



**ALL FIELDS SPORTS PARTNERS WITH LINQ PROJECT**  
*Industry Leading Partnership Revenue Agency Secures Deal  
with Innovative Motorsport Marketing Group*

LIVERMORE, CALIFORNIA (October 23, 2023) - All Fields Sports (AFS) and South Florida-based LINQ Project have aligned in efforts to capitalize on expanded offerings inside the greater motorsports marketing and revenue development landscape.

With an expanding roster of clients, that now represented both brands and properties, AFS has taken the necessary steps forward to deliver revenue through corporate development paired with developed go-to-market strategies and content plans across the greater motorsport property landscape.

“In this time of content-driven initiatives, the ability to develop, sell and implement a fully engaged partnership is key to our continued growth as a company.” stated AFS President, Steve Fields, “The LINQ Project team brings a new level on content creation strategies, development, graphic design, videography and fulfilment to the table for us. We are excited to be able to speak to this level of digital and social content for our current and future clients.”

“Our existing clientele closely align with AFS’s distinguished roster in the motorsports sector, and we are well prepared to enhance our content offerings across both brand and property platforms.” says Lily Lindquist, Founder of the LINQ Project, “LINQ Project aims to be instrumental in bolstering All Fields Sports’ partnership engagement efforts with a range of modern and cutting-edge digital strategies.”



### **About All Fields Sports (AFS)**

All Fields Sports (AFS) specializes in uniting global brands with all levels of sports properties, teams, athletes and events. Revenue development, program and event strategies and entitlement valuations are at the core of our long-term successes, with current client roster that includes the American Historic Racing Motorcycle Association (AHRMA), MotoAmerica, WeatherTech Raceway Laguna Seca, Lime Rock Park, Road America, Michelin Raceway Road Atlanta and Hilton Head Island Concours de'Elegance.

### **About LINQ Project**

LINQ Project is a motorsport focused branding and consulting agency with a specialized focus in digital media and curating bespoke events. Renowned for their audacious ideas and remarkable outcomes, LINQ Project is synonymous with problem-solving and unwavering dedication to project success. Each project they undertake is fueled by passion, establishing enduring relationships with charismatic brands and championing radical modernism. Recognizing that the next generation of consumers seeks alternatives to conventional norms, they specialize in forging voices that strike a resonant and make an impactful statement.

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