IRONCLAD OFF-ROAD presents:

NIANTIC SPONSORSHIP PROPOSAL

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Section 1

The Strategic Partnership Overview



Introduction to Ironclad Off-Road and Niantic

Strategic Collaboration Benefits

The partnership between Ironclad Off-Road and Niantic aims to merge thrilling off-road experiences with innovative AR technology, enhancing fan engagement and expanding market reach in both motorsports and interactive gaming sectors.

Objectives of the Sponsorship



Maximizing Fan Experience

The partnership aims to create unparalleled fan experiences through immersive AR technology, transforming traditional events into interactive adventures that captivate and engage attendees at Ironclad Off-Road events.



Innovative Revenue Streams

By integrating digital rewards and exclusive collectibles, the sponsorship seeks to drive merchandise sales and enhance overall revenue, ensuring financial growth while maintaining high fan engagement levels.



Strengthening Brand Presence

The collaboration is designed to elevate both brands' visibility within the off-road and gaming communities, leveraging unique marketing opportunities to reach and resonate with targeted demographics effectively.

Benefits for Niantic

01

03

Market Expansion Opportunities

Interactive AR experiences at

The partnership positions Niantic as a leader in merging technology with adventure, reinforcing its brand narrative of exploration and discovery in

gaming.

Innovative Brand Positioning

Collaborating with Ironclad Off-Road allows Niantic to tap into the lucrative off-road motorsports market, reaching tech-savvy adventure enthusiasts.

Enhanced User Engagement

events will deepen fan interaction, fostering loyalty and encouraging ongoing participation in Niantic's gaming

ecosystem.

Benefits for Ironclad Off-Road

Expanded Audience Reach

The partnership with Niantic will enable Ironclad Off-Road to engage a diverse audience, including tech enthusiasts and younger demographics, through innovative marketing and interactive experiences.

Enhanced Event Experiences

By incorporating AR technology, Ironclad can transform traditional events into immersive experiences, fostering deeper connections with fans and encouraging active participation in off-road activities.



Executive Summary

Ironclad Off-Road is the definitive proving ground where courage, innovation, and grit converge to redefine the limits of off-road motorsports. As the premier destination for off-road enthusiasts, we deliver electrifying experiences that embody power, unity, and adventure, pushing the boundaries of man, machine, and nature on the world's most unforgiving terrains.

By partnering with Ironclad Off-Road, Niantic will expand its audience into the booming motorsports and adventure tourism markets, driving engagement through location-based gaming and interactive AR activations. This partnership presents an unparalleled opportunity to bridge the gap between immersive digital technology and high-energy real-world competition.

Introduction

Ironclad Off-Road has built a reputation for high-energy racing events that attract a passionate fanbase of adventure enthusiasts. Our events push the boundaries of motorsports, combining adrenaline-fueled competition with cutting-edge technology. With a growing audience and expanding digital presence, Ironclad is the ideal partner for Niantic to showcase its AR capabilities in a dynamic, real-world setting.

Brand Identity

- Core Values: Power, Unity, Innovation, Adventure, Unstoppable.
- Brand Voice: Strong, inspiring, and authentic, fostering camaraderie and excitement.
- Visual Identity: A bold combination of rugged textures, geometric elements, and dynamic imagery reflecting off-road adrenaline.

Section 2

The Target Audience and Market Potential



Demographics of Ironclad Off-Road Fans

01

Male Dominance in Audience

Approximately 70% of Ironclad Off-Road fans are male, indicating a strong male presence while also highlighting a growing interest among female participants.

02

Core Age Group Focus

The primary audience is aged 25 to 65, representing young adults and mid-career professionals, and retirees with disposable income for off-road activities.

03

Financial Capability Insights

Fans typically earn between \$60,000 and \$120,000 annually, allowing for discretionary spending on off-road vehicles, events, and related products.



