



ZACK BOLIN

No. 84 • Sim Racing Driver • Content Creator

SPONSOR & PARTNERSHIP PORTFOLIO

Small partnerships. Real race use. Clear disclosure.

Primary ask	\$20-\$30 race support / equipment help
Competition	INiT Esports • Racers Elite • CIL
Content	TikTok • Twitch • Instagram • YouTube
Focus	Sim hardware • testing • authentic brand use



[Twitch @zbolin84racing](#) | [TikTok @zbolin84racing](#) | [Instagram @kzbracing84](#) | [YouTube @GreatTheRa](#)

WHO KZB RACING IS

Independent sim-racing program built around competition, content, product testing, and long-term partner relationships.

THE DRIVER

Zack Bolin is an Indiana-based sim racer whose online racing background began with NASCAR Racing 4 in 2001. He returned to organized competition on the iRacing platform and now races under the KZB Racing No. 84 identity while building an independent sim-racing and content platform.

- Two-time Kids League champion (2008 and 2009).
- Six recorded league wins during his earlier online-racing career.
- Current focus: NASCAR-style oval racing, organized league competition, streaming and equipment testing.
- Builds KZB Racing as an independent personal racing brand.

WHAT MAKES THE PROGRAM USEFUL TO A SPONSOR

- Products are used in a real competitive sim-racing environment rather than shown once for a promotional photo.
- KZB Racing can document setup, installation, first impressions, long-run use and race-day performance.
- A small sponsor can start at a low cost and grow only if the relationship produces value.
- Content can connect sim racing, PC gaming and motorsports audiences.

CURRENT PARTNERSHIP TARGETS

Cockpits and seats • wheel/pedal hardware • button boxes • displays and mounts • PC components • streaming gear • apparel • tools/accessories • product-testing samples • store credit • affiliate support

KZB RACING AT A GLANCE

Car / identity: No. 84

Home: Indiana

Platform: iRacing

Started sim racing: 2001

Current lane: Organized league competition

Partnership style: Product / micro-sponsor / affiliate

Sponsor philosophy: Start small, prove value

COMPETITION & PUBLIC REFERENCE LINKS

KZB Racing participates in organized sim-racing environments and provides public league links for reference.

INiT ESPORTS	Public reference links to INiT Esports are provided so visitors can identify the competition environment. The name is used descriptively and does not imply endorsement, sponsorship, or authorization of KZB Racing. INiT Esports YouTube • INiT Sim Racing
RACERS ELITE	Public reference links to Racers Elite are provided so visitors can identify the competition environment. The name is used descriptively and does not imply endorsement, sponsorship, or authorization of KZB Racing. Racers Elite Network • RacersElite.com
CIL	Public reference links to CIL are provided so visitors can identify the competition environment. The name is used descriptively and does not imply endorsement, sponsorship, or authorization of KZB Racing. CIL YouTube • CIL Website • Recent VIR broadcast • Recent Atlanta broadcast

WHY THE PUBLIC LINKS ARE INCLUDED

The links above let visitors verify the public racing environments directly. They are reference links only and do not promise sponsor placement, broadcast exposure, or endorsement by any league, platform, or broadcaster.

MICRO-SPONSORSHIP & EQUIPMENT SUPPORT

Built for companies that want to test a relationship without committing to a large traditional sponsorship.

STARTING POINT	WHAT IT COULD BE	WHAT KZB RACING CAN PROVIDE
\$20-\$30	Single-race micro support	Sponsor acknowledgement in KZB-owned content; social tag/thank-you; public race link; post-race follow-up.
PRODUCT	Accessory / sample / credit / discount	Installation or setup content, honest usage feedback, product-in-use photos/video, tags and continued visibility when appropriate.

EQUIPMENT SUPPORT I AM OPEN TO

- Cockpit / racing seat support, including demo, open-box, blemished or discounted equipment.
- Wheelbase, wheel, pedals, shifter, handbrake or button-box products.
- Monitor stands, mounts, displays, PC parts, cameras, microphones and streaming accessories.
- Gift cards, store credit, affiliate commissions or small cash support that can be reinvested into the race setup.
- Longer-term product testing where the brand wants feedback over weeks or months instead of a one-time post.

WHAT I CAN DELIVER

KZB-owned visibility Brand mention and approved logo placement in KZB-owned media; race-day posts. Any vehicle or event placement is subject to the applicable event rules.	Short-form content TikTok / Instagram clips, setup features, product use.	Livestream integration KZB-owned Twitch/YouTube use, product in-frame, and relevant mentions.
Testing feedback Comfort, durability, adjustability, usability, performance.	Sponsor follow-up Direct links and screenshots from KZB-owned posts after supported races.	Long-term use Continued authentic use when the product fits the setup.

DIGITAL CHANNELS & CONTACT

One place for a sponsor to follow KZB Racing, watch the racing, and start a small collaboration.

TWITCH	@zbolin84racing
TIKTOK	@zbolin84racing
INSTAGRAM	@kzbracing84
YOUTUBE	@GreatTheRa

CONTACT

Zack Bolin | Driver / Partnerships - KZB Racing

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PARTNERSHIP POSITIONING

KZB Racing is interested in practical partnerships that can begin at a small level and expand only when both sides see value. A company does not need to fund an entire sim-racing program. A \$20-\$30 race contribution, small accessory, product sample, store credit, discount or test unit can be the beginning of a useful relationship.

INDEPENDENT SPONSORSHIP NOTE

KZB Racing sponsorships and partnership requests are independent arrangements. Third-party names and public links are included only to identify competition and public content. They do not imply sponsorship by, authorization from, or endorsement by INiT Esports, Racers Elite, CIL, or iRacing. Sponsor benefits apply to KZB-owned channels and content unless separately approved by the relevant third party. Any vehicle, event, logo, or brand activation remains subject to applicable platform, event, and brand rules. iRacing is a trademark of iRacing.com Motorsport Simulations, LLC.

KZB RACING • START SMALL. PROVE VALUE. GROW TOGETHER.