

# PARTNERSHIP OPPORTUNITIES

**SCCA Pro Racing and the F4 U.S. & Formula Regional (FR) Americas Championships are actively seeking partners for the 2020 racing season. As we continue to grow these development series, we aim to align ourselves with partners to elevate each other in the motorsports industry. Our goal is for your partnership to improve the success of your company, develop and enhance business-to-business relationships, and provide unforgettable experiences for you and your guests as well as our drivers and teams. The opportunities for partnership include, but are not limited to, series, event, banquet, and contingency partnerships.**







# WHO WE ARE

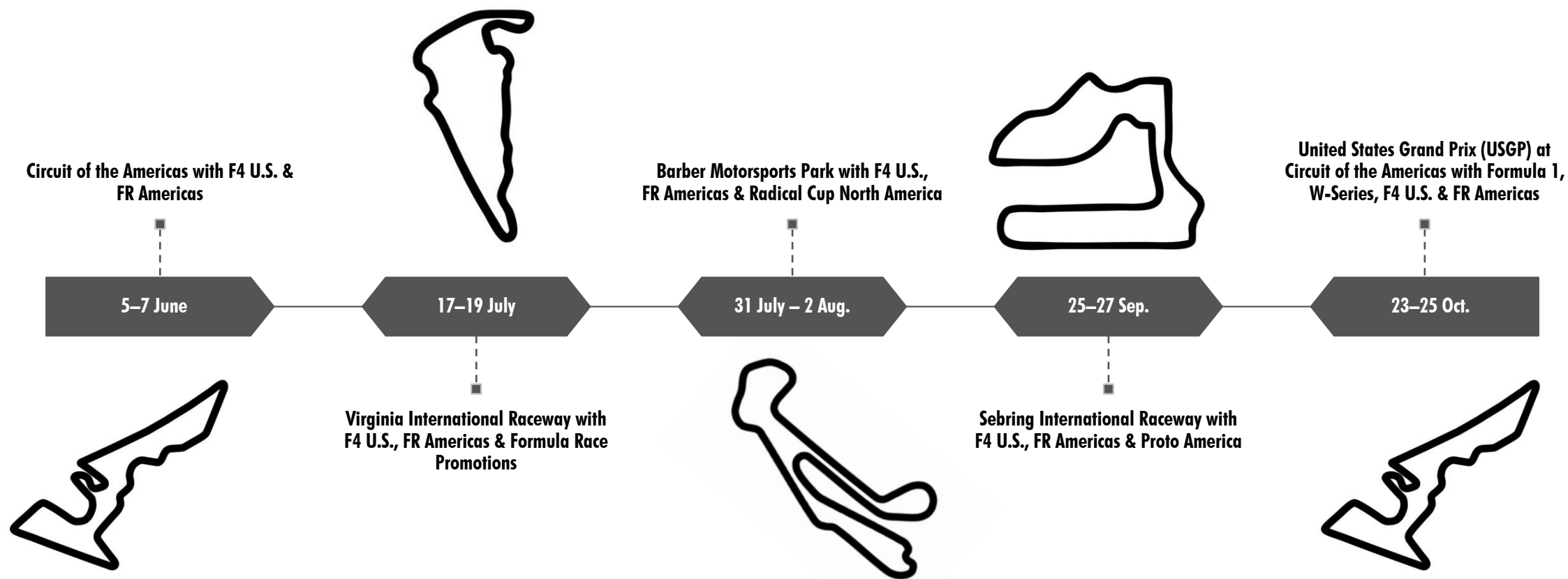
SCCA Pro Racing, a division of Sports Car Club of America, Inc., provides full-service organization and operational support plus sanctioning for numerous professional racing series including The Trans Am Series Presented by Pirelli, FIA Formula E, Formula Race Promotions, Radical Cup North America, and Creventic 24H Series.

The FIA Formula 4 & Formula Regional Championships are designed as entry-level open-wheel racing series offering young talent the opportunity to demonstrate their skills on an international platform while keeping affordability and safety as key elements.

