



Lionheart

racing series

2023 SPONSOR GUIDE





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INTRODUCTION

The Lionheart Racing Series is the premier Sim Racing eSports organization utilizing the iRacing.com simulation service. Lionheart was founded to create an organized championship format inside the Sim Racing eSports space. Currently the league is entering its 9th year of operation and is proud to present 3 full time championship series.

40 Lionheart events in 2023 will be initially broadcast live by RaceSpot TV, the leader in Sim Racing broadcasts. All events will feature a director and dedicated team of announcers providing a high production value for our sponsors and fans. 2023 will also see a continued partnership with ESTV (the first 24-7 live linear video channel dedicated to eSports in the U.S.). ESTV will re-air all of our 2023 live events adding additional exposure and airtime for our sponsors. ESTV analytics reported over 2.7 million unique viewers tuned into Lionheart events in 2022.



Lionheart is committed to promoting its sponsors and the ever-growing sport of online simulation racing. In addition to the race broadcasts, Lionheart promotes every event on social media to include Facebook, Instagram and Twitter.

What makes the Lionheart Series different than all the other private leagues on iRacing? The answer is undoubtedly our drivers!

Our goal is to provide the most exciting, professional, and elite racing for our viewers and sponsors. This wouldn't be possible without over a hundred of the most dedicated and passionate sim racers. We race wheel to wheel through almost every turn, and you won't find more competitive racing anywhere.

Lionheart's exceptional growth would not be possible without the support of its sponsors. We have multiple sponsorship opportunities available. This document is intended to outline the many ways interested parties can become involved in any of our championship series. Please let us know if you have any questions or ideas, our administration team is excited to speak with you. We hope you will consider joining us on Monday and Thursday nights as this community of highly talented drivers continues to grow through 2023 and beyond.



OUR MOTTO

Competition. Commitment. Excitement. This is Lionheart!

This phrase is the essence of everything we do and everything that the Lionheart Racing Series stands for. At Lionheart we believe you cannot have one without the other. This has been the driving force of our organization since day one.

Competition: At Lionheart we pride ourselves in offering the most exciting Sim Racing action in all of eSports. Lionheart has set the standard for excellence, attracting some of the best sim racers in the world to its three championships series.

Commitment: In order to compete at a high level each driver puts in a tremendous amount of time to perfect their skills. Our drivers understand what is at stake each and every race. They are committed not only to supporting the league but also its sponsors.

Excitement: All of the hard work and dedication by our drivers, organizers and sponsors blend together each and every race night to produce the most exciting and entertaining Sim Racing events in the world. It is this excitement that continues to propel the league forward each and every year. Our belief is that you will not find a more exciting Sim Racing organization than the Lionheart Racing Series. We look forward to sharing our passion and excitement for Sim Racing with your brand.





TIMELINE AND MILESTONES

- 2014 - First live broadcasted event on the Global Sim Racing Channel
- 2017 - Lionheart Retro Series formed, adding a second full time series to the league.
- 2017 - Lionheart reaches its 100th live broadcasted event.
- 2018 - Lionheart establishes partnership with ButtKicker
- 2018 - First purse to exceed \$10,000.
- 2019 - Lionheart celebrates its 5th year of operation.
- 2020 - Lionheart establishes partnership with HyperX.
- 2020 - Professional drivers begin to compete in race events.
- 2020 - Lionheart and sponsors provide a purse exceeding \$17,000.
- 2020 - Lionheart reaches its 200th live broadcasted event.
- 2021 - Lionheart establishes partnership with Racespot TV and ESTV.
- 2021 - Lionheart Speedway Series is formed, adding a third full time series to the league.
- 2021 - Lionheart establishes long term partnership with GRAAFix eSports.
- 2021 - Lionheart reaches over two million impressions in a single season.
- 2022 - Lionheart and sponsors provide a purse exceeding \$24,500
- 2022 - Lionheart celebrated its 300th live broadcasted event.
- 2022 - Lionheart reaches over three million impressions in a single season.
- 2023 - Lionheart Sportscar Championship is formed.
- 2023 - Lionheart will celebrate its 375th-broadcasted event.



