Team 7 Racing Partner Packet

Before you begin reading our digital Partner brochure, we at Team 7 Racing would like to thank you for taking the time to do so and look forward to having you become part of the Team 7 Racing family.

Welcome to the exciting world of Trans Am Racing! The longest running racing series in North America starting in 1966. Trans Am is the fastest growing, highest performing, and best value racing series in the United States. Team 7 Racing brings to the track 52 years of racing experience. Partnering your organization with Team 7 Racing will provide a marketing and advertising platform like no other.

What is The Trans AM Racing Series?

Their posters covered your garage and bedroom walls and they've been rolling off assembly lines in Detroit for decades. They're the quintessential American cars, engrained in our culture and our hearts.

Throughout the years, some of the greatest names in motorsports have participated in the Trans Am Series. Names like Tommy Kendall, Mark Donohue, Peter Gregg, Bob Tullius and Wally Dallenbach, Jr. have all won multiple

champion-ships under the Trans Am name. Everyone has a favorite on the road or on race day. Everyone knows who they're rooting for, openly or secretly. And now, they're back in force.

Ford Mustang

Chevrolet Camaro

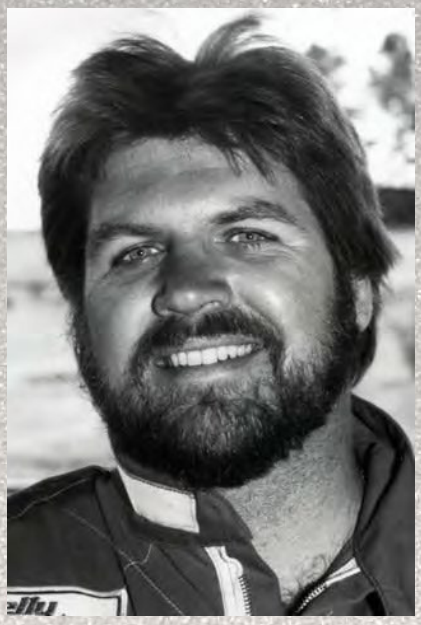
Dodge Challenger

This is the TA2 class. The fastest growing class in road racing, no matter how you look at it. And there's a reason for that. Not only do they ignite the passions of fans and drivers alike, but they're fast, powerful and the best deal in racing —with a track list including Road America, Watkins Glen, Sebring, Mid-Ohio, and The Circuit of the America's drivers get to perform on some of the legendary courses in North America.

It's a class of top performers and competitive racing, one that's growing but maintaining its core values— high performance racing of a caliber on which purists and enthusiasts can agree while focused on cost control. With an average car count of 26 throughout the year, and some events with over 40 entries, the value, exposure, and entertainment that TA2 provides is the best in the industry.

Team 7 Racing HISTORY

In 1974 Mack Gouge founded Team 7 Racing, and started racing in The Sports Car Club of America (SCCA) Regional and National events. Gaining experience in Road Racing, Team 7 Racing has gone on to claim several Championships and many victories in SCCA Road Racing.



Team 7 Racing moved into their current race shop in 2001, a 10,000 sq. ft. state of the art facility, capable of supporting a multi-car team.

Team 7 Racing plans to race in select events in the 2026 Trans Am Schedule and is focused on committing to a full season effort for 2027 fielding a car in the TA2 category. The season will include races at nationally known tracks such as: Road America, Road Atlanta and the circuit of the America's to name a few

MISSION STATEMENT

Team 7 Racing is dedicated to winning as a top tier Trans Am race team. Building strong relationships with our partners through creative and exciting marketing campaigns and hospitality events, maximizing return on your investment. Team 7 Racing has been involved in the motorsports for more than 52 years. This success has been based on our strong core values of: Desire, Dedication and Determination.

TEAM 7 RACING

Trans Am
AMERICA'S ROAD RACING SERIES

WHAT MAKES UP A TRANS AM SUPER FAN?

