BUTLER PERFORMANCE

A PARTNERSHIP IDEA FOR 23XI RACING

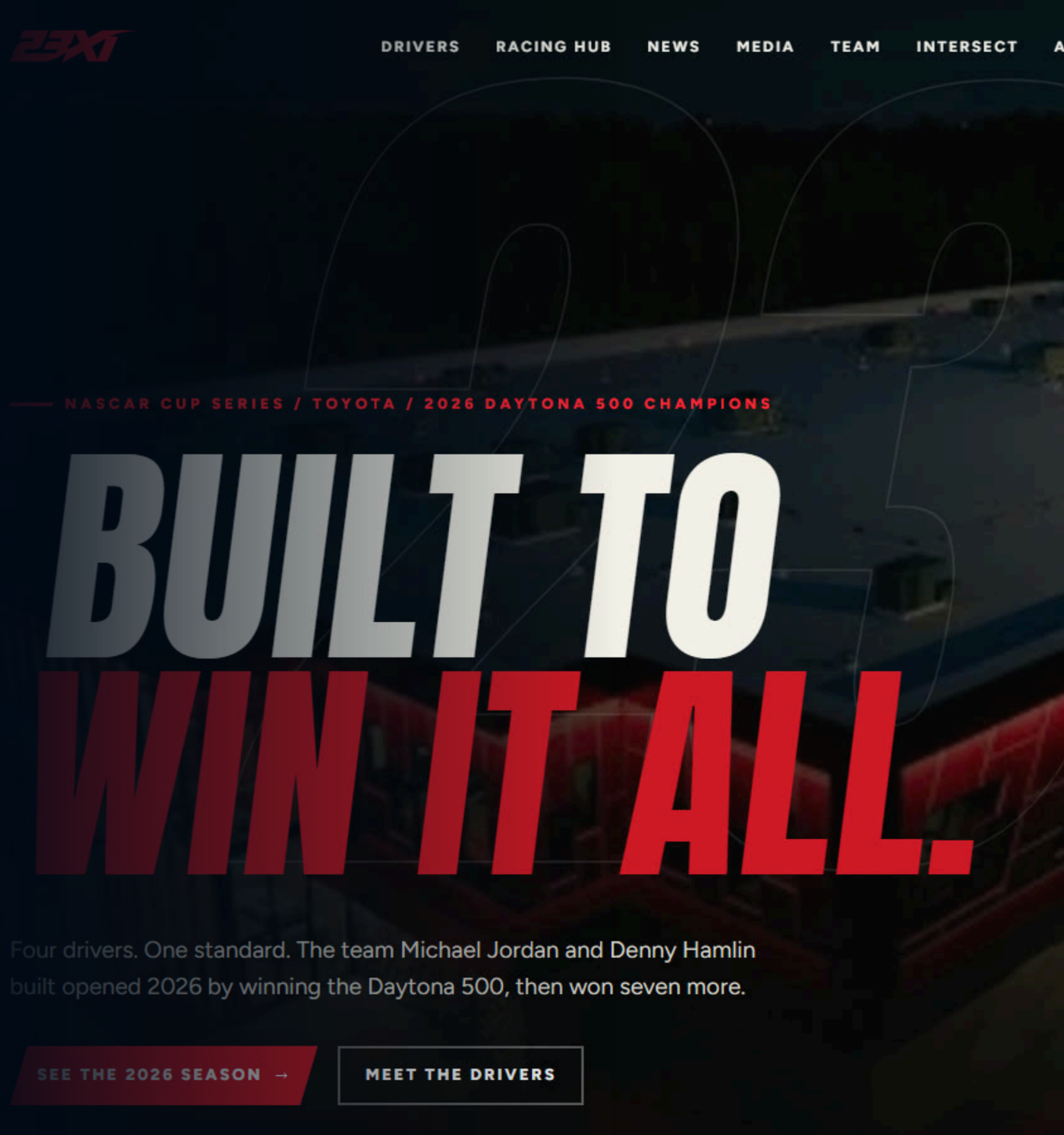
WE WANT TO BE PART OF WHAT YOU ARE BUILDING.

So we did not send a letter. We built something to show it. It is live right now.

