

MARKETING IN MOTORSPORTS



The Driver and Spokesperson

Dominic Cicero is not just another racing driver. He brings a wealth of knowledge and experience in both driving and unique to this space, he also brings event planning, activation, and media experience. Dominic has over 24 years of experience developing and managing marketing concepts that bring unique experiences to his partners and fans while delivering exciting motorsports-based experiential programs for his partners. Dominic and his motorsports company have the capabilities to drive awareness, activation, and sales for your brand. Dominic Cicero is truly a professional car racing driver and spokesperson.



What is Sports car Racing

The International Motor Sports Association, LLC (IMSA) was founded in 1969 and owns a long and rich history in sports car racing. A company of NASCAR, IMSA is the sanctioning body of the IMSA WeatherTech SportsCar Championship, the premier sports car racing series in North America. IMSA is the exclusive strategic partner in North America with the Automobile Club de l'Ouest (ACO) which operates the 24 Hours of Le Mans as a part of the FIA World Endurance Championship. The partnership enables selected IMSA WeatherTech SportsCar Championship competitors to earn automatic entries into the prestigious 24 Hours of Le Mans.



Key metrics



Total Engagement 5.2 Million

- 373 Million Impressions
- 69.4 Million video views



Affluent, Educated influencers

- \$115,00 AVE household income
- 25% fans Net worth \$1mil+
- 57% Hold a Bachelor degree or higher
- 86%- more likely to consider trying a Sponsors product or service



1.2 million live and streaming hrs.

- 3.8 million unique TV viewers



over 1,000,000 Attendees

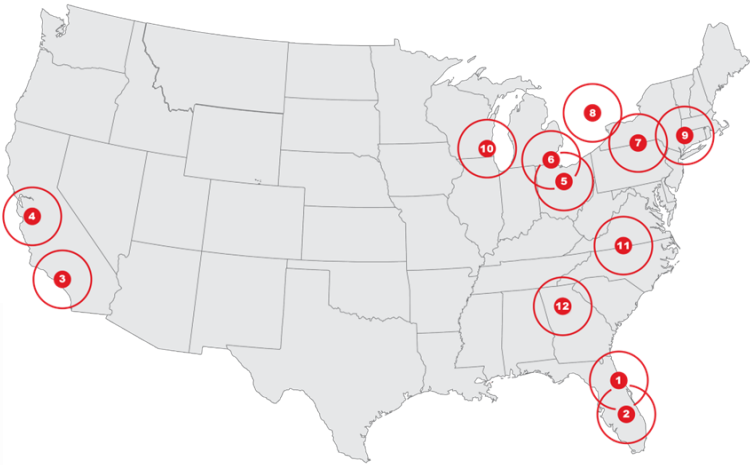
- Tracks are reporting annual attendance increase of 10-15% over previous year 2019 season8

IMSA is

COST effective

ENTERTAINMENT driven

AUTOMOTIVE INDUSTRY marketing tool



Events covering 16 of North America's Top 20 Markets

WHO IS DOMINIC CICERO

Driver and Spokesperson

Dominic Cicero’s story is one of tremendous heart, and natural skill mixed with opportunity, determination, and, most of all, perseverance. Dominic is regarded as a true American race car driver whose only true passion lies in overcoming personal and professional obstacles and becoming a champion driver.

What is different from other DRIVERS

- **PROFESSIONALLY TRAINED TALENT AS SPOKESPERSON**
- **COMPETED AROUND THE GLOBE**
- **PROVEN WINNER**
- **A STORY OF OVERCOMING OBSTICALS**

SOCIAL REACH 2022: 96,693 views



LAST 90 DAYS

- 17,610 followers
- impression's: 24,398 (Instagram)
- accounts reached: 11,234

Age & Gender

- Gender
 - 84.6% Male 15.3% Female
- Ages
 - 18-24 31.7%
 - 13-17 22.4%
 - 25-34 15.3%

Partnerships and content areas

- **Current Partners**
 - Alpinestars racing, iRacing, Racers Safety source, and SimCraft Racing Simulators
- **Content areas**
 - Auto Racing
 - Diabetic Athlete
 - Mountain Biking



Dominic knows in this sport, and in life, there are constant ups and downs and is definitely on an up swing. The name of the game is rolling with the punches, inevitably everyone falls down, but the champions pick themselves up without losing sight of their ultimate goal. Dominic knows this better than anyone. He refuses to give up on his dream of competing as a professional driver. He is the complete package, a technical driver with a wide range of disciplines, a true and genuine people person, with an American racers heart, who loves the fans and has an authentic and pure appreciation for the sport.



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MOTORSPORTS

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Social channels