The United States-based Championships align with the global FIA development ladder philosophy of using common components to provide a cost-efficient, reliable and powerful racing structure as drivers ascend through the levels on their way to U.S. or global racing success.

During the 2018 season, the F4 U.S. Championship Powered by Honda averaged 31 cars per event, a world record for F4. We averaged 26 cars for the 2019 season, maintained the record for the world's largest F4 grid size, and set a world record with 38 entries at the F1 United States Grand Prix at Circuit of the Americas. The 2020 season is shaping up to be just as successful with 28-30 cars expected for our season opener at Michelin Raceway Road Atlanta.

The FR Americas Championship debuted in 2018 with the first North American application of the Halo. Continuing to grow in 2019, the Championship saw a total of 17 drivers take the field during the season, and with the announcement of the Honda Indy Lights Scholarship, the 2020 season is poised host the largest grid yet. The return of the United States Grand Prix as the season finale is sure to bring all eyes on the emerging Championship.



*\*Schedule subject to change*

# 2020 SCHEDULE



The F4 U.S. & FR Americas Championships have a great online presence including our websites, social media channels, and earned media hits.

Varying levels of social media marketing are included with all partnership opportunities.

The marketing metrics from the 2019 Championships can be found on the next page.



# 2019 KEY METRICS FOR F4U.S. & FR AMERICAS CHAMPIONSHIPS

## PR & Web



**451,013,912**

POTENTIAL AUDIENCE  
REACHED AND



**1,316,660**

COMBINED SERIES  
WEBSITE VIEWS  
ON

**347,099**

UNIQUE DEVICES

## Outlets



**657**

EARNED MEDIA HITS



**4%**

INCREASE OVER 2018  
IN PUBLICATIONS

TOP DIGITAL OUTLETS



## Social Media



**35,700,000**

COMBINED IMPRESSIONS  
WITH



**571,900**

COMBINED ENGAGEMENTS  
INCLUDING



**82,200**

LINK CLICKS

## Countries



TOP COUNTRIES ENGAGED

United  
States



Canada



Mexico



United  
Kingdom



Brazil



Ireland



Australia



*Numbers reflect December 2018-December 2019*



# CONTINGENCY PARTNERSHIP

Contingency partnerships are a great way to participate in each weekend at the best place of all, victory circle. You can choose to reward drivers and/or teams in one or both Championships for their hard work behind the wheel or behind the wrench during an event weekend.

Examples of contingency partnerships include:

- FR Americas Fastest Qualifier
- F4 U.S. and/or FR Americas Rookie of the Race
- F4 U.S. and/or FR Americas Outstanding Team

SCCA Pro Racing would provide our Contingency Partners with the following:

- Partnership announced in an individual press release
- Logo and link featured on Championship website(s); logo featured on Championship cars, plus series trailer & safety car
- Social Media Posts: at least one per month from April to October
- Paddock signage and activation space
- PA Mentions: at least one per event
- Ability to take part in Victory Circle presentation of award
- Partnership and award mentioned in post-event press release
- 2 credentials for the season, including the Support Paddock for the United States Grand Prix (USGP)
- 4 VIP Event Tickets for one non-premier event: includes paddock meet & greet with drivers, safety car rides, and catering

*Investment:*

- Activation Fee per Championship: \$1,500
- Suggested Award or Product Trade Value per Weekend: \$200-\$500





# YEAR-END CONTINGENCY AWARDS

The year-end contingency award can be combined with a season-long contingency or it can be a separate award all together.