23XIRACIN.COM

CHASE BUTLER AND TYRUS THOMAS

BUTLER PERFORMANCE / NOVEMBER 2026



WHY WE ARE HERE

“I GENUINELY LOVE WHAT THIS BRAND IS DOING AND WHAT IT REPRESENTS, AND I WANT TO BE A PART OF IT.”

CHASE BUTLER, FOUNDER, BUTLER PERFORMANCE

YOUR VISION, IN YOUR WORDS

To be the world's leading motorsports team by setting the standards for others to follow, winning on and off the track and building a global, diverse community of employees, partners and fans.

That last line is the one that got us. **We would like to be one of the partners in that community.**

FIRST, THE OBVIOUS

You do not need us. 2026 proved that.

A Daytona 500. Three straight to open the season. A rookie winning the Brickyard. Nothing here is broken, and this is not a rescue.

8	**6**	**3**	**2**
CUP SERIES WINS	FOR TYLER REDDICK AND THE NO. 45	STRAIGHT WINS TO OPEN THE YEAR	CROWN JEWELS: DAYTONA 500 AND BRICKYARD 400

STRAIGHT TALK

What this is, and what it is not.

THIS IS NOT

- A cash grab.
- A sales call dressed up as a favor.
- A template with your logo on it.
- Build it, bill it and leave.

THIS IS

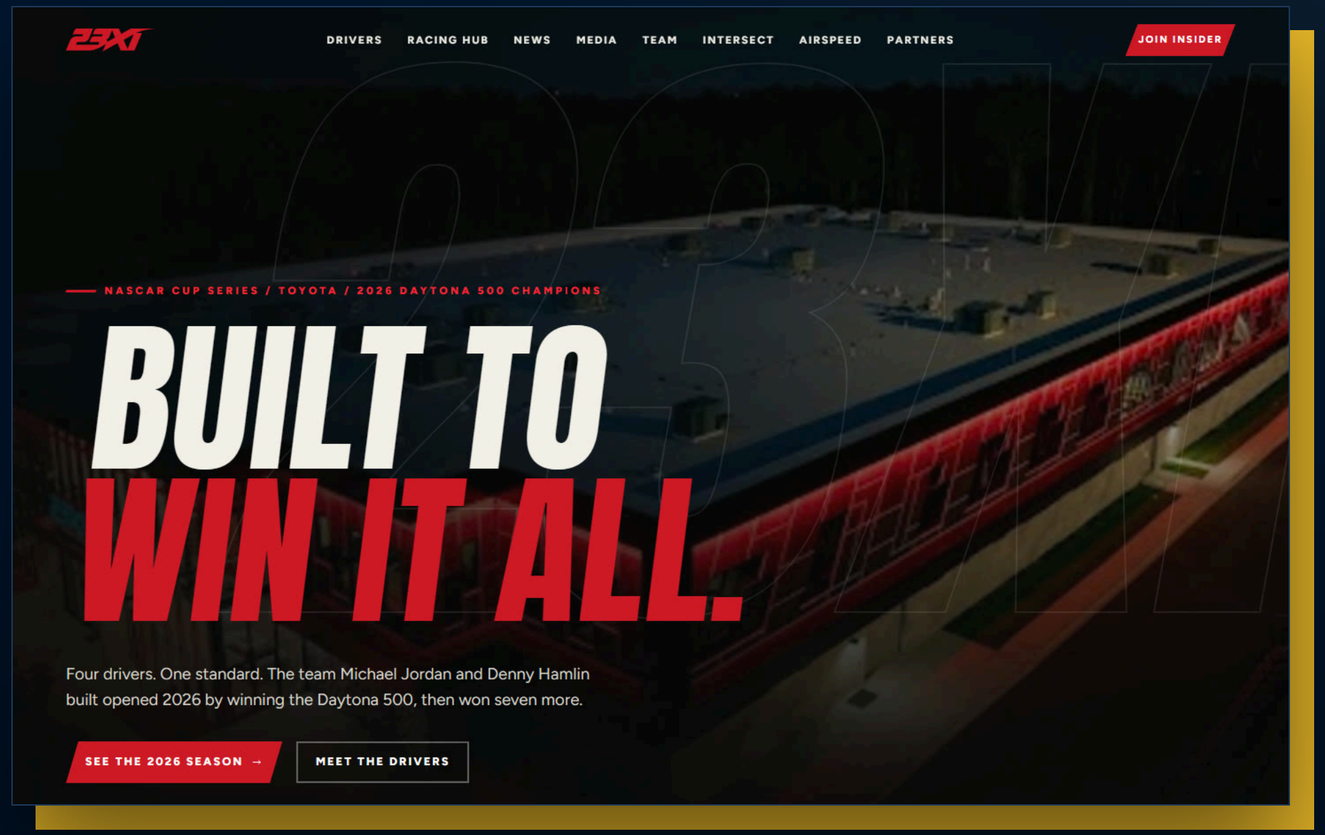
- Two people who admire the brand asking to stand next to it.
- Our best work, done first, so you can judge it before you answer.
- A partnership we intend to show up for every race week.
- Honest about what we get: the exposure of building alongside 23XI.

