



# **LIONHEART INDYCAR SERIES**

PRESENTED BY **FIRST MEDICAL EQUIPMENT**

## 2017 OFFICIAL SPONSOR GUIDE



*Thank you for your interest in the Lionheart Indycar Series presented by First Medical Equipment. Since its formation in 2014, the league has quickly grown to become one of the premier private leagues on the iRacing service.*

*The 2017 season is expected to be the biggest and best yet! Lionheart will run a 24-race regular season schedule – the longest in league history. In addition, the league will hold its 4th Annual All-Star Race prior to the start of the season, making for a total of 25 Indycar events on the 2017 calendar.*

*For the third consecutive season, Lionheart will team up with the Global Sim Racing Channel (GSRC) to have all 25 events broadcast live. The broadcasts will also appear on the iRacing Live service again this season. In 2016, the league averaged over 800 views for 23 events featured on GSRC and iRacing Live.*

*Lionheart is committed to promoting the iRacing service, and the sport of Indycar racing. In addition to the race broadcasts, Lionheart promotes events on both Facebook and Twitter through their own pages, as well as on sponsor and partner pages. The league is also regularly promoted through multiple weekly articles on iRacing News.*

*The league's growth would not be possible without the support of our sponsors. Lionheart will do its best to come up with a creative plan that suits the needs of each partner.*

*This document is intended to outline some of the different ways that interested parties can become involved with the series. Please do not hesitate to bring new ideas and suggestions to the attention of the league's administration team. New ideas are always welcome!*

*We hope you will consider joining the Lionheart community as we continue to grow in 2017 and beyond!*



The league offers a variety of sponsorship packages during each race week. Listed below is an outline of the most popular options available. Lionheart is always interested in working with individual sponsors on new and creative opportunities that may not be listed below.

## **RACE TITLE SPONSORSHIPS**

Purchasing a race title sponsorship gives the sponsor naming rights to the specific event. Company logos, or a custom race logo will be placed on the league schedule page and used in all promotional materials for the race. Links to the sponsor's website will also be placed on the Partners section of the site.

During the race broadcast, sponsors can be promoted in a number of ways. Any supplied information about the sponsor can be read by the broadcast team on-air. If preferred, a commercial can be aired during the broadcast. (Please contact the league administrators about producing a custom-made commercial.)

Additionally, title sponsors receive a free in-car camera on the car of their choosing that will be featured (when possible) during the race broadcast. Company logos will be displayed on-screen each time the camera is used.

PACKAGE	COST	INFORMATION
Standard Race Title Sponsorship	<b>\$55</b>	Applies to any of the 22 standard-length road or oval races during 2017 – including the All-Star Race.
Triple Crown Race Title Sponsorship	<b>\$75</b>	Applies to Pocono & Auto Club Speedway 300-mile races only.
Indy 500 Race Title Sponsorship	<b>\$135</b>	Applies to Indy 500 only.

Please see Page 5 for a full 2017 Lionheart Indycar Series schedule.

NOTE: Race sponsors will also have the naming rights to any corresponding Lionheart Retro Series race at the same track at no additional charge. (Example: Homestead sponsor could also name Homestead Retro Series event.)

## **IN-CAR CAMERAS**

Much like on a real-world Indycar broadcast, individual in-car camera sponsorships are available for purchase. Each time the camera is used in the broadcast, the sponsor name will be mentioned and a logo will be displayed on-screen.

PACKAGE	COST	INFORMATION
Individual In-Car Camera	<b>\$5</b>	In-Car cameras are sold on a first-come, first-serve basis. Cameras are available for all 2017 races.

\*In-Car cameras will be featured during the pace lap of the race, and at any additional points during the race when possible.



*In addition to race-specific packages, Lionheart also offers several long-term options that enable sponsors to be involved with the league for the duration of the season. Listed below are several packages. As always, the league is willing to customize any of our opportunities to suit individual sponsor needs.*

## **BROADCAST SPONSORSHIPS**

Title sponsorship is available for both the GSRC Pre-Race and Post-Race shows for all regular-season races and the All-Star Race.

