





IMSA LMP3 Program





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Series

Overview

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.









Broadcasting Overview

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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Key Program Metrics

TELEVISION



4.1
MILLION
UNIQUE
TV VIEWERS





168 THOUSAND DIGITAL



MILLION TOTAL VISITORS











7.1 MILLION APP SCREEN SOCIAL



562 THOUSAND











12.4 MILLION

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 accounts.





Reaches nearly 35M viewers per month







PROTOTYPE CHALLENGE



DIMSA

Program Information

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

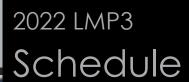
Team 7 Racing is dedicated to winning as a top tier Trans Am race team. Building strong relationships with our partners through creative and exciting marketing campaigns and hospitality events, maximizing return on your investment. Team 7 Racing has been involved in the motorsports for more than 47 years. 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









PROTOTYPE CHALLENGE



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







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PROTOTYPE CHALLENGE



Core Partner Benefits



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













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