IRACING: THE PLATFORM OF LIONHEART



iRacing is the leading online racing simulation software. Developed from the beginning as a centralized racing and competition service, iRacing organizes, hosts and officiates races on virtual tracks all around the world. In the fast-paced world of eSports, iRacing is a one stop shop for online racing. They utilize the latest technologies to recreate their ever-expanding lineup of famed race cars and tracks. All the painstaking details add up to an impressive lineup of cars and tracks that are virtually indistinguishable from the real thing – giving sim racers unmatched immersion when they take the green flag in our online races.



iRacing is the premier name in motorsports simulation, constantly pushing the world of Sim Racing to the next level. iRacing is 100% compatible with Virtual Reality devices, allowing drivers a 360-degree experience. Their software is web based, and customizable from the very modest to the most expensive setups. iRacing is 100% online, and every official race is against other human players who've logged in from all over the world. The best sim racers in the world compete on iRacing and presents as the perfect platform to showcase our league events.



OUR CHAMPIONSHIPS

The Lionheart Racing Series oversees three world class championships.

The Lionheart Sportscar Championship, Lionheart Retro Series and Lionheart Open Wheel Series. Each series features its own unique car(s) and style of racing offering a great deal of variety for its drivers, viewers and sponsors. All of our broadcast championships begin in early April and run through December. In total the Lionheart Racing Series will host 40 live events on Racespot TV with 80 re-airings on ESTV.

The Lionheart Retro Series uses the high horsepower Lotus 79 model recreating the glory days of IndyCar from the 1970's and 80's. Manufactured before the advent of drivers aids or electronics, this series showcases the raw racing talent of its drivers. The Lotus is designed with quick acceleration and power which makes for a very difficult car to control.

The Lionheart Sportscar Championship is our newest series featuring the BMW Hybrid V8 and BMW M4 GT3. A field of 55 drivers will compete across a variety of the world's best road courses. This series will be the first time a non open wheel car has been raced officially in Lionheart. Each car will be separated into its own class creating two different champions.

The Lionheart Open Wheel Series uses the Dallara IR-18 chassis to create the ultimate test of speed and racing discipline. Drivers will compete in various types of tracks ranging from street and natural road courses to short tracks and super speedways like the Indianapolis Motor Speedway. This is the ultimate test for our league's most dedicated sim racers.





LIONHEART SPORTSCAR CHAMPIONSHIP



Brand new for 2023 is our Lionheart Sportscar Championship. This series will feature the powerful BMW Hybrid V8 LMDh and BMW M4 GT3 virtual machines across its inaugural 18 race season. What will be unique to this series is the difference in speed between both classes of cars which is guaranteed to create some exciting moments on track.

With a field of 55 drivers this new series is set to capture longtime Lionheart fans like never before as well as attract an entirely new audience of viewers which enjoy this format of racing.

Each round will feature timed races of 1.5 hours in length providing the ultimate challenge for Lionheart's most seasoned road racers.





LIONHEART RETRO SERIES



With 6 championship seasons now complete, our Lionheart Retro Series has certainly created a presence among the Sim Racing community as the most exciting and popular series to utilize the iconic Lotus 79. Created in 2017 in an effort to expand the league, incorporate a ladder system for drivers looking to enter our Open Wheel Series and provide a championship series for sim racers who have a love and appreciation for the glory days of motorsports.