HOW WE CHOSE TO SAY IT

We built it first, as fans.

23xiracin.com

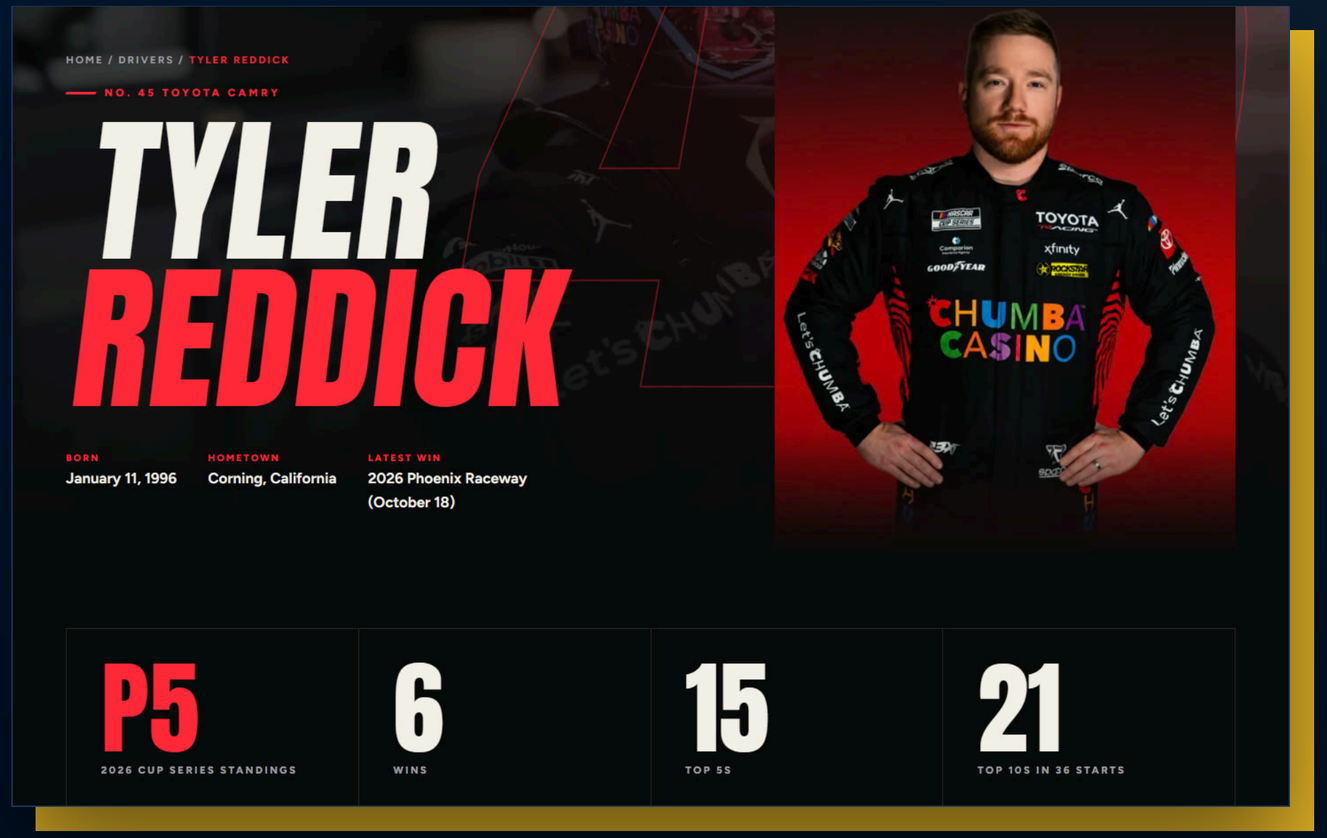
- **15 pages, live today.**
  Our take on every section of your site, built on our own time.
- **Your photos, your headlines, your partners.**
  Nothing invented. Every number comes from your own Racing Hub and race reports.
- **The domain is yours.**
  We registered a near-match only so you could see it live. Say the word and we hand it over or take it down. Until then every page is marked as a concept and points fans to the official site.



