



RED CAR
Motorsports

2021 PARTNERSHIP PROPOSAL



ABOUT RED CAR MOTORSPORTS

Red Car Motorsports started as a father and son duo that traveled all over the west coast chasing a dream. That dream started to become a quick reality as son, Dominic Starkweather, started winning and gaining more opportunities to race. As they did more driving, they met people like co-driver, Cole Loftsgard, and racing coach, Mike Marinoff. Dominic had an opportunity to drive in a few endurance races with Cole and the vision began to manifest. The three share values of integrity, hard work and honesty. Mike, a former professional driver himself, knows what it takes to be a pro and has over 10,000 hours on the track. He has worked very closely with both drivers to get them physically and mentally ready for the challenges ahead of them and team Red Car Motorsports. We have our car, our team, our passion and we are ready to do what it takes to make that father and son dream a reality as we embark on this journey in GT4 America.

ABOUT PIRELLI GT4 AMERICA

The Pirelli GT4 America Championship utilizes GT4 homologated racecars in two popular race formats - Sprint and SprintX. Explosive growth in the GT4 category has resulted in a wide range of cars that are eligible to race in GT4 from the top manufacturers. The Pirelli GT4 America Championship will be featured on GT World Challenge and IndyCar weekends during the season, ensuring top tier tracks and strong media coverage for the Sprint and SprintX series.

WHAT WE CAN OFFER OUR PARTNERS

- Red Car Motorsports' Partners will be associated with world class racing organizations, SRO Motorsports and Audi Sport.
- SRO Motorsports had over 795,000,000 impressions delivered across series touchpoints in 2019.
- Our partners will be given international exposure with races broadcasted on CBS Sports Network and live streamed to over 8,000,000 viewers over the course of the season.
- A diverse demographic of GT Racing fans will accumulate over 1.4 million pageviews over the course of the season on the SRO Website where our team will be featured, as well as Audi newsletters and Red Car Motorsports social media.
- Red Car Motorsports will travel over 30,000 miles on the road with over 40 feet of trailer space being advertised on major roadways.
- Red Car Motorsports can create unique hospitality packages for Your Company and Your Employees, including track days, race weekends, and corporate visits.

BROADCAST GLOBALLY

(2020)



PARTNERED WITH TOP BRANDS



ASTON MARTIN
AMR



AUDI



BMW



FORD



GINETTA



KTM



MCLAREN



MERCEDES-AMG



PORSCHE

PORSCHE



SIN CARS

SIN



AMAZON WEB
SERVICES



CROWDSTRIKE



OPTIMA



PIRELLI



SKIP BARBER



TOTAL



5.11



RACING RADIOS

2019 SEASON METRICS.

													TOTAL
Event Attendees	12,242	140,000	2,568	187,000	9,452	50,000	7,023	7,255	3,510	8,021	2,402	2,402	429,473
Total Entries	102	34	30	21	103	50	95	60	121	112	119	119	847
Total Drivers	157	34	80	21	143	82	130	80	164	149	155	155	1195
Social Impressions													
Event Hashtag	17,644,322	6,410,448	135,583,161	3,398,652	23,845,536	19,670,773	23,795,925	12,399,694	25,181,380	24,465,365	35,008,112	35,008,112	327,403,368
Series Hashtag	14,349,971	4,235,794	1,864,242	5,364,772	9,127,995	15,064,448	13,874,063	14,251,665	23,585,003	24,251,185	24,454,482	24,454,482	150,423,620
Social Reach													
Event Hashtag	2,951,601	2,106,280	6,465,311	1,079,492	2,982,585	2,517,667	3,205,633	1,820,937	2,830,257	3,185,012	3,179,992	3,179,992	32,324,767
Series Hashtag	1,608,908	752,135	677,944	1,511,990	2,271,603	2,385,603	1,981,128	2,951,989	2,447,136	3,909,237	3,356,303	3,356,303	23,853,976
Broadcast													
Livestream Views	747,022	53,768	133,546	31,230	839,262	1,035,199	559,812	41,594	839,301	1,019,953	1,193,009	1,193,009	6,493,696
Network TV Viewership	200,000	75,000	100,000	50,000	200,000	150,000	200,000	50,000	200,000	200,000	200,000	200,000	1,625,000
VoD	48,029	4,600	37,571	5,681	16,181	8,790	10,605	19,300	6,716	17,300	48,002	48,002	222,775
Media Coverage													
Total Readership	73,300,000	4,380,000	13,300,000	90,400,000	38,800,000	9,800,000	22,400,000	9,370,000	8,440,000	2,290,000	35,500,000	35,500,000	307,980,000
Est. Coverage Views	357,000	43,300	75,400	138,000	141,000	55,400	99,100	54,000	89,600	42,200	2,480,000	2,480,000	3,575,000
Social Shares	3,860	597	1,270	616	3,640	378	1,620	898	1,800	647	9,550	9,550	24,876
Digital Impressions													
Annual Website Visitors													218,389
Annual Website Pageviews													1,396,333
TOTAL 2019 IMPRESSIONS													795,976,307