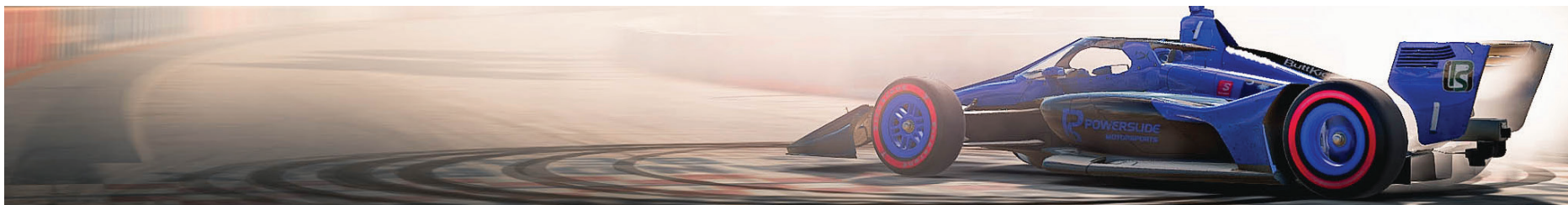
The high horsepower Lotus 79 which was manufactured before the advent of drivers aids or electronics and showcases the raw racing talent of our drivers. Faithfully recreated by the iRacing software, the Lotus 79 is designed with quick acceleration and power which makes for a difficult car to control. New for 2023 our Retro Series will now feature a 22 round championship testing its drivers like never before.

Our drivers will compete on a variety of tracks to include ovals, road and street courses in their quest to become a Lionheart Champion.





LIONHEART OPEN WHEEL SERIES



This is the series that started it all. Created in tandem with the Lionheart Racing Series in 2014, our Open Wheel Series is indeed the crown jewel of Lionheart. With 10 full time seasons of racing history to its credit it has become recognized within the iRacing community as one the most prestigious Sim Racing series on the service.

Our Lionheart Open Wheel Series has attracted some of the most talented sim racers to its ranks. This is a product of the high level of competition that the series has produced. Showcasing a full-length season championship (22 rounds) and featuring 3 full 500-mile events including our annual virtual Indianapolis 500-mile race.

Drivers of our Open Wheel Series are challenged to every type of track available and must be proficient in both oval and road racing in order to compete for a championship. Our drivers are held to the highest standards and this results in one of the most exciting Sim Racing products in all of eSports.

Due to changes in the licensing agreement between iRacing and IndyCar our Open Wheel Series will still run its championship but will not be broadcast in 2023.





RACESPOT TV

Since 2013 RaceSpot TV has been the industry leaders in delivering world class Sim Racing eSports broadcasts and events to a worldwide audience, across all styles of motorsport.

Since beginning its journey in 2013 RaceSpot TV has developed into a multi-layered, full-service provider of eSports Sim Racing events. They are arguably the most innovative Sim Racing broadcast company and remain at the forefront of producing the highest quality eSports Sim Racing events.



RaceSpot TV's senior team for nearly a decade has worked with major partners around the world to produce high quality Sim Racing broadcasts that rival their real-world counterparts. RaceSpot TV has organized, hosted managed and broadcasted iRacing's first ever 24-hour event as well as countless other high-profile championships such as the Lionheart Racing Series.

Always committed to excellence, the network brings its reputation for passion, quality and entertainment along the way.



ESTV

ESTV is the first 24-7 live linear video channel dedicated to esports in the U.S. Launched in May 2019, ESTV provides round the-clock coverage of esports athletes and gaming franchises from an insider perspective.

ESTV is available on the Roku® Channel (U.S. & Canada), Amazon Prime Video, Dish® Sling TV, VIZIO, Rakuten TV (Europe), TCL TV (worldwide), ZEASN (worldwide), Hisense Sharp (worldwide), PLEX, Glewed TV, RAD TV (Playstation, Google TV & Android TV), EASY TV (Brazil), Select TV, TikiLIVE, XOD Global (worldwide), Simul-TV, Hearo.Live in the U.S. and international territories as well as over the air network for the local media market.

