





TIRE CHANGER TO TEAM OWNER...



Lightning Motorsports is based in Blountville, Tennessee and owned by former NASCAR crew member Paul Light. Light has fielded road racing entries in the Champ Car Endurance Series since the team's inception in 2018. Lightning Motorsports provides Driver Development services through their Arrive & Drive Rental program to mentor future potential teammates.



WHY CHAMPCAR?

Motorsports is America's #1 spectator sport. There is a reason that some of the world's top brands choose Motorsports as their main source for marketing their products and services: **Viewers and Spectators are plentiful.**

“Any kind of Motorsports Sponsorship is the best buy in marketing. The combination of brand awareness and measurable effectiveness is unparalleled in the sports world or anywhere else.”

– Larry DeGaris, President SRS



STREAMING COVERAGE

All Champ Car Endurance Series events for the 2021 season will be broadcast **LIVE** on the Champ Car Endurance Series YouTube Channel.

https://www.youtube.com/channel/UCRfr3h8Gkz_eh4o-mAu8s8Q





LIVE TIMING/SCORING COVERAGE

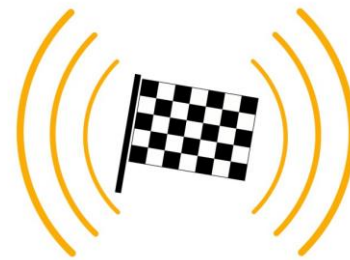
All Champ Car Endurance Series events for the 2021 season will have **LIVE** Timing & Scoring available through Race Hero & Race Monitor Web and Application services.

(<https://racehero.io/events>) (<https://www.race-monitor.com/>)

Available on both iOS and Android Platforms

The Race Hero logo, consisting of a white checkered flag icon to the left of the words "RACE" and "HERO" stacked vertically in a bold, red, sans-serif font, all on a black background.

**RACE
HERO**



Race Monitor



2021 SCHEDULE

Champ Car Endurance Series

6/25 – Carolina Motorsports Park (TEST DAY)

*8/6 – Carolina Motorsports Park (2ND TEST DAY – TBD)

9/11-9/12 - Mid-Ohio Sports Car Course (15 Hours)

10/30-10/31 – Atlanta Motorsports Park (15 Hours)

12/4-12/5 - VIRginia International Raceway (15 Hours)



PARTNERSHIP PACKAGES

PRICING CHART

Full Season:	\$15,000
Half Season:	\$8,000
Full Race (Primary - 1):	\$2,500
Full Race (Associate - 2):	\$500-\$1,500

****Partnership Programs ARE tailored specifically to meet the Marketing Initiatives & Budgetary Needs of Prospective Companies****



PARTNERSHIP ACTIVATION

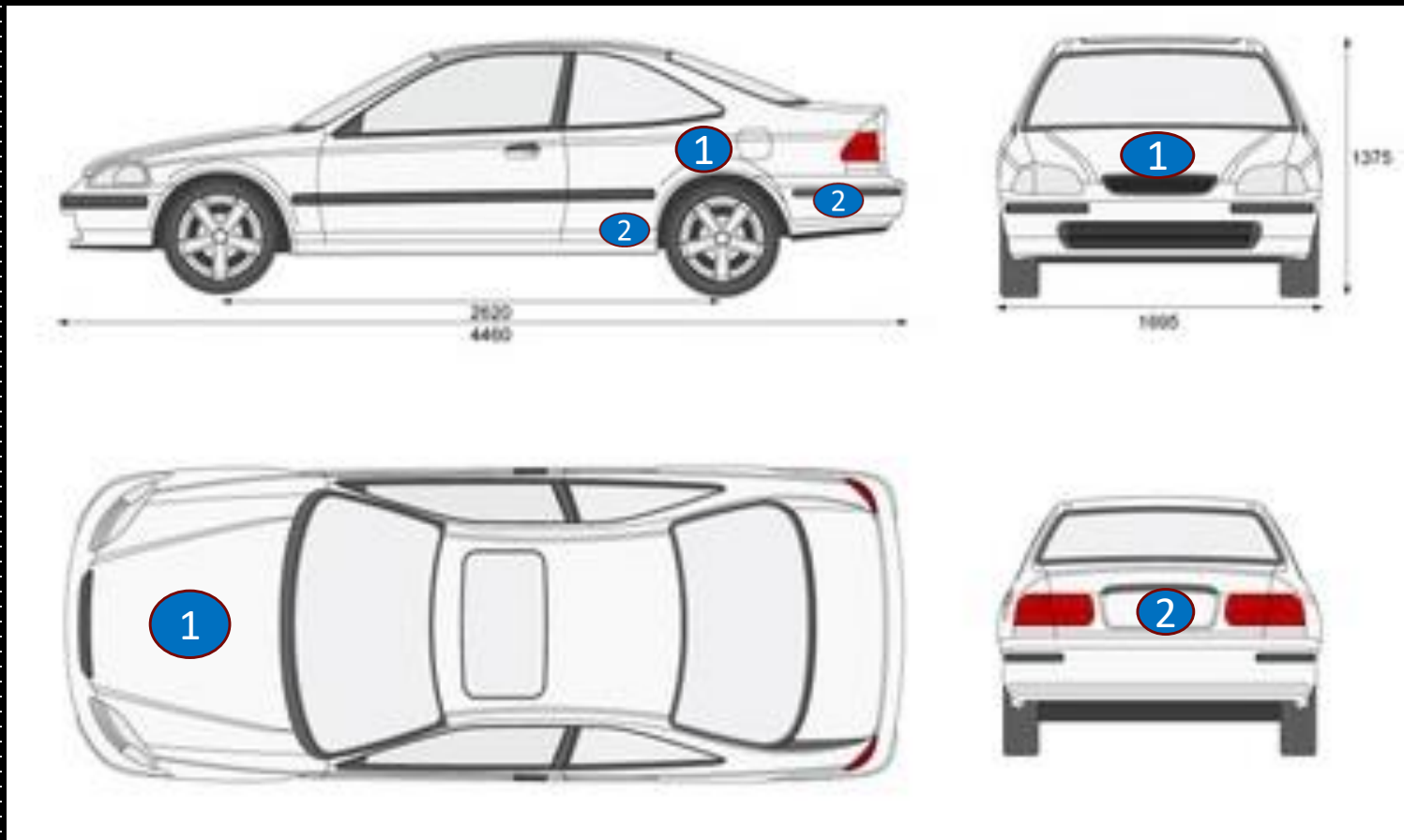
ACTIVATION CHART

<u>ELEMENTS</u>	<u>FULL</u>	<u>HALF</u>	<u>PRIM</u>	<u>ASSOC</u>
<i>Signage on Race Car & Driver</i>	X	X	X	X
<i>Social Media Posts (TBD)</i>	X	X	X	X
<i>Mention in Pre/Post Race Media Releases</i>	X	X	X	X
<i>Partner Product/Service Distribution</i>	X	X	X	
<i>Pit Pass w/ Full Garage Access (TBD)</i>	X	X	X	
<i>Meet & Greet w/ Driver(s) at Partner Location (TBD)</i>	X	X		
<i>Hospitality (Food, Drinks, Etc.) at Race Event</i>	X			
<i>Brand Display on Fan Apparel</i>	X			
<i>Brand Display on Driver Suit & Crew Shirts</i>	X			

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PARTNERSHIP LAYOUT





CONTACT INFORMATION

Management Representation

Lightning Motorsports

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