DRIVERS

Every driver gets a page worth sharing.

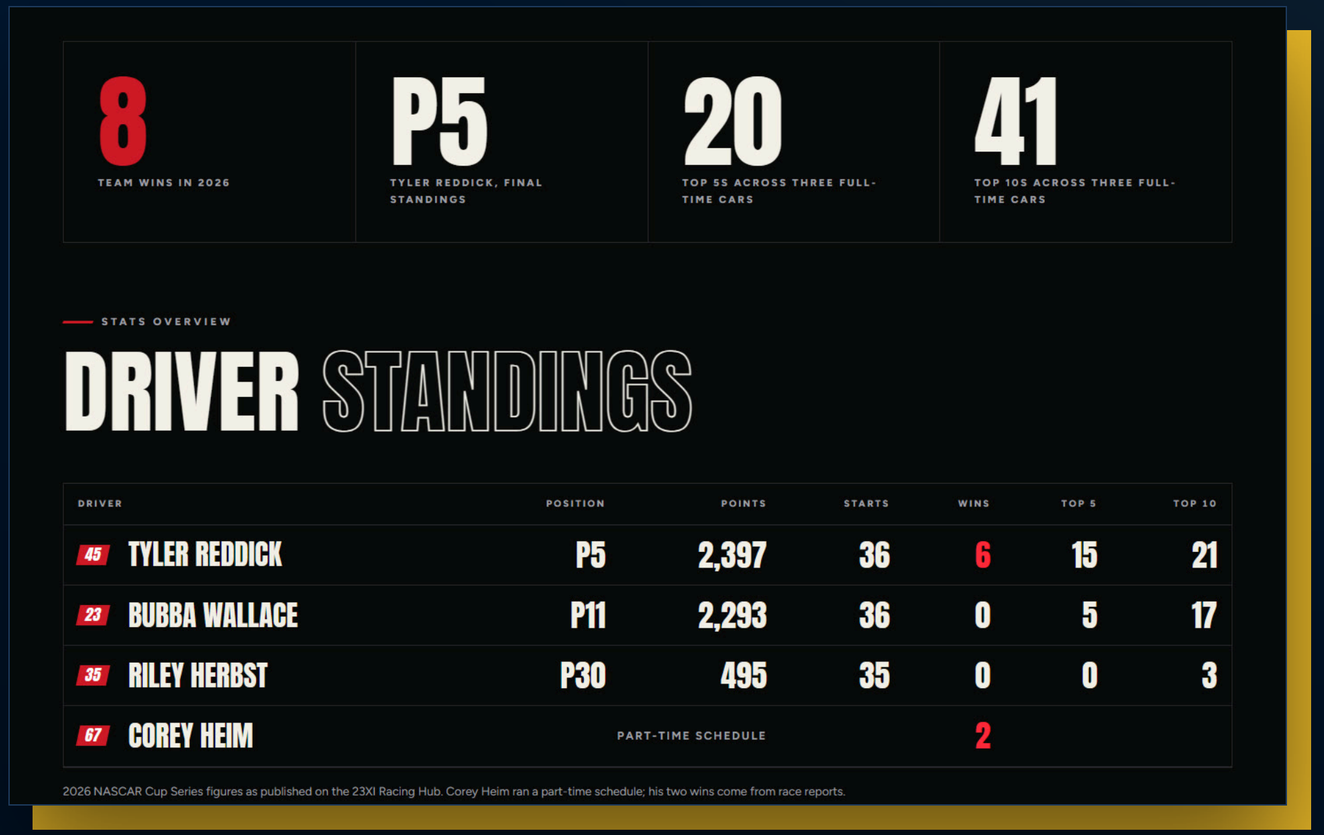
- **Fans see the season at a glance.**
  Standing, wins, top 5s and top 10s sit right under the name.
- **Each driver looks like their own brand.**
  Bubba in purple, Riley in green, Tyler in red, Corey in lime, matched to the car.
- **The story stays current.**
  Latest win, career highlights, photo gallery and that driver's news on one page.