ESTV is also available on Twitch, YouTube and Facebook platforms and streams live linear feed and AVOD services. ESTV partners with the world's top gaming networks and production partners for the most robust esports content lineup on linear, online and mobile. ESTV is also an exclusive media broadcast partner of the Department of Defense Joint Base Lewis Mc-Chord and NFL Alumni esports events. For more information, please visit www.estv.co.





2023 SPORTSCAR CHAMPIONSHIP

LIVE BROADCAST SCHEDULE

4/3/2023	<i>Sebring International Raceway</i>	9:00 PM Central Time, Racespot TV
4/10/2023	<i>Circuit de Spa-Francorchamps</i>	9:00 PM Central Time, Racespot TV
5/1/2023	<i>Hockenheimring Baden-Württemberg</i>	9:00 PM Central Time, Racespot TV
5/8/2023	<i>Watkins Glen International</i>	9:00 PM Central Time, Racespot TV
6/12/2023	<i>Circuit of the Americas</i>	9:00 PM Central Time, Racespot TV
6/26/2023	<i>Circuit des 24 Heures du Mans</i>	9:00 PM Central Time, Racespot TV
7/10/2023	<i>Fuji International Speedway</i>	9:00 PM Central Time, Racespot TV
7/24/2023	<i>Canadian Tire Motorsports Park</i>	9:00 PM Central Time, Racespot TV
8/7/2023	<i>Autodromo Nazionale Monza</i>	9:00 PM Central Time, Racespot TV
8/21/2023	<i>Red Bull Ring</i>	9:00 PM Central Time, Racespot TV
8/28/2023	<i>Road America</i>	9:00 PM Central Time, Racespot TV
9/18/2023	<i>Silverstone Circuit</i>	9:00 PM Central Time, Racespot TV
10/2/2023	<i>Indianapolis Motor Speedway - Road Course</i>	9:00 PM Central Time, Racespot TV
10/16/2023	<i>Nürburgring Grand-Prix-Strecke</i>	9:00 PM Central Time, Racespot TV
10/30/2023	<i>Autodromo Internazionale Enzo e Dino Ferrari</i>	9:00 PM Central Time, Racespot TV
11/13/2023	<i>Suzuka International Racing Course</i>	9:00 PM Central Time, Racespot TV
12/11/2023	<i>Twin Ring Motegi - Grand Prix</i>	9:00 PM Central Time, Racespot TV
1/15/2024	<i>Daytona International Speedway - Road Course</i>	9:00 PM Central Time, Racespot TV



2023 LIONHEART RETRO SERIES

LIVE BROADCAST SCHEDULE

4/13/2023	<i>Homestead Miami Speedway</i>	9:00 PM Central Time, Racespot TV
4/27/2023	<i>Watkins Glen International</i>	9:00 PM Central Time, Racespot TV
5/4/2023	<i>New Hampshire Motor Speedway</i>	9:00 PM Central Time, Racespot TV
5/11/2023	<i>Pocono Raceway (Triple Crown Race One)</i>	9:00 PM Central Time, Racespot TV
5/25/2023	<i>Long Beach Street Circuit</i>	9:00 PM Central Time, Racespot TV
6/1/2023	<i>Twin Ring Motegi - Oval</i>	9:00 PM Central Time, Racespot TV
6/22/2023	<i>Indianapolis Motor Speedway - Road Course</i>	9:00 PM Central Time, Racespot TV
6/29/2023	<i>Indianapolis Motor Speedway (Triple Crown Three)</i>	9:00 PM Central Time, Racespot TV
7/20/2023	<i>Fuji International Speedway</i>	9:00 PM Central Time, Racespot TV
7/27/2023	<i>Iowa Speedway</i>	9:00 PM Central Time, Racespot TV
8/3/2023	<i>Phoenix Raceway</i>	9:00 PM Central Time, Racespot TV
8/17/2023	<i>Canadian Tire Motorsports Park</i>	9:00 PM Central Time, Racespot TV
8/31/2023	<i>Barber Motorsports Park</i>	9:00 PM Central Time, Racespot TV
9/21/2023	<i>Phillip Island Circuit</i>	9:00 PM Central Time, Racespot TV
9/28/2023	<i>Michigan International Speedway</i>	9:00 PM Central Time, Racespot TV
10/12/2023	<i>WeatherTech Raceway at Laguna Seca</i>	9:00 PM Central Time, Racespot TV
10/26/2023	<i>The Milwaukee Mile</i>	9:00 PM Central Time, Racespot TV
11/9/2023	<i>Autodromo Internazionale Enzo e Dino Ferrari</i>	9:00 PM Central Time, Racespot TV
11/16/2023	<i>Nashville Superspeedway</i>	9:00 PM Central Time, Racespot TV
12/14/2023	<i>Road America</i>	9:00 PM Central Time, Racespot TV
1/4/2024	<i>World Wide Technology Raceway</i>	9:00 PM Central Time, Racespot TV
1/18/2024	<i>Auto Club Speedway (Triple Crown Three)</i>	9:00 PM Central Time, Racespot TV