Income
- $100,000-$149,000..... 13%
- $150,000-$229,000..... 37%
- $230,000-$499,000..... 21%
- $500,000 and above..... 28%

Age
- Over 65 years-old.....4%
- 55-64 years-old.....30%
- 44-54 years-old.....41%
- 18-43 years-old.....25%

Real Estate
- Homeowners.....95%
- Owns two or more.....48%

Employment
- Business Owners..... 40%
- Professionals..... 28%
- Executives..... 13%

Average Yearly Spend for Racing....$142,000

Average Member Net Worth.....$4.4 Million

Average Number of Cars Owned.....6.1

Collectors of Literature, Art, & Other Automobilia.....92%

EACH RACE FAN IS A CENTER OF INFLUENCE FOR 32 OTHER PEOPLE IN THEIR CIRCLE OF FRIENDS

The Trans Am super fan serves as an advisor to friends, family and coworkers for automotive purchases.

For every fan reached, on average, ***32 others are advised on***:

- Car, Trucks, SUV's
- Batteries, Brake Pads, Mufflers
- Oils and Lubricants
- Performance Accessories, Spark Plugs
- Tires, Wheels and Tools.

Reach that matters.

85.8% of fans serve as the heads of household, making decisions on high-involvement automotive purchases.

Why become a Partner with Team 7 Racing?

- Unique way for your brand exposure
- Television and multi-media packages will be on SpeedSport1 reaching millions of viewers
- The race car and transporter wrapped with your organizations colors, name and logo
- Your organization will have national exposure in the following ways: Television, Articles in publications, Videos, YouTube, and social media outlets

- Have you ever seen a race team transporter on the highway? Did it get your attention? A wrapped truck and trailer will be seen by over **2.5 MIllION PEOPLE** as it travels during the season. Other team vehicles travel with the team as well. Not including visibility at the track or other appearances.
- Your organizations webpage link on the Team 7 webpage
- Product samples handed out at the track
- Banners and Signage at the track
- Crew Uniforms with Partners logos

Why become a Partner with Team 7 Racing?

- The **TRANS AM SERIES PRESENTED BY PIRELLI** has elevated its global coverage for the current season with live streaming video.
- SpeedSport1 is the first network dedicated to FREE, LIVE motorsports-presenting hundreds of live events, and thousands of hours of the finest motorsport content and lifestyle programming from around the globe annually. SpeedSport1 is designed for the sports most passionate fans.
- Tracing its roots to 1934, SpeedSport1 is Americas oldest and most trusted motorsports media brand. for nearly 50 years, SpeedSport1 was the bible of motorsports news. Edited by the "Dean" of American motorsports journalism,-- Chris Economaki. SpeedSport1 was acquired by motorsports media veterans Joe Tripp and Ralph Sheheen in 2012, and since then , the company has grown well beyond its weekly newspaper platform. Today,SpeedSport1 is available via its award winning motorsports news website SPEEDSPORT.COM, its weekly insider premium newsletter, free daily racing newsletter, social media and on SpeedSport1
- The SpeedSport1 team with backgrounds at ESPN, SpeedVision, Speed Channel,FS1,NASCAR, MTV, Disney and MAVTV have come together to developed a television network dedicated to live motorsports that is designed for the worlds most passionate fans. For the latest motorsports news visit SPEEDSPORT.COM.

Live Streaming

- Eleven Trans Am events are being live streamed this season, featuring both 100-mile races each weekend, along with off-track activities like Race Grid Fan Walks.
- The Trans Am's live coverage was viewed in **62 DIFFERENT COUNTRIES** with **over 645,000 views**.

How else can you utilize your Partnership?

- Posters, hats, shirts, banners, stickers, pens, koozie, and any other
- Personal appearance with fans at the track
- Marketing items
- The appearance of Team 7 Racing Show Car at your trade shows, corporate events, conventions and other presentations
- Posters and Pictures at Corporate Headquarters or other locations
- Driver personal appearance and marketing of your organization
- Boost company sales through promotions and contests
- Increase employee loyalty and dedication
- Possibilities are only limited by your imagination

Team 7 Racing Contacts

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