

DRIVEN  
BY



**SUCCESS**



**COLIN REEVES:**

**FORMULA DRIFT**

**PRO-AM SERIES**

SIDEWAYS SPEED MEETS STRATEGIC EXPOSURE

**ANGLES THAT EXCITE!**



# Drift Farm

**BUILT FOR COMPETITION, COLIN'S TOYOTA SOARER IS POWERED BY AN 6.2L CHEVROLET LS V8 WITH NITROUS, PRODUCING 600+ HORSEPOWER ON DEMAND. FEATURING PBM COILOVERS, FIGS ENGINEERING SUSPENSION, AND A BIG COUNTRY LABS ATMOSPHERE DEMOLISHER WING, THIS WIDEBODY MACHINE BLENDS PRECISION AND AGGRESSION! PURPOSE-BUILT TO TURN HEADS AND STAND OUT ON ANY TRACK.**

## FULL LOCK. FULL SEND.



## 2026 SEASON



February	Vegas Drift	Las Vegas, NV
March	Drift Buffet - Round 1	Grantsville, UT
April	LS Fest West	Las Vegas, NV
May	Spec-D Pro-Am - Round 1	Edmonton, AB
May	Driven Show	Calgary, AB
May	881 Crew - Northern Bout	Fort McMurray, AB
June	Evergreen Drift Pro-Am	Monroe, WA
June	Driven Show	Edmonton, AB
June	Driven Show	Vancouver, BC
July	Drift Buffet - Round 2	Grantsville, UT
July	Spec-D Pro-Am - Round 2	Agassiz, BC
July	881 Crew - Southern Bout	Edmonton, AB
July	Driven Show	Saskatoon, SK
August	Evergreen Drift Pro-Am	Monroe, WA
August	Spec-D Pro-Am Round 3	Mission, BC
September	Sonoma Drift	Sonoma, CA
September	Tunerbash	Airdrie, AB
September	Tunerbash	Edmonton, AB
September	Drift Buffet - Round 3	Grantsville, UT

**SPEC-D AND EVERGREEN DRIFT ARE JUST THE START. PARTNER ACTIVATIONS, TRADE SHOWS, AND EXHIBITION EVENTS LIKE 881 CREW, VEGAS DRIFT, SONOMA DRIFT, LS FEST AND DRIFT BUFFET MAKE UP A MAJOR PART OF THE 2026 CAMPAIGN. SPANNING CANADA AND THE U.S., THE SCHEDULE WILL BRING DRIFTING TO FANS COAST-TO-COAST AND CAPTURE THE ATTENTION OF MOTORSPORT ENTHUSIASTS ACROSS NORTH AMERICA.**

**[WWW.DRIFTFARM.CA](http://WWW.DRIFTFARM.CA)**





# BEHIND THE WHEEL.

COLIN REEVES FOUND HIS PASSION FOR DRIFTING DURING THE RISE OF CANADA'S GRASSROOTS MOTORSPORT SCENE. AFTER NEARLY A DECADE AWAY TO FOCUS ON FAMILY AND BUSINESS, HE'S BACK WITH NEARLY 20 YEARS OF MOTORSPORT EXPERIENCE AND A NEW PURPOSE. IN 2025, COLIN RE-DEBUTED HIS LS-POWERED TOYOTA SOARER AND REIGNITED HIS PRESENCE AT EVENTS AND PRO-AM EVENTS ACROSS WESTERN CANADA. FOR 2026, COLIN WILL COMPETE FULL-TIME IN SPEC-D PRO-AM AND EVERGREEN DRIFT, WITH ADDITIONAL STOPS AT VEGAS DRIFT, LS FEST, AND SONOMA DRIFT. WITH A GROWING MEDIA PRESENCE AND A CAR BUILT TO IMPRESS, COLIN IS SET TO MAKE A POWERFUL STATEMENT ON AND OFF THE TRACK.



## IT'S ALL IN THE TEAM.



COLIN REEVES - DRIVER



JASON WEBB - SPOTTER



KATE REEVES - TEAM MANAGER



DYLAN LAFFOLEY - CREW CHIEF



MIKE POLIHROPOULOS - MECHANIC



AVERY SEBRYK - CONTENT/MEDIA  
DYNAMIC RANGE LTD.





# MARKETING INITIATIVES.

**1,000,000+ IMPRESSIONS PROJECTED FOR 2026 SEASON**



## DISPLAYS:

YOUR COMPANY MAY PARTICIPATE IN ON-SITE PRODUCT INFORMATION, DISTRIBUTION, SHOWCASES, & SERVICE DEMOS!



## NATIONAL MEDIA:

A CUSTOM PROMOTION SPECIFICALLY DESIGNED TO ENHANCE BRAND AWARENESS, PRODUCT PURCHASES, AND/OR STORE VISITS.