PROMOTION

Promotional Opportunities

- Exposure through all Lionheart Social Channels
- Branding featured on the Lionheart Racing Series website
- Branding on league awards
- Banner advertisements on Lionheart Racing Series website

Broadcast Specific Advertising Opportunities

Your logo and branding can be applied to any series, event or broadcast specific segments

- Series title sponsorships
- Single race title and presenting sponsorships
- On-Board camera sponsorships
- Title sponsorship to pre race show
- Title sponsorship to post race show
- Starting grid Announcement
- Final Standings Announcement
- Logos on screen
- Branding associated with Victory Lane
- 15 to 30 second commercial segments
- Advertising “plugs” read on air by announcing team
- Branding featured on driver’s virtual paint schemes
- Presenting Sponsorship to Driver Awards

Promotional Opportunities Continued

The Lionheart Series and Racespot TV will work with you ensuring professional, quality logos appear on screen at all times. We can even have short scripted pitches, mottos, spots or slogans announced by the broadcasters live on the air whenever your company is mentioned. A representative from your company can join announcers live on air to talk about your products and or services allowing you to directly interact with the fans. Special promotional codes can be applied to products directly tracking sales from Lionheart broadcasts. Lionheart would focus on increasing the reach of your brand to the Sim Racing and eSports communities. Sim Racing continues to grow at an impressive rate, as does the fan base for the Lionheart Racing Series.

2022 Metrics

ESTV Viewership: 2,778,583 unique views

Hours Viewed: 85,318

Twitter Impressions: 113,367

Facebook Reach: 67,189

Instagram Impressions: 49,777

YouTube Views: 50,000

2022 Total Impressions: **3,144,234**



HyperX branding used in 2022 Post Race Show logo



ButtKicker branding used in an 2022 Pre Race Show Logo



Next Level Racing branding used in an 2022 Pre Race Show Logo

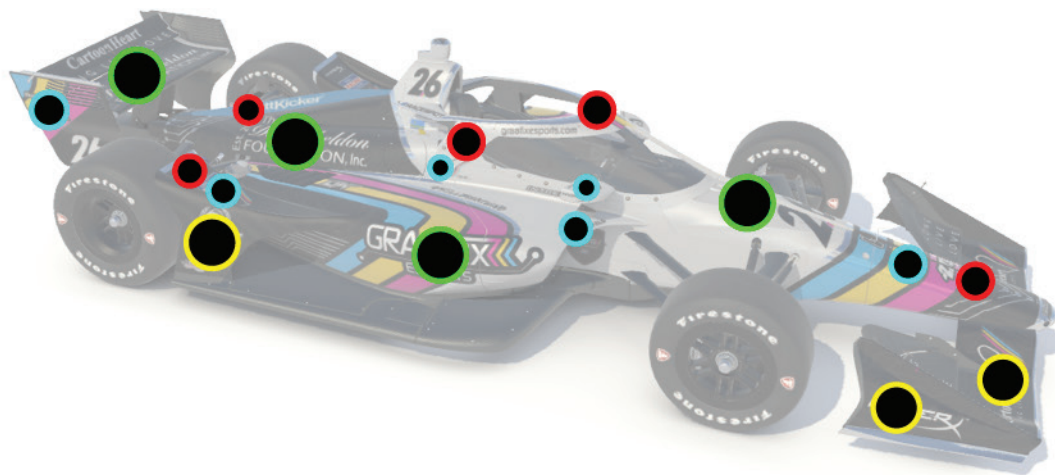
7 AN OPEN CANVAS FOR SPONSORSHIP BRANDING