Examples of year-end contingency awards include:

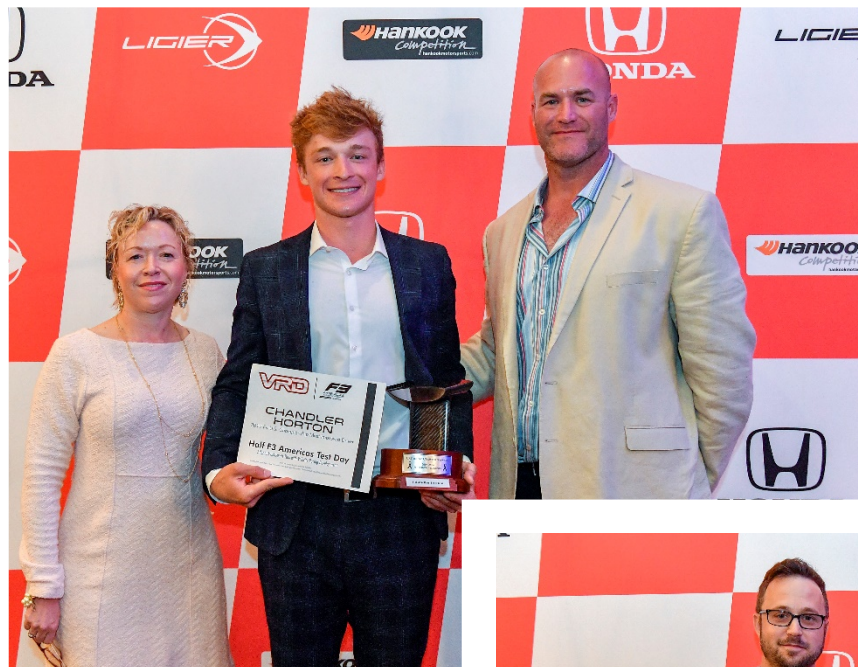
- FR Americas Pole Award
- F4 U.S. and/or FR Americas Vice Champion
- F4 U.S. and/or FR Americas Rookie of the Year
- F4 U.S. and/or FR Americas Outstanding Team of the Year

SCCA Pro Racing would provide our Year-End Contingency Partners with the following:

- Contingency partnership announced in an individual press release
- Logo and link featured on Championship website(s)
- Social Media Posts: at least one per month from October to December
- Banquet signage: foyer and slideshow
- Ability to take part in presentation of award
- Partnership and award mentioned in post-Banquet press release
- 2 credentials for the season, including the Support Paddock for the USGP
- 2 reserved seats at the Champions Banquet

**Investment:**

- Activation Fee per Championship: \$1,000
- Suggested Award or Product Trade Value: \$500-\$5000





# CHAMPIONS BANQUET PARTNERSHIP

The F4 U.S. & FR Americas Championships will end their 2020 seasons with a Champions Banquet, held Sunday, October 25<sup>th</sup> at the Omni Austin Southpark in Austin, Texas. Partnership levels are available to provide you with targeted exposure as we celebrate the season.



## Presenting

- Partnership announced in an individual press release
- Logo and link featured on Championship websites
- Social Media Posts: at least one per month from August to January
- Banquet signage: foyer and slideshow
- Ability to take part in presentation of award
- Mentioned in all stories pertaining to Banquet
- Opportunity to assist with presentations
- 10 Support Paddock Credentials for the USGP
- Reserved table for 10 at Banquet with Champions Meet & Greet
- *Investment: \$25,000*

## Red Carpet

- Partnership announced in an individual press release
- Logo and link featured on Championship websites
- Social Media Posts: at least one per month from October to March
- Banquet signage: foyer and logo on photo booth images
- Mentioned in all stories pertaining to Banquet
- 6 Support Paddock Credentials for the USGP
- 6 reserved seats at the Champions Banquet
- *Investment: \$15,000*

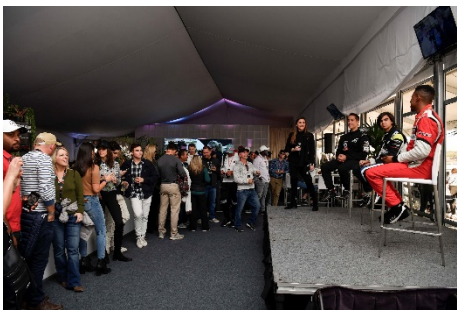
## Beverage

- Partnership announced in an individual press release
- Social Media Posts: at least one per month from September to November
- Banquet signage: foyer and beverage napkins
- Product placement opportunity
- 4 Support Paddock Credentials for the USGP
- 4 reserved seats at the Champions Banquet
- *Investment: \$5,000*

## Associate

- Partnership announced in an individual press release
- Social Media Posts: at least one per month from September to November
- Banquet signage: foyer and centerpieces
- 4 Support Paddock Credentials for the USGP
- 4 reserved seats at the Champions Banquet
- *Investment: \$5,000*

# EVENT PARTNERSHIP



Showcase your company on some of the biggest motorsports' stages in the world. Event partners are featured by the Championships, but also the track hosting the event.