## BRAND IDENTITY:

YOUR COMPANY LOGOS & CORPORATE COLORS, DISPLAYED IN DESIGN, GARMENTS, CANOPIES, HAULERS, APPAREL, & MORE!



- 3000+ ACTIVE SUBSCRIBERS
- OVER 200,000 VIEWS MONTHLY
- 100+ COMMENTS MONTHLY
- OPPORTUNITY FOR GIVEAWAYS
- DIRECT INTERACTIONS



## ON-SITE ENGAGEMENT:

PARADES, CHARITY EVENTS, TRADE SHOWS, GOLF TOURNAMENTS, CELEBRATIONS, AUTO SHOWS, MEDIA & CORPORATE FUNCTIONS.



## DIGITAL/MULTI-MEDIA:

YOUR COMPANY WILL REGULARLY BE FEATURED IN DIGITAL PLATFORM PAID & ORGANIC MARKETING INITIATIVES & CAMPAIGNS.

**COLIN REEVES**





# CAPTURE THE SPOTLIGHT

**DYNAMIC  
RANGE LTD.**  
Photo • Video • Drone

- FULL-SERVICE MEDIA PRODUCTION WITH PROVEN RESULTS
- VIDEOS & PHOTOS CATERED TO YOUR BRAND OR COMPANY
- **30-50% OF SPONSORSHIP VALUE RETURNED** IN VIDEO OR PHOTO PRODUCTION SERVICES AND AD CREATION FOR YOUR COMPANY!



- **ACTIVE FOLLOWERS: 4,576**
- **31,813 VIEWERSHIP IN PREVIOUS 30 DAYS**
- **54.7% OF NEW VIEWERSHIP THROUGH REELS**



- **ACTIVE FOLLOWERS: 3,104**
- **86.9K VIEWERSHIP IN PREVIOUS 30 DAYS**
- **BRANDED CONTENT ELIGIBLE**



- **NEW AND GROWING CHANNEL**
- **50,760 TOTAL VIEWS SINCE CHANNEL INCEPTION**
- **1,690 VIDEO LIKES (98% LIKE VS. DISLIKE)**



EVERYTHING IS FULLY CUSTOMIZABLE TO SUIT YOUR NEEDS AND ENSURE YOUR BEST INTEREST IS MET! LETS PUT THE PEDAL TO THE METAL WITH EXPLORATION OF TEAM PARTNERSHIPS INVOLVING EITHER FINANCIAL OR 'PRODUCT-IN-KIND' OPPORTUNITIES . FULLY TAILORED AND CUSTOMIZABLE OPTIONS



REAR & SIDE WINDOW LOGO PLACEMENT ON THE CAR SHOWCASES YOUR BRAND IN THE LIMELIGHT OF A MAJORITY OF OUR ON-BOARD/EXTERNAL VIDEO CAPTURING! BE SEEN HEADING SIDWAYS IN CRYSTAL CLEAR QUALITY



**DYNAMIC  
RANGE LTD.** IS THE PREFERRED MEDIA CREATION  
COMPANY OF REEVES PERFORMANCE

# EXCLUSIVE OPPORTUNITIES.



## MERCHANDISE

SPONSORS CAN BE FEATURED ON TEAM SHIRTS, SWEATERS, HATS, BANNERS, AND MORE! TURNING EVERY FAN AND SUPPORTER INTO A ROLLING SHOWCASE FOR YOUR BRAND ON AND OFF THE TRACK. THIS CREATES LASTING VISIBILITY AND STRENGTHENS THE CONNECTION BETWEEN YOUR COMPANY AND THE DRIFTING COMMUNITY.

## VIP EXPERIENCES

VIP SPONSOR EXPERIENCES: SPONSORS WILL HAVE THE OPPORTUNITY TO JOIN US TRACKSIDE FOR A TRUE BEHIND-THE-SCENES DRIFT EXPERIENCE. FROM EXCLUSIVE PIT ACCESS AND MEET-AND-GREETs WITH THE TEAM, TO RIDE-ALONGS, AND PHOTO OPPORTUNITIES, OUR PARTNERS ARE TREATED LIKE PART OF THE CREW. THESE EVENTS PROVIDE THE PERFECT SETTING TO ENTERTAIN, REWARD STAFF, OR ENJOY THE THRILL OF DRIFTING UP CLOSE AND PERSONAL.



## ADDED EXPOSURE

THROUGH DYNAMIC RANGE LTD., EVERY SPONSORSHIP PACKAGE INCLUDES A BUILT-IN MEDIA VALUE RETURN. SPONSORS GAIN PROFESSIONAL ON-SITE VIDEO PRODUCTION, REELS, AND AAA-GRADE ADS & COMMERCIALS TAILORED TO HIGHLIGHT **YOUR BRAND** AT YOUR LOCATION! DEPENDING ON THE PARTNERSHIP LEVEL, THIS CAN REPRESENT **30-50%** OF THE SPONSORSHIP **INVESTMENT RETURNED** IN HIGH-QUALITY MEDIA ASSETS. EACH PIECE OF CONTENT IS DESIGNED FOR MAXIMUM IMPACT ACROSS SOCIAL PLATFORMS, EXTENDING REACH FAR BEYOND THE EVENT AND DELIVERING LASTING VALUE YOUR COMPANY CAN CONTINUE TO USE YEAR-ROUND.



