are luring many diverse

companies into this form of corporate advertising. Diversity is apparent in JAG Promotions' client list which includes Bank of the West, KJWL FM Radio Fresno, Top Shelf California Fruit, and SignPro of Dublin.

Bank of the West's involvement in road



racing began when Glenn was introduced through a family relationship to president, Don McGrath. The bank provided Glenn with a small level of sponsorship for amateur racing, in return he provided the bank with measurable new business as a result of racing visibility. When Glenn moved into professional racing this season, Bank of the West moved with him.

KJWL FM Radio, (Fresno's number three station) has joined in JAG Promotions racing effort as a co-sponsor, and Top Shelf California Fruits, (one of the largest producers of nectarines and plums) has also been added

as an associate sponsor. SignPro of Dublin furnishes all of JAG Promotions' signage needs for both racing and business ventures. Tom Rust Racing, at Sears Point International Raceway provides all of JAG Promotions' track and engineering support.

JAG Promotions will be promoting these companies up and down the West Coast in the American Cities Racing League series sanctioned by Sports Car Club of America Pro Racing. The series is for Sports 2000 racing cars which are two seat, fendered, and open cockpit sports racing cars. The unique aspect of this series is that in addition to a drivers points championship, competitors compete in city teams and earn points towards a city team championship. Glenn competes for Team San Jose, winner of the '91, '92, and '93 team championship. The events are held at most of the major road racing tracks from

Phoenix, Arizona to Vancouver, B.C. Currently after three races, Glenn is in second place in the drivers championship points after three consistent finishes. He has been at or near the front of all of the events this year and is the only driver to have qualified in the "Fast Five" in every event. He is a very strong contender for "Rookie of the Year", and is still hungry for that first professional win.

On the business side Glenn has a number of objectives for the current year, as well as a longer range plan. Immediate goals include providing advertising and marketing services for a base of sponsoring clients, and pursuing his own driving career. First quarter revenues and in-kind commitments have exceeded \$100,000, and although expenses still exceed revenues, Glenn is very optimistic. "We have been very successful to get as far as we have this year, both in the business and on the track. I am confident that JAG Promotions will continue to perform in both arenas successfully." As for the future, Glenn said that he would like to expand the business into seeking and servicing sponsorship for other drivers, shops and race teams. "With the sheer size of marketing budgets that flow into the sport, there is quite a bit of room for a high quality sponsorship-seeking service that can generate high caliber materials and promotions." His foremost goal is to become a successful driver, but to do so, he realizes that marketing is the primary focus to keep the bills paid and the car on the track. If the driving doesn't work out, he would like to be involved in motorsports marketing and JAG Promotions.

Given this 22 year old's drive and the level of corporate attention he has already generated, it would appear that Jeff Glenn is putting himself as well as his corporate clients, Bank of the West, KJWL Radio, and Top Shelf on a fast track to success.