

NORTH AMERICAN
FORMULA 1000
CHAMPIONSHIP

Presented By:



**THE
GREATEST
SOUNDS
IN
MOTORSPORTS**

JOIN THE FORMULA 1000 FAMILY

Partnership Goals:

- Create a mutually beneficial long-lasting partnership
- Open new promotional opportunities to expand your brand.
- Provide a unique weekend outing for your company's partners, employees, investors, and loyal customers.
- Position your company as a supporter of motorsports... tapping a brand loyal audience of millions.
- Utilize eye-catching, state of the art race cars to create attention grabbing marketing concepts in print, online, and at the race track.



Position Your Brand As A Motorsports Supporter

Become An Insider

Create marketing and branding overlays with a globally renowned and recognized automotive marque through brand affiliation.

"Dollar for dollar, auto racing is the best bargain in sports."

Joyce Julius and Associates

Over 76% of fans prefer brands associated with racing.

Highest demographic of any regularly televised sport.

(Nielsen Media Research)

New Opportunities

The opportunity to meet your next business client in a unique B2B setting is unparalleled outside of the paddock.

As one of the earliest forms of sports marketing, motorsports represents a unique platform targeting a broad demographic with proven global reach.

Motorsports events provide an opportunity to connect with hard to reach customers. Those who have a passion for brands, high education level, and high net worth are unique characteristics of auto racing's active fan base.

Tap Into Coveted Demographics

57% have a bachelor's degree or higher

Average household income - \$109,000

Average net worth - \$728,000

More than 10% have net worth greater than \$1 million

628 million TV household views worldwide

TV viewership up 39%

75% increase in 18-34 age group (2012-2018)

(Nielsen Media Research)

Formula 1000 Racecar

Formula 1000 is based on a simple concept...

1000cc Superbike engines in the rear
of lightweight open-wheel formula cars.

6-Speed Sequential
Fully Adjustable Wings
Greater power-to-weight than F3

175+ MPH
14,000 RPM

*9 Different Chassis Manufacturers
5 Different Engine Suppliers*



Formula 1000 Championship

The North American Formula 1000 Championship was founded in 2017 with a simple concept: Give Drivers Input. Preceded by over a decade of club racing and the now defunct USF1000 Championship, Formula 1000 cars have been exciting fans since the late 90's.

Racing on some of America's iconic road courses including Road America, Mid-Ohio Sports Car Course, Barber Motorsports Park, and many others; for the 2021 season F1000 pro racing offers a 16 race championship held over 8 weekends.

With a very diverse group of drivers, there is always a place to race for every skill level. From weekend warriors on a break from the 9-5, to young up and comers looking to make their mark on professional racing, North Am F1000 is truly a place for everyone to race.

NorthAmF1000 runs a bit different than most series. *Every sponsorship dollar is paid-out to the drivers* No one takes any administrative fees or salary for promotions. Truly a different way to run a race series - where every driver wins cash thanks to our random drawing awards held every weekend.



Random Drawing Awards

Held every Friday evening following practice,
North Am F1000 drivers gather in hospitality
for dinner and the random drawing prizes from series sponsors.

MPT Industries Racing Oil, Sunoco Race Fuel, Hoosier Tires,
and Cash from EPC USA, Scott Young Enterprises, Race Mirrors,
Sunoco Race Fuels, MIR Raceline USA, Jongbloed Racing Wheels,
and Hurley Racing Products are just some of the awards handed
out every F1000 Pro Racing weekend.



F1000 Hospitality

Open to series partners and teams throughout every event, hospitality offers cold drinks, coffee, snacks, and a relaxing environment to enjoy F1000 Pro Racing.

Setup directly in the F1000 paddock area, sit back and relax with free wi-fi while watching teams prepare their cars.

Offer your clients an experience they won't forget, or reward your key staff for their hard work with a weekend of fun trackside with the greatest sounds in motorsports.



2021 Championship

Kershaw, SC

April 1-3



Lexington, OH

April 30 – May 2



Birmingham, AL

May 21-23



Wampum, PA

June 18-20



Elkhart Lake, WI

July 30 – Aug 1



Summit Point, WV

Aug 20-22



Joliet, IL

Sept 10-12



Wampum, PA

Oct 15-17

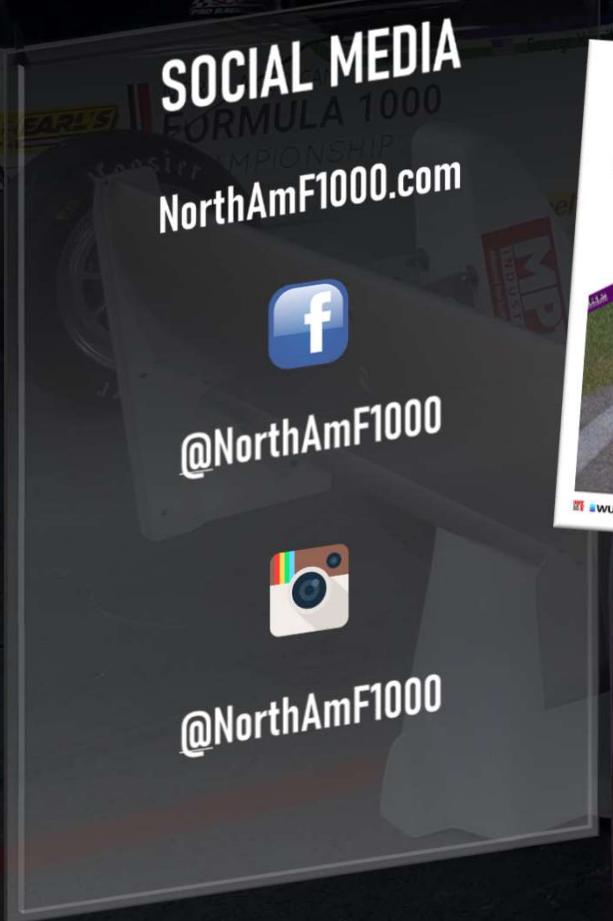


Formula 1000 events are sanctioned by SCCA Pro Racing and held during **Formula Race Promotions** race weekends.

Online Media Presence

Broadcasting live video during every on track session, plus our full weekend recap videos, and consistent sponsor promotion has continued to grow the series presence online.

Through an organic growth campaign, the series has seen regular growth of 500 plus new followers each season. Saving all sponsor funding for cash payouts to drivers, the series has been thankful to have Right Turn Promotions to boost a few posts which have seen a reach of over 150,000.



Bonus Opportunity

Have you ever had the desire to be on track?

Wanted to experience motorsports from behind the wheel?

Ready to become a “race car driver”

Thanks to F1000 prep shops Arrive Drive Motorsports and Crowe Motorsports we can now offer everything from driver training to full season rentals in Formula 1000.



Thank You

From everyone involved in the
North Am F1000 Championship,
thank you for taking the time to consider joining
the greatest sounds in motorsports.
We look forward to a lasting partnership.

Dustin Hodges

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Taylor

NORTH AMERICAN FORMULA 1000 C H A M P I O N S H I P

Presented By:



www.NorthAmF1000.com