Each three-day event outlined on the next page features:

- 2-3 races per Championship
- Driver Autograph Sessions and/or Fan Walks
- Open Paddock to Fans
- Opportunities for Showcasing Your Brand
- Hospitality Options

SCCA Pro Racing would provide our Event Partner with the following for each race sponsored:

- Event partner status announced in an individual press release
- Naming rights to the event
- Logo and link featured on Championship website(s); logo featured on event poster, event website, paddock signage, video content
- Social Media Posts: at least one per month April to October with at least two per month two months before the sponsored event
- Mentioned in all references to the event in press releases
- PA references made throughout the event
- Assist with pre- and post-race ceremonies including announcing the start of engines and presenting trophies in Victory Circle
- 20 VIP Tickets to sponsored event
- 2 credentials for the season, including the Support Paddock for the USGP
- 2 reserved seats at the Champions Banquet
- *Additional provisions and opportunities at specific events outlined on the next page.*



# EVENT PARTNERSHIP DETAILS

## VIR

## Barber or Sebring

## United States Grand Prix

### Event Features:

- F4 U.S. & FR Americas Championship plus Formula Race Promotions
- Six on-track sessions for each Championship
- Pre/During/Post-Race PA interview opportunities
- Paddock Activation Space
- Lunch-time safety car rides
- Estimated Attendance: 5,000 people

*Initial Investment: \$10,000*

### Upgrade Options Available:

- Catered Hospitality Tent
- On-site Lodging
- Potential Live-Streaming Promotion

### Each Event Features:

- F4 U.S. & FR Americas Championship plus Proto America
- Six on-track sessions for each Championship
- Pre/During/Post-Race PA interview opportunities
- Paddock Activation Space
- Lunch-time safety car rides
- Estimated Attendance: 5,000 people

*Initial Investment: \$10,000*

### Upgrade Options Available:

- Catered Corporate Suites
- On-site Lodging
- Potential Live-Streaming Promotion

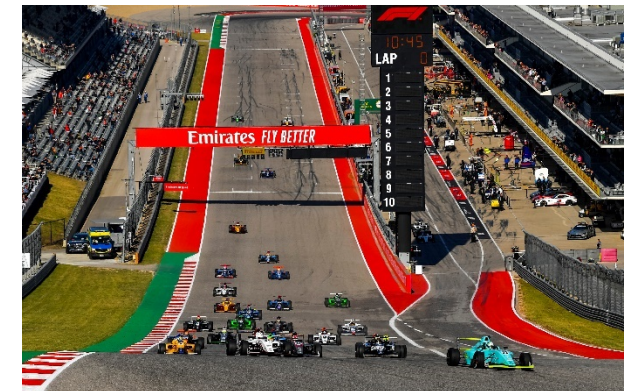
### Event Features:

- Formula 1 with W-Series plus F4 U.S. & FR Americas Championships
- Four on-track sessions for each Championship
- Super Stage Concerts: past performers include Justin Timberlake, Taylor Swift, & Sir Elton John
- Estimated Attendance: 250,000 people (a sold-out crowd for 2019 featured 268,000 people)

*Initial Investment: \$100,000*

### Upgrade Options Available:

- Paddock Activation Space
- Circuit Signage
- Elevated, Full-Service Hospitality Tent
- Full-Service Corporate Suite
- Potential Live-Streaming Promotion



# OFFICIAL PARTNERSHIP

An Official Partnership with the F4 U.S. and FR Americas Championships would provide a unique way to showcase your brand to an audience of international viewers. Whether you are looking to increase sales, build relationships, or boost your visibility, our Championships offer you the opportunity to showcase your company, open business-to-business doors, and provide exciting at-track experiences for your employees, vendors, and clients. Below is a working list of deliverables as there are additional opportunities that could be explored to ensure a successful partnership.