Psychographics and Engagement Patterns

Adventure-Driven Engagement

Ironclad Off-Road fans are motivated by a desire for adventure and community. They actively seek immersive experiences that blend their passion for off-roading with innovative technologies and enhance their connection to the brand and each other.

Alignment with Niantic's Audience



Shared Adventure Vision

Both Ironclad Off-Road and Niantic prioritize adventure and exploration, creating a unique synergy that appeals to audiences seeking immersive experiences in both physical and digital realms.



Demographic Synergy

The overlapping demographics of Ironclad's and Niantic's audiences, particularly within the 21-44 age range, highlight a mutual interest in engaging, tech-driven adventures that enhance real-world exploration.



Community Engagement Potential

The passionate fan bases of both brands are tech-savvy and socially active, providing an opportunity for authentic promotion and community-driven content that can amplify brand visibility and engagement.

Market Growth Opportunities

01

02

03

Synergistic Market Expansion

both brands' strengths to
penetrate new markets,
enhance visibility, and attract
diverse consumer segments
interested in off-road and AR
experiences.

Innovative Consumer Engagement

By integrating AR technology,
the partnership can create
unique, interactive experiences
that captivate audiences,
driving higher participation and
loyalty among fans.

Data-Driven Insights

The partnership can gather
valuable consumer data
through AR interactions,
enabling targeted marketing
strategies and an improved
understanding of audience
preferences and behaviors.

Market Growth Potential

The U.S. off-road vehicle market is projected to reach \$24.8 billion by 2034



AR/VR gaming is growing at a CAGR of 28.5% and is expected to reach a market size of \$90 billion by 2030.



Section 3

The Sponsorship Activation Plan

Sponsorship Activation

01

02

03

Social Media

- #IroncladChallenge: An interactive AR-based challenge for fans to unlock digital rewards.
- Behind-the-scenes Access: Weekly driver vlogs featuring Niantic-branded AR overlays on Instagram, TikTok, and YouTube.
- Live Fan Polls & Interactive Streams: Engaging audiences in real-time vis X(Twitter) and YouTube Live.

Logo Placement & Branding Rights

- Prominent logo placement on race vehicles, driver suits, and pit areas.
- Inclusion in official Ironclad Off-Road promotional materials, race banners, and start/finish line branding.
- Exclusive branding rights for AR-enhanced overlays during live race broadcasts.

Hospitality Access & VIP Experiences

- VIP race-day experiences for Niantic executives and special guests, including pit access and ride-along opportunities.
- Private viewing areas featuring AR-integrated fan experiences, showcasing Niantic technology in action.
- Exclusive meet-and-greets with drivers, providing content opportunities for Niantic's marketing channels.

Innovative AR Experiences for Fans

01

Enhanced Fan Interaction

Implementing AR technology will allow fans to engage with real-time race data and exclusive content, fostering a deeper emotional connection and enhancing their overall event experience.



Community Building

Opportunities
By integrating competitive elements and
digital rewards, fans will be encouraged

to participate actively, creating a sense of community and shared excitement among attendees at Ironclad Off-Road events.

Sponsorship Activation



Race Challenge App AR Gamification for Fans

- Fans at Ironclad events can participate in a GPS-based scavenger hunt using Niantic's AR technology.
- Unlock virtual checkpoints placed throughout the racecourse and vendor areas.
- Collect digital rewards such as limited-edition Ironclad gear, NFTs, and discount codes for future events.
- Complete challenges (e.g., scanning sponsor logos, finding hidden AR objects) to climb the leaderboard and win VIP experiences.

Live AR Race Maps & Interactive Course Exploration



- Fans can explore detailed, real-time AR race maps through their mobile devices.
- Interactive overlays provide live race updates, vehicle specs, and driver insights.
- Users can "drop in" virtually at key locations to see exclusive behind-the-scenes content

Sponsorship Activation



AR-Powered Fan Engagement Zones

- Dedicated Niantic activation zones at race events featuring augmented reality experiences.
- Hands-on AR challenges such as virtual off-road driving simulations.
- Digital integration with Niantic's existing games (e.g., special off-road-themed Pokémon GO events at Ironclad races).