RACING HUB

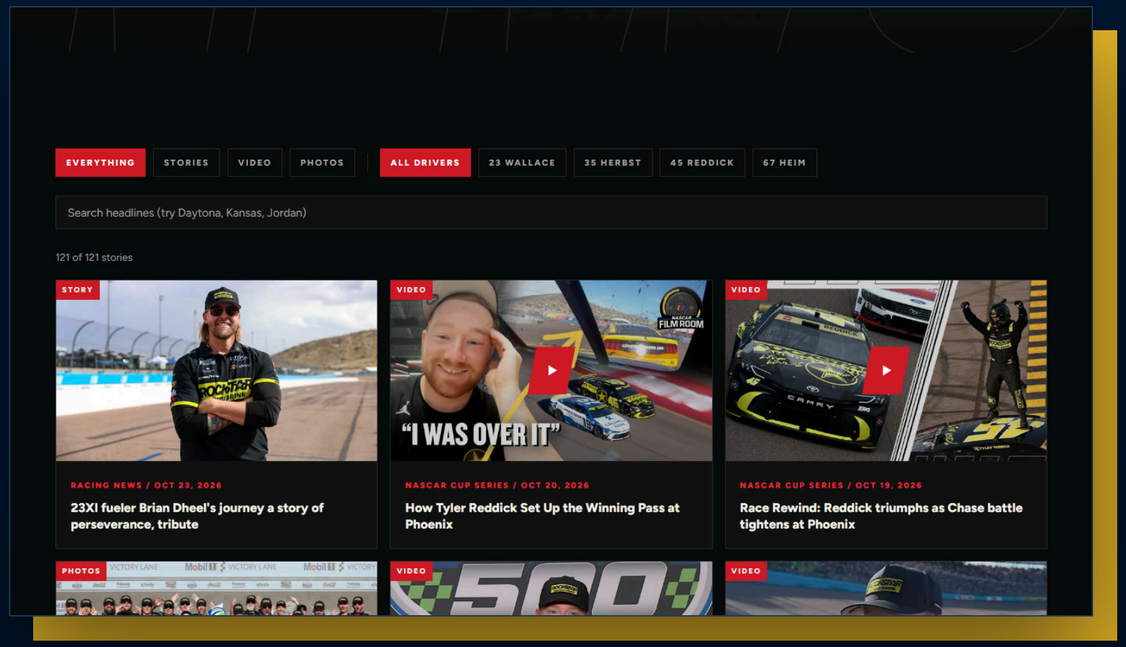
A SEASON LIKE THIS ONE, ON ONE PAGE.

- **Eight wins nobody has to hunt for.**
  All 40 events, with every 23XI win marked in red.
- **One tap to the moments that mattered.**
  Filter to wins, or to poles, stage wins and Bubba's 300th start.
- **All four drivers, side by side.**
  Corey Heim's two wins sit right beside the full-time cars.