SCCA Pro Racing would provide an Official Partner the following:

- Press release and video announcing the formation of the partnership; promoted in both print & online media outlets
- Showcased logo placement on the following:
  - Championship websites
  - Championship cars
  - SCCA Pro Racing Trailer
  - Championship safety car
  - Championship Driver Suits
  - Championship paddock signage
- Social Media Promotion
- Activation space
- Minimum of three (3) PA Mentions at each event
- 4 credentials for the season, including the Support Paddock for the USGP
- 4 VIP Event Tickets for every non-premier event: includes paddock meet & greet with drivers, safety car rides, and hospitality at SCCA Pro Racing trailer
- 4 VIP Event Tickets for Grand Prix de Trois-Rivières (GP3R) & USGP: includes paddock meet & greet with drivers, safety car rides (GP3R only) and hospitality suite access

*As we move forward with our live-streaming and broadcast plans, you would be included in the programming discussions, providing opportunities to promote your brand even further.*

*Investment: \$25,000 per Championship annually*





# TITLE PARTNERSHIP

A title partnership with the F4 U.S. and FR Americas Championships would provide a unique way to showcase your brand to an audience of international viewers. Whether you are looking to increase sales, build relationships, or boost your visibility, our Championships offer you the opportunity to showcase your company, open business-to-business doors, and provide exciting at-track experiences for your employees, vendors, and clients. Below is a working list of deliverables as there are additional opportunities that could be explored to ensure a successful partnership.

**SCCA Pro Racing would provide a Title Partner the following:**

- Press release and video announcing the formation of the partnership; promoted in both print and online media outlets along with promotion by teams and drivers via their websites and social media channels
- Showcased logo placement on the following:
  - Championship logos
  - Championship websites
  - Championship cars
  - SCCA Pro Racing Trailer
  - Championship safety car
  - Championship Driver Suits and SCCA Pro Racing & Championship Team Uniforms
  - Prominent Championship paddock signage
- Social Media Promotion
  - Tagged in all posts pertaining to the Championships
  - Share all posts made by Title Partner pertaining to the Championships
- Activation space
- PA Mentions whenever referring to the Championship names
- Ability to take part in Victory Circle presentations
- 4 credentials for the season, including the Support Paddock for the USGP
- 8 VIP Event Tickets for every non-premier event: includes paddock meet & greet with drivers, safety car rides, and hospitality at SCCA Pro Racing trailer
- 8 VIP Event Tickets for Grand Prix de Trois-Rivières (GP3R) & USGP: includes paddock meet & greet with drivers, safety car rides (GP3R only) and hospitality suite access

*As we move forward with our live-streaming and broadcast plans, you would be included in the programming discussions, providing opportunities to promote your brand even further.*

**Investment: \$100,000 per Championship annually**

# F4 U.S. & FR AMERICAS CHAMPIONSHIP MEDIA

 [F4 U.S. Championship](#)  
 [F4USChampionship](#)  
 [F4Championship](#)  
 [F4 U.S. Championship](#)  
 [F4US](#)  
 [www.f4uschampionship.com](#)

 [FRAmericas](#)  
 [FRAmericas](#)  
 [FR Americas](#)  
 [FRAmericas](#)  
 [F3Americas & FRAmericas](#)  
 [www.FRAmericas.com](#)