The sponsor would receive naming rights for the show (Example: Lionheart Pre-Race Show.) A custom logo would be designed that incorporates the sponsor logo. On-air graphics would also include the sponsor's website or other information. In addition, a quick on-air promo would be done for the sponsor at the beginning of each show.

PACKAGE	COST	INFORMATION
Pre-Race Show Title Sponsorship	<b>\$100*</b>	Full Season sponsorship would apply to all 25 race broadcasts during the 2017 season.
Post-Race Show Title Sponsorship	<b>\$100*</b>	Full Season sponsorship would apply to all 25 race broadcasts during the 2017 season.

\* Cost shown above is for a full-season package. Partial 12-race (half-season) packages may also be available for \$60. Please contact league administrators for more information.

## **AWARD & PRIZE SPONSORSHIPS**

Lionheart features a variety of awards that are available for sponsorship. Some of these are race-specific prizes, such as the P1 Award for pole positions and race wins, while others are season-long awards, such as Cleanest Driver or Most Laps Led. Interested sponsors may have their name attached to the award, which would be featured in any applicable promotional materials, up to and including the broadcast.

PACKAGE	COST	INFORMATION
Race-Specific Prizes	<b>TBD*</b>	Examples include: P1 Award for pole position and race wins. Additional awards could be created at sponsor request.
Season-Long Prizes & Awards	<b>TBD*</b>	Examples include: Cleanest Driver, Turning Point Award, Iron Man Award, and many others. Additional awards could be created at sponsor request.

\*Cost of sponsorship for all awards would be determined on a case-by-case basis, and could also include the supplying of prizes. The league would work with each interested sponsor to create a unique package to suit their individual needs. Please contact league administrators for more information.





# LEAGUE INFORMATION

There are several ways to contact the league and its partners. Listed below are the most common options:

## LEAGUE CONTACT INFORMATION

League E-Mail:	lionheartindycarseries@gmail.com
League Website:	www.lionheartracingseries.com
Facebook:	www.facebook.com/lionheartseries
Twitter:	www.twitter.com/lionheartseries

## PARTNER CONTACT INFORMATION

Global Sim Racing Channel Website:	http://globalsimracingchannel.com/
Global Sim Racing Channel YouTube:	www.youtube.com/user/GSRCBroadcasting
First Medical Equipment Website:	http://www.firstmedequipment.com/

### **INTERESTED IN SPONSORING A DRIVER?**

Much like real-world drivers, many sim racers also have sponsor logos showcased on their cars during races. With an average of more than 800 viewers for each broadcast in 2016, Lionheart can provide an excellent opportunity to showcase your brand on the virtual race track!

Driver or team sponsorship deals are welcome within the series, provided they do not violate any league rules (see below.) The league will aid in establishing communication between any interested parties, but the terms of any such agreements are strictly between the parties involved. The league expects both parties to uphold the terms of any private agreements.

### **LEAGUE SPONSORSHIP RULES**

Potential sponsors should be aware that the league has a full rule book which includes several rules regarding paint schemes and content displayed during the race. (Example: Rule 13.5 prohibits any offensive paint schemes, including nudity, racism or drug use.)

All league partners are required to follow these rules.

Lionheart also has rules against cheating, as well as conduct detrimental to the league. Any drivers found to be in violation of these rules can be penalized and/or removed from the league at the discretion of the league administrators regardless of any sponsorship agreements they may have in place.

The full league rule book is available to view on the league website, and can be sent upon request to any interested party. If you have any questions regarding the league's rules, please contact the league at any time.