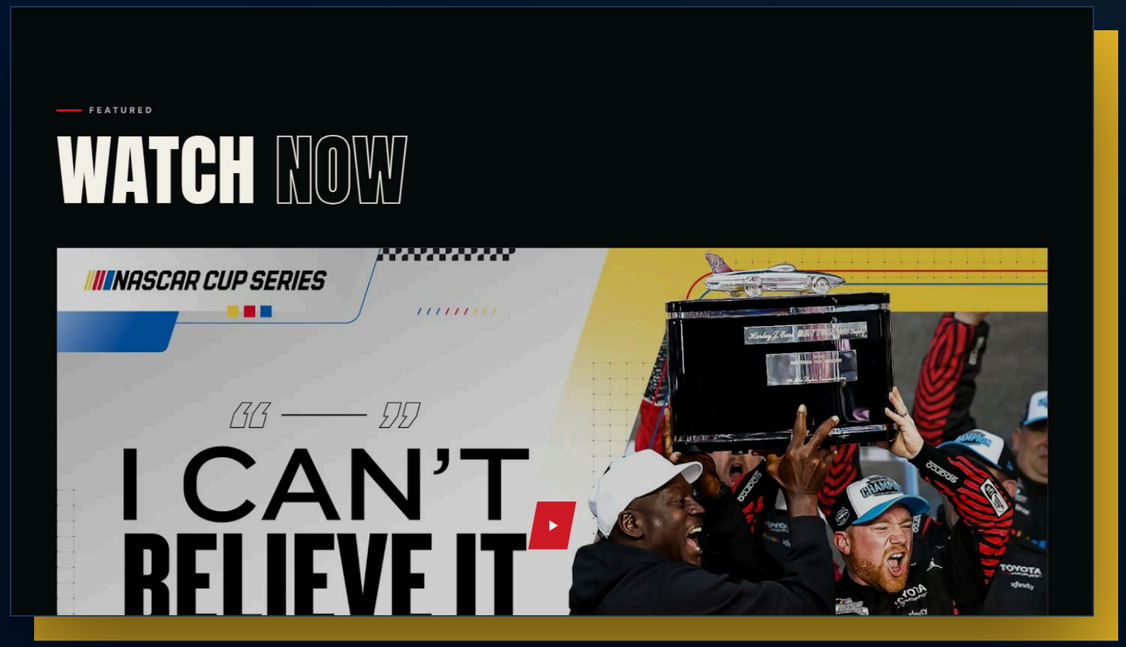
NEWS AND VIDEO

Fans find the story they came for.



Search, or pick a driver.

121 stories narrowed to the right ten in one tap.

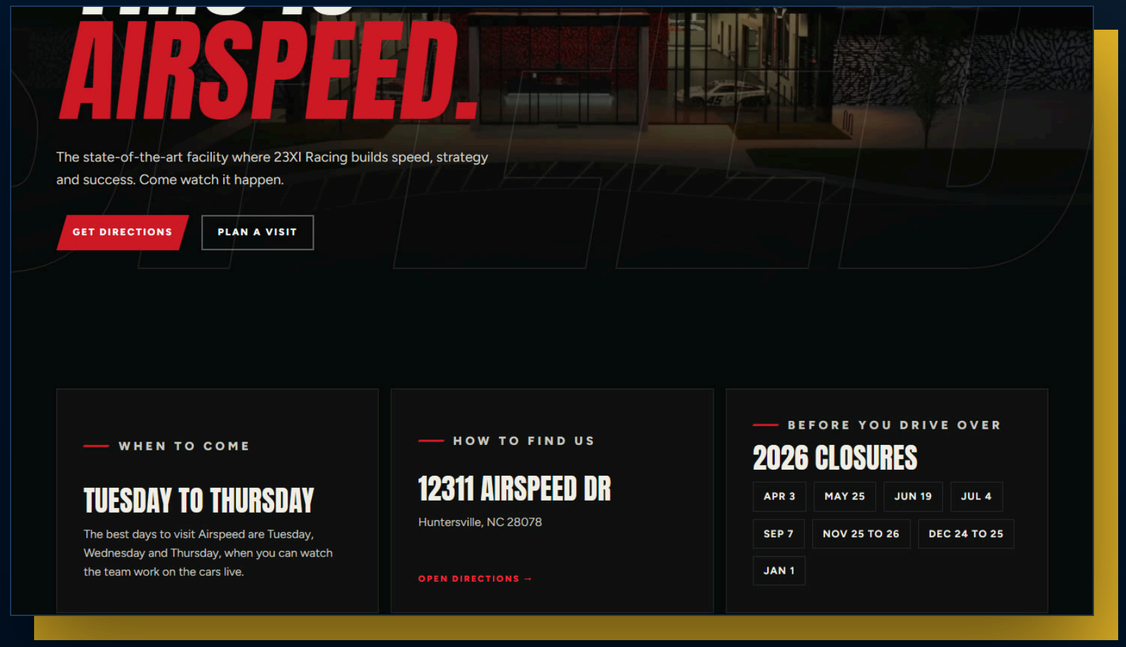


Video plays without leaving.

