

# 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.



**D.CICERO  
MOTORSPORTS**

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### Social channels