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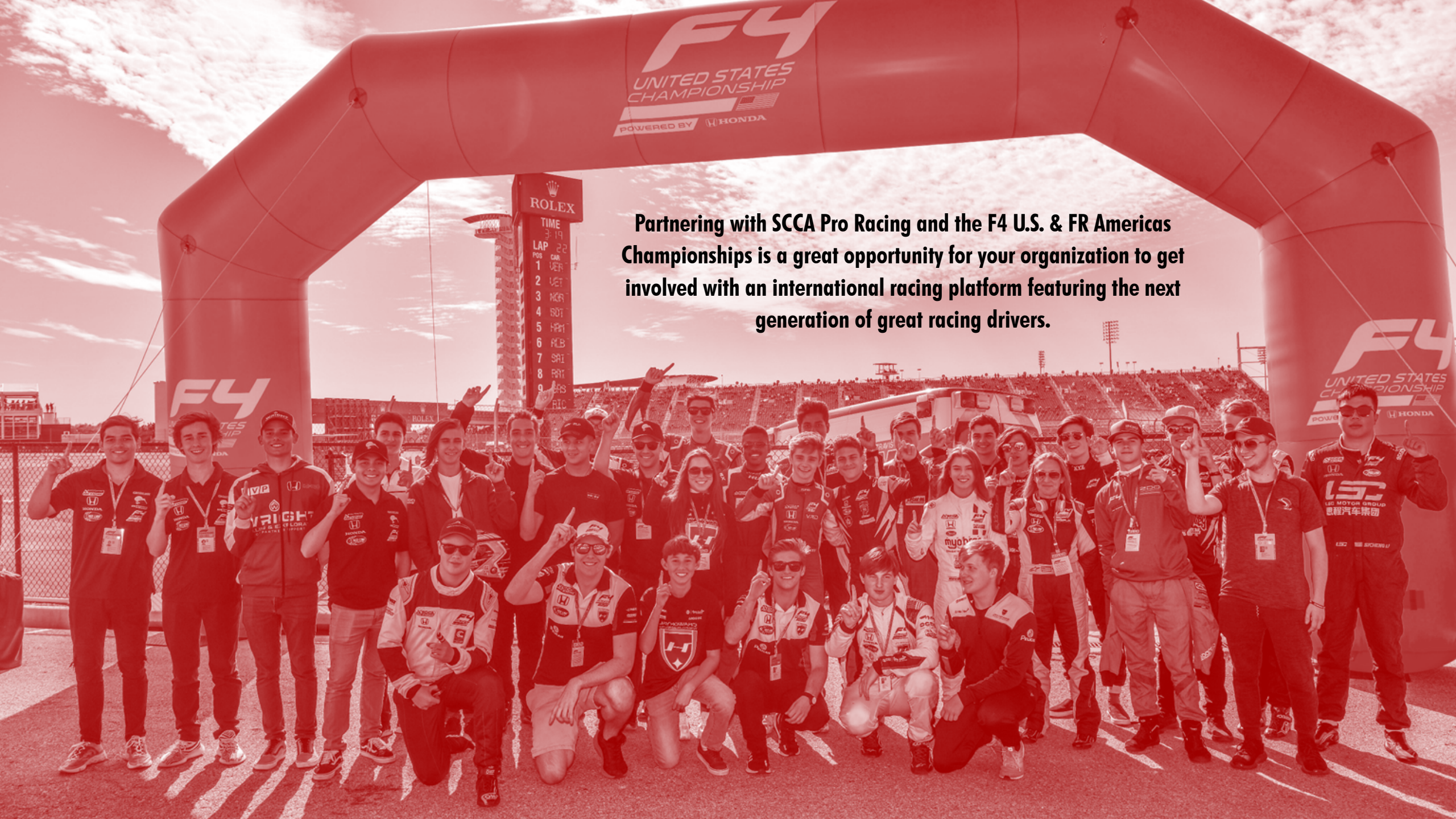
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 **765-621-3554**



# CURRENT PARTNERS







**Partnering with SCCA Pro Racing and the F4 U.S. & FR Americas Championships is a great opportunity for your organization to get involved with an international racing platform featuring the next generation of great racing drivers.**

ROLEX		
TIME	3:19	
LAP	22	
POS	CAR	DRIVER
1	DET	
2	DET	
3	MOR	
4	DET	
5	HAN	
6	RLB	
7	SRI	
8	FRY	
9	SSS	
	RIC	



# PARTNERSHIP CONTACT

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