# DRIVE SUCCESS WITH US!

## Premier Package

### INTERNATIONAL TEAM NAME-IN TITLE RIGHTS

INCLUSIVE SEASON PKG. **\$15,000**

PRINCIPAL BRANDING/CORPORATE INTEGRATION ON ALL TEAM ASSETS WITH 100% INCLUSION ON ALL MEDIA & MARKETING INITIATIVES. MULTIPLE ON-SITE VIDEOGRAPHY CREATIONS + APPEARANCES & COMPREHENSIVE VIP GUEST ENTERTAINMENT AT ALL RACING VENUES. EXTENSIVE B2B & PROMOTIONAL CONTENT/COLLATERAL + CUSTOM BRANDED APPAREL.

1 OF 2 AVAILABLE

## Executive Package

### INTERNATIONAL TEAM PRESENTING TITLE RIGHTS

INCLUSIVE SEASON PKG. **\$10,000**

PRINCIPAL BRANDING/CORPORATE INTEGRATION ON ALL TEAM ASSETS WITH MAJORITY INCLUSION ON ALL MEDIA & MARKETING INITIATIVES. SELECT ON-SITE VIDEOGRAPHY CREATIONS + APPEARANCES & COMPREHENSIVE VIP GUEST ENTERTAINMENT AT ALL RACING VENUES. RECEIVE PROMOTIONAL CONTENT/COLLATERAL.

2 OF 2 AVAILABLE

## Team Partner

### INTERNATIONAL TEAM 'IN- KIND PRODUCT' PARTNER

INCLUSIVE SEASON PKG. **\$5,000-\$10,000**

PRINCIPAL BRANDING/CORPORATE INTEGRATION ON SELECT TEAM ASSETS WITH 50% INCLUSION ON ALL MEDIA & MARKETING INITIATIVES WITHIN THE EVENT. RECEIVE SELECT ON-SITE VIDEOGRAPHY CREATIONS + GUEST ENTERTAINMENT AT YOUR SPECIFIED EVENT.

\*IN-KIND SPONSORSHIP OPTIONS INCLUDE: TIRES, FUEL/FLUIDS, LODGING, FLIGHTS, PARTS, ETC.\*

MULTIPLE SPACES AVAILABLE

## Series Partner

### INTERNATIONAL SERIES SEASON PARTNER

INCLUSIVE SEASON PKG. **\$1,000-\$5,000**

PRINCIPAL BRANDING/CORPORATE INTEGRATION ON SELECT TEAM ASSETS WITH 30%+ INCLUSION ON MEDIA & MARKETING INITIATIVES WITHIN THE EVENT. RECEIVE RECOGNITION ON-SITE WITH LOGO INCLUSION IN OUR VIDEOGRAPHY + GUEST ENTERTAINMENT AT YOUR SPECIFIED EVENT. PROMOTIONAL CONTENT/COLLATERAL TAILORED TO FIT YOUR GOALS.

MULTIPLE SPACES AVAILABLE

## Premier Package

## Executive Package



REAR WINDOW PLACEMENT

YOUR BRAND HERE!

HERE

HERE

HERE

FRONT/REAR BUMPER PLACEMENT

## Team Partner

## Series Partner

# WELCOME TO OUR COMMUNITY.



COLIN REEVES WITH DRIFTFARM AND THE LS-POWERED TOYOTA SOARER IS EXCITED FOR THE OPPORTUNITY TO PARTNER AND GROW ALONGSIDE LIKE-MINDED BRANDS. WITH STRONG MARKETING INITIATIVES, A PROVEN MEDIA TEAM THROUGH DYNAMIC RANGE LTD., AND A GENUINE CONNECTION TO THE MOTORSPORTS COMMUNITY, WE BELIEVE OUR COLLABORATION CAN REACH NEW HEIGHTS. OUR MISSION IS TO CREATE ENGAGING, HIGH-IMPACT CONTENT AND UNFORGETTABLE LIVE EXPERIENCES THAT SHOWCASE YOUR BRAND, CONNECT WITH YOUR CUSTOMERS, AND DELIVER MEASURABLE VALUE. WE WANT PARTNERS AND FANS ALIKE TO FEEL PART OF THE JOURNEY AND BUILD LONG LASTING CONNECTIONS, AUTHENTIC ENGAGEMENT, AND LONG-TERM BRAND LOYALTY.

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