RACING IN KEY MARKETS

(Proposed 2020 Schedule)



Sonoma Raceway
Mar 5-7 - Sonoma, CA



Road America
Aug 27-29 - Elkhart Lake, WI



Circuit of the Americas
April TBA - Austin, TX



Watkins Glen International
Sept 17-19 - Watkins Glen, NY



Canadian Tire Motorsport Park
May 21-23 - Bowmanville,
Canada



Indianapolis Motor Speedway
Oct 15-17 - Indianapolis, IN



*Virginia International
Raceway*
June 11-13 - Alton, VA

OUR DRIVERS

Dominic Starkweather



Red Car Motorsports | Phoenix, Arizona

- Won Pacific West Coast Championship Race 2019
- WRL Endurances Races – COTA and Barber Motorsports Park with professional drivers
- Currently leading the 2020 U.S. Majors Tour – Western Conference Championship
- Currently leading the 2020 Cal Club Championship
- Bondurant School of High Performance Driving current track record holder
- Spring Mountain Driving School – Attended twice 2019
- Major tracks driven include Laguna Seca, Auto Club Speedway, Circuit of the Americas, Road America, Barber Motorsports Park, Portland Int'l Raceway

Cole Loftsgard

Red Car Motorsports | Las Vegas, Nevada

- 2019 SCCA Majors Western Conference T3 Champion
- 2019 SCCA Majors Western Conference Rookie of the Year
- Spring Mountain Driving School Instructor
- 22 Overall Oval Track Race Victories
- 2013 ASA Truck Series Championship Runner Up
- Bondurant School of High-Performance Driving
- Spring Mountain Driving School
- Major tracks driven include Circuit of the Americas, Barber Motorsports Park, Willow Springs Raceway, Buttonwillow Raceway Park



2021 SEASON CAR: AUDI R8 LMS GT4



Sponsor's name on team gear with annual partnership. Minimum partnership of \$25,000.

As one of less than a handful of teams competing with the current-generation Audi R8 LMS GT4, Red Car Motorsports offers unique branding opportunities for companies looking to market themselves as an exclusive and desirable brand.

With the global outreach of the Audi Sport racing program, your company will be broadcast within Audi corporate itself, as well as any press releases Audi sends to their teams and partners.

Red Car Motorsports has different packages and options available and can customize a package to best fit Your Company.

Hospitality Options

Host Your Company at a private track event with drivers.

Reward an Employee of the Month/Salesperson of the Month with a visit to a race or a track day.

Reward an Employee of the Month with a race car ride along.

Appearances and promotions with race car and driver at your facility, event or an Audi dealership with photographs.

Hospitality suites available to Your Company on race weekends.

Corporate Team Building & Executive Retreats at the track

Support Your Company's new Product Launches.

Marketing/Advertising Options

Your Company Logo on Red Car Motorsports race car.*

Your Company Logo on Red Car Motorsports transport trailer.*

Your Company Logo on Red Car Motorsports website and/or social media with links to your Home Page/Products Page.

Film a promotional video at the track with Red Car Motorsports car and driver(s) and with your Employees promoting Your Business and Products.

Your Company Logo on Red Car Motorsports driver(s)' race suit.*

Your Company mentioned/promoted during televised driver interviews.*

***Depending on package selected or if you want one custom created for Your Company. Please contact us at Marketing@RedCarMotorsports.com for more information.**