Every driver in the Lionheart racing series has the ability to customize their virtual race machines, helmets and driver suits for use inside the simulator. All of these present an incredible opportunity to further promote your brand in any way you can imagine. Similar to real world motorsports, our drivers use their virtual machines to promote their sponsors.

The league reserves certain areas on each car for its major sponsors. These contingencies vary based on the level of sponsorship involvement with the league. Contingencies provide an opportunity for your company logo to be seen throughout a race broadcast as well as in social media posts from screenshots capturing the action on track.

Every virtual race machine has areas on the car where primary, secondary and tertiary sponsors are typically placed. The most coveted are the front and rear wings as well as the “side pods” and engine cowlings. Logo size, placement and visibility are the primary factors in determining how logos are represented on drivers’ cars.

Individual sponsorship agreements with our drivers can enhance visibility of your brand. For example, a car can be designed with your company’s primary colors allowing it to stand out even more on the virtual racetrack. Just as in the real-world fans and announcers use branding on the cars to identify and label the cars on track.



CONTINGENCY

Reserved for series and league title sponsors.

PRIMARY

Typical locations for driver’s primary sponsor(s).

SECONDARY

Typical locations for driver’s secondary sponsor(s).

TERTIARY

Typical locations for driver’s tertiary sponsor(s).



LEAGUE FOUNDER JORGE ANZALDO



Residing in Chicago, Illinois with his wife and two children, Jorge has been a paramedic with the Chicago Fire Department over 22 years. A motorsports fan since early childhood, Jorge always wanted to share his passion for Open Wheel racing with others.

Jorge joined iRacing in 2013 and after a year of public competition decided he wanted more from his racing experience. Forming a competitive, organized and realistic league was the step which proved to be a rewarding and unique challenge.

The Lionheart Racing Series was created to give sim racers the opportunity to experience what real world drivers go through over the course of a long, demanding season. The highs, the lows, both victory and defeat would now play out on virtual race tracks all over the world. July 1, 2014 was the inaugural race for Lionheart, and now after 340+ organized events Lionheart will celebrate its 9th year of operation.

Jorge is committed to the Sim Racing community and its growth inside of the eSports space. He's focused on building and maintaining relationships with the drivers and sponsors. Jorge oversees the day-to-day operations of the league working closely with fellow administrative members, partners and sponsors.

LH OUR THANKS AND CONTACT INFORMATION

On behalf of the entire administration team, we would like to thank you for taking the time to review our 2023 Sponsor Guide. We hope that you found the information helpful in making your decision to partner with the Lionheart Racing Series in 2023.

We are committed to making all partnerships a success and will work tirelessly to promote your brand in the most professional manner. Please feel free to contact the league if you have any additional questions or ideas.

We hope to see you on the virtual track with us in 2023!

Lionheart
racing series

Email: lionheartindycarseries@gmail.com

Website: www.lionheartracingseries.com

Facebook: @lionheartseries

Twitter: @lionheartseries

Instagram: @lionheartseries

Broadcast Partner Information:

Racespot TV

Website: www.racespot.tv

ESTV

Website: www.estv.co

