



IMSA LMP3 Program



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The IMSA Prototype Challenge Championship was developed to support the IMSA WeatherTech SportsCar Championship – the premier SportsCar racing series in North America.

The series offers racers from around the world the opportunity to compete at historic venues like Daytona, Sebring, Road America or Road Atlanta.

The Series mission is two-fold: present an opportunity for semi-professional race car drivers to compete in a world-class environment racing state of the art closed cockpit LMP3 prototypes.

While also providing an avenue for drivers to move up the ladder into the Prototype classes in the WeatherTech SportsCar Championship.

Following the worldwide LMP3 (LeMans Prototype 3) platform and category, IMSA introduced the Prototype Challenge Championship new in 2017.

The state of the art closed cockpit LMP3 prototypes will compete in a 6-round schedule in 2021. All 6 events will be part of the IMSA WeatherTech championship weekends.

All races are run in an endurance race format with an two-driver line-up. Races are 1-hour 45-minutes long including one mandatory pit-stop for refueling, tire and driver change.

Only silver rated (Semi-Pro) drivers and bronze (Gentlemen) drivers are eligible to compete. Only one silver rated (Semi-Pro) driver is allowed per line-up with a minimum required drive time per race for the bronze (Gentlemen) driver of 40 minutes.







Starting in 2019 NBC became IMSA's exclusive broadcast media partner. NBC Sports Group and IMSA entered into a six-year partnership starting in 2019.

Highlights of this new media partnership as followed:

- Nearly a 50% increase in over-the-air network broadcast programming with plans developing for three races to be broadcast on NBC
- The IMSA WeatherTech SportsCar Championship will have 9 hours race broadcasts on NBC and 45 hours on NBC Sports Network - NBCSN
- Over 100 hours of race broadcasts across IMSA's multiple race series platforms
- All WeatherTech SportsCar Championship races will be broadcast live flag-to-flag on NBC.com and via the NBC Sports App
- IMSA joins NASCAR and IndyCar at NBC, the "Home of Motorsports in the United States" with unprecedented cross promotional opportunities, enhanced marketing capabilities, etc.

IMSA Platform Coverage:

- WeatherTech Championship – all races live or same day delay
- Michelin Pilot Challenge Championship – two-hour cut down within two weeks of each event
- **Prototype Challenge presented by Mazda – one hour show within two weeks of each event**





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## TELEVISION



**4.1**  
MILLION  
UNIQUE  
TV VIEWERS



**374**  
THOUSAND  
LIVE STREAM  
HOURS



**168**  
THOUSAND  
VIEWERS PER  
MINUTE (IWSC)

## DIGITAL



**4**  
MILLION  
TOTAL VISITORS



**10.5**  
MILLION  
PAGE  
VIEWS



**5.1**  
MILLION  
TOTAL  
CONNECTIONS



**1.3**  
MILLION  
HOURS OF LIVE  
VIDEO STREAMING



**7.1**  
MILLION  
APP SCREEN  
VIEWS

## SOCIAL



**562**  
THOUSAND  
FOLLOWERS



**111**  
MILLION  
SOCIAL  
IMPRESSIONS



**2.5**  
MILLION  
TOTAL  
ENGAGEMENTS



**12.4**  
MILLION  
EARNED  
VIDEO VIEWS

Sources: TV: The Nielsen Company; data based on Live + SD data stream. Digital: Google Analytics; digital metrics represent all platforms (IMSA.com, IMSA Mobile, IMSA Mobile Apps), Akamai; live video streaming includes IMSA.com, IMSA Mobile, Mobile app and NBC Sports App. Social metrics sourced through Instagram, Facebook, Twitter and YouTube analytics. Social followers include official IMSA Instagram, Facebook, Twitter and YouTube accounts.



Reaches nearly **35M** viewers per month





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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 run the entire 2022 LMP3 schedule and compete for a championship. The season will include races at nationally known tracks such as: Road America, Mid-Ohio 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 47 years. This success has been based on our strong core values of: Desire, Dedication and Determination.







# 2022

**01 Round**  
Jan. 21-23  
**Daytona Int'l Raceway**, Daytona FL, USA



**02 Round**  
May. 13-15  
**Mid Ohio Sportscar Course**, Mid Ohio OH, USA



**03 Round**  
July. 01-03  
**Canadian Tire Motorsport Park**, ONT, CAN



**04 Round**  
Aug. 26-28  
**VIR**, Virginia VA, USA



**05 Round**  
Sept. 28-  
Oct. 01  
**Road Atlanta**, Braselton, GA, USA



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# Race History

1974 – 78 Competed in SCCA Regional and National Events posting multiple wins and top ten finishes  
1979 – SCCA South Atlantic Road Racing Champion  
1980 – 81 Won the SCCA Southeast Division earning an invitation to the Champion Spark Plug Road Racing Classic; finished 8th and 4th respectively  
1982 – 90 Competed in SCCA and IMSA events earning multiple wins and top ten finishes  
April 1986 MotorWeek "Racer of the Week" with a run from a 29th starting position to a 3rd place finish at the IMSA race at Road Atlanta  
1991 – 96 Team Member of Highland Timber Racing's ARCA Team, playing a vital role in their many top ten finishes and Rookie of the Year winning Driver in 1995  
1996 – Co-founder of the Professional Association of Racing Trucks "PARTS"  
1997 – 00 PARTS series posts 3 poles, 3 wins, 11 top five and 19 top ten finishes, en route to top-ten points finishes every season  
2001– 05 Pro-1 Division bracket races at select Super Chevy Show Series events  
2004 – 05 Competed in the Stock Car Road Racing Championship Series and won the 2005 US LEC Stock Car Road Racing Championship  
2006 – 09 Two-time ORSCA World Champion, with driver Jeremy Ellis  
2012 – Two top ten finishes in Trans-Am series  
2013 – Southern Outlaw Series Drag Racing 5.0 Championship  
2014 - Two SARRC GT-2 Wins  
2019 - Three SARRCGT-2 Wins and One Second  
2019 - Two Southern Outlaw Drag Race Series wins and one runner up













**ASSOCIATE**  
*with a leading brands*

**BUILD**  
*awareness, familiarity,  
favorability and interest*

**CONNECT**  
*with target audiences*

**CREATE**  
*relationship-marketing  
opportunities*

**DRIVE**  
*leads for sales*

**GAIN**  
*direct and indirect business*

**EXPERIENCE**  
*one-of-a-kind VIP entertainment*

**PROMOTE**  
*the brand*

**SUPPORT**  
*corporate citizenship role*

**CAMPAIGN**  
*advertising, marketing,  
and promotional*

**SHOWCASE**  
*products and services*

**GENERATE**  
*awareness among customers  
and stakeholders*











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