Niantic & Ironclad Digital Collectibles & Merchandise



- Co-branded digital collectibles, avatars, and AR-powered merchandise.
- Interactive product demos where users can visualize Niantic's latest AR advancements in action.
- Limited-time AR skins or filters exclusively available to event attendees and virtual participants.



Measurement and ROI

Fan Engagement: AR app usage metrics, number of digital rewards collected, social media shares.

Brand Exposure: Total impressions via digital activations, app engagement, and event attendance.

Revenue Generation: Growth in merchandise sales, VIP ticket upgrades, and app-based microtransactions.

Audience Expansion: Increase in Niantic's app downloads and user engagement within the motorsports niche.

Media Coverage: Earned press from industry publications and influencer endorsements.

VALUE OF SPONSORSHIP

Category	Sponsorship Fee (Niantic's Cost Allocation)	Value to Niantic
Title Sponsorship & Branding	\$1,500,000 (30%)	\$3,000,000+ (Global brand exposure through event signage, broadcast media, and digital branding)
AR & Digital Experience Development	\$1,200,000 (24%)	\$3,500,000+ (AR-powered race overlays, immersive fan engagement, Niantic technology showcase)
Live Event Activation & Fan Zones	\$900,000 (18%)	\$2,500,000+ (Niantic-branded interactive areas, VR test zones, hands-on gaming experiences)
Social Media & Content Creation	\$800,000 (16%)	\$2,000,000+ (Co-branded viral content, influencer campaigns, interactive social engagement)
VIP Hospitality & Special Access	\$400,000 (8%)	\$1,500,000+ (Exclusive VIP experiences, AR-driven entertainment, and networking opportunities)
Merchandise & Digital Collectibles	\$100,000 (2%)	\$1,000,000+ (Limited-edition co-branded Niantic x Ironclad digital collectibles and merchandise)
Logistics & Event Operations	\$100,000 (2%)	\$750,000+ (Seamless event execution, staffing, production, and AR/VR technology integration)
TOTAL INVESTMENT BY NIANTIC	\$5,000,000 (100%)	\$10,250,000 – \$15,000,000 (2:1 – 3:1 ROI for Niantic)



(Motorsports & Adventure Tourism)

- Niantic has strong engagement in urban-based AR games (e.g., Pokémon GO, Ingress), but motorsports offers an untapped audience.
- Ironclad Off-Road's fan base aligns with Niantic's tech-savvy, adventure-driven demographic, giving them access to high-energy outdoor consumers.
- Motorsports partnerships increase Niantic's brand recognition beyond traditional gaming markets, expanding their reach into adventure sports and lifestyle.

Overview



Showcasing Niantic's Technology

in a New Way

- Niantic's AR capabilities can bring live motorsports events into the digital world through immersive fan engagement tools.
- Real-world integration at Ironclad events creates a test case for future AR/VR expansion in live entertainment and sports.
- New revenue potential: Niantic could monetize AR race experiences via in-game purchases, event activations, and merchandise.



Strengthening Niantic's Competitive Edge in AR Innovation

- Competitors like Meta and Apple are investing heavily in AR, and Niantic needs high-visibility activations to stay relevant.
- Positioning themselves at the forefront of sports tech innovation strengthens their brand's reputation in experiential gaming.



Call to Action for Partnership Discussion

Invitation to Collaborate

We encourage Niantic to engage in a strategic dialogue to explore innovative partnership opportunities that will redefine fan experiences and leverage cutting-edge technology, ultimately enhancing both brands' market presence and audience engagement.

We would love to explore this collaboration further and discuss how we can tailor this partnership to maximize impact for Niantic.

Let's schedule a call to go over details and align on next steps!

Contact: Erin Uken
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Thank you!

IRONCLAD OFF-ROAD

