



The Cool Cat Camry

2022 NFT Sponsorship with Jesse Love

Within the span of Jesse's racing career, nonfungible tokens (NFTs) will likely become part of our everyday lives. This new technology will impact everything from real estate to gaming, and we believe NFTs could play a major role in the future of Motorsports.

On September 8, 2021, Jesse became the first NASCAR driver to offer a NFT community-backed sponsorship of a race. Jesse's first NFT, the "Jesse Love Gold Card", helped fund his race at Bristol and gave 11 members of the Cool Cats NFT community the rights to put one of their own collectible NFTs on the #25 Mobil 1 Toyota Camry.

We sold out within a day and more importantly, confirmed our proof of concept. With the support of Toyota, Mobil 1, JBL and Oakley, we're excited to take this concept to the next level for 2022.

On November 5, we will be minting 333 editions of an NFT which will give the Cool Cats community the opportunity to be a primary-level sponsor for the 2022 season.

This NFT will allow collectors to pick their own Cool Cat to put on Jesse's car for the entire season. They'll also be entitled to receive exclusive gifts from Jesse, JBL, and Oakley; access to future collectible NFT airdrops to commemorate special moments in Jesse's career; and if we sell out, one lucky collector will win a 2022 Toyota Camry signed and delivered in person by Jesse!!

We have been working since May to create a plan that would be a win for Jesse, the collectors of his NFTs, the NFT community, our sponsors, and ultimately the entire sport. We believe our plan could help reimagine NASCAR fandom in the digital age, and we're thrilled to be at the forefront of this new era in internet history.