Fans stay with the team instead of drifting off to YouTube.

What you stand for, where everyone can read it.





- **The mission is the part we love most.**
  Vision, six commitments and five values as real text that search engines and screen readers can read.

- **A visit to Airspeed takes one look.**
  Best days, address, directions and the dates the building is closed.

PARTNERS

Your partners are part of the story. We put them in it.

- **Every logo is a door to the partner.**
  All 29 link straight to the brand.
- **Partner news lives beside the logos.**
  Renewals with Hardee's, Pinnacle and Fleetio, and new partners like Coca-Cola and Rockstar Energy.
- **The car sits with the driver.**
  Each full-time driver's page carries the car and its paint scheme.



IF YOU SAY YES

Where a partnership could go. You pick.

01
A site that updates itself

Results flow in after each race, so every driver page is current by Monday morning.

02
Race day mode

On Sundays the home page becomes the race: where to watch, where your cars are running, what just happened.

03
Insider, built in

Sign-up on your own pages, with every sign-up logged and delivery checked, so no fan is lost.

04
Airspeed visits you can book

Fans pick a day and you know who is coming before they arrive.

05
A back office your staff will use

Your communications team posts a story, swaps a paint scheme or adds a partner without calling a developer.

06
Proof for partners

A report each partner can open that shows how often fans saw and clicked their brand.

IDEAS FOR THE PARTNERSHIP. NOT IN THE CONCEPT YET.

WHO IS ASKING

Two partners. One standard.

Chase Butler

FOUNDER

Division I baseball at Georgia Tech. PGA Golf Professional at the private country club level. Years in software sales and product strategy before starting Butler Performance in Rome, Georgia.

Tyrus Thomas

PARTNER

No. 4 pick in the 2006 NBA Draft out of LSU. Eight NBA seasons with the Chicago Bulls and the Charlotte Bobcats. Leads Butler Performance in Baton Rouge and founded The Recruiting Assist.

> We treat every client like a teammate we are trying to help win Game 7 of the NBA Finals or the World Series.

HOW BUTLER PERFORMANCE WORKS

Custom built. Never templates. 20+ builds shipped for teams, schools and businesses. **One mindset. One mission. One movement.**

MORE THAN A WEBSITE

We bring our relationships WITH US.

A partner should open doors, not just build pages. These are the rooms we are already in.

BASKETBALL

Tyrus Thomas

Eight NBA seasons, in Chicago and in Charlotte, and deep roots at LSU and in Baton Rouge. His network of players, coaches and schools comes with him.

PERFORMANCE OIL

Royal Purple and Brian Sager

Chase works with Brian Sager, Senior Sales Manager for the Installed Market at Royal Purple. If a conversation between the brands ever makes sense, we can open that door. The next slide shows what it could look like.

BASEBALL AND GOLF

Chase Butler

Division I baseball at Georgia Tech and a PGA Golf Professional at the private country club level. Teams, schools and clubs are where Butler Performance does its work.

INTRODUCTIONS WE CAN OFFER. NO COMMITMENTS MADE ON ANYONE'S BEHALF.

ONE IDEA, TO SHOW HOW WE THINK

Picture the 45 in Royal Purple.

- **A relationship we already have.**
  Chase works with Brian Sager, Senior Sales Manager for the Installed Market at Royal Purple.
- **A picture is easier to talk about.**
  We drew the car, the suit and the helmet so both sides can see it before anyone picks up a phone.
- **Only an idea.**
  Nobody at 23XI Racing or Royal Purple has seen or approved this. It is ours to offer and yours to wave off.



THE ASK

Let us earn a place next to the brand.

1. **Thirty minutes to walk the concept together.** Tell us what we got right and what we missed.
2. **Tell us where a small company could carry real weight for you.** The website is our idea. Yours may be better.
3. **Shape the partnership your way.** What we want out of it is the association, and the chance to keep showing up.

Chase Butler and **Tyrus Thomas** / Butler Performance

706-676-5110 / chase@butler-performance.com

23xiracin.com is yours the moment you want it.

CONCEPT ONLY. NOT AFFILIATED WITH 23XI RACING OR NASCAR.