# 2017 SCHEDULE

	Date	Event/Location	Track Type	Distance	Laps	Start Time
1	March 1	<b>Event Name TBA</b> @ Homestead-Miami Speedway	1.5 Mile Oval	200 Miles	133 Laps	9:50PM US CT
2	March 15	<b>Event Name TBA</b> @ Phoenix International Raceway	1.0 Mile Oval	150 Miles	150 Laps	9:50 PM US CT
3	March 29	<b>Event Name TBA</b> @ Circuit of Imola	3.05 Mile Road	100 Miles	33 Laps	9:50 PM US CT
4	April 5	<b>Event Name TBA</b> @ Twin Ring Motegi	1.5 Mile Oval	150 Miles	100 Laps	9:50 PM US CT
5	April 12	<b>Event Name TBA</b> @ Kentucky Speedway	1.5 Mile Oval	200 Miles	133 Laps	9:50 PM US CT
6	April 26	<b>Event Name TBA</b> @ Watkins Glen International	3.4 Mile Road	100 Miles	30 Laps	9:50 PM US CT
7	May 3	<b>Event Name TBA</b> @ Pocono Raceway <b>(Triple Crown Race #1)</b>	2.5 Mile Oval	300 Miles	120 Laps	9:50 PM US CT
8	May 10	<b>Event Name TBA</b> @ Texas Motor Speedway	1.5 Mile Oval	200 Miles	133 Laps	9:50 PM US CT
9	May 24	<b>Event Name TBA</b> @ Canadian Tire Motorsports Park	2.46 Mile Road	100 Miles	41 Laps	9:50 PM US CT
10	June 11	<b>Indianapolis 500</b> @ Indianapolis Motor Speedway <b>(Triple Crown Race #2)</b>	2.5 Mile Oval	500 Miles	200 Laps	3:00 PM US CT
11	June 21	<b>Event Name TBA</b> @ Sonoma Raceway	2.53 Mile Road	100 Miles	40 Laps	9:50 PM US CT
12	June 28	<b>Event Name TBA</b> @ The Milwaukee Mile	1.0 Mile Oval	150 Miles	150 Laps	9:50 PM US CT
13	July 19	<b>Event Name TBA</b> @ Michigan Speedway	2.0 Mile Oval	200 Miles	100 Laps	9:50 PM US CT
14	July 26	<b>Event Name TBA</b> @ Dover International Raceway	1.0 Mile Oval	150 Miles	150 Laps	9:50 PM US CT
15	August 2	<b>Event Name TBA</b> @ Atlanta Motor Speedway	1.5 Mile Oval	200 Miles	133 Laps	9:50 PM US CT
16	August 16	<b>Event Name TBA</b> @ Phillip Island	2.76 Mile Road	100 Miles	37 Laps	9:50 PM US CT
17	September 13	<b>Event Name TBA</b> @ New Hampshire International Speedway	1.0 Mile Oval	150 Miles	150 Laps	9:50 PM US CT
18	September 27	<b>Event Name TBA</b> @ Mid-Ohio Sports Car Course	2.25 Mile Road	100 Miles	42 Laps	9:50 PM US CT
19	October 11	<b>Birky Trucking 125</b> @ Iowa Speedway	0.87 Mile Oval	125 Miles	143 Laps	9:50 PM US CT
20	October 18	<b>Event Name TBA</b> @ Chicagoland Speedway	1.5 Mile Oval	200 Miles	133 Laps	9:50 PM US CT
21	October 25	<b>Event Name TBA</b> @ Gateway Motorsports Park	1.25 Mile Oval	150 Miles	120 Laps	9:50 PM US CT
22	November 8	<b>Event Name TBA</b> @ TBD Road Course	Road	100 Miles	TBD	9:50 PM US CT
23	November 15	<b>Event Name TBA</b> @ Road America	4.0 Mile Road	100 Miles	25 Laps	9:50 PM US CT
24	December 13	<b>Event Name TBA</b> @ Auto Club Speedway <b>(Triple Crown Race #3)</b>	2.0 Mile Oval	300 Miles	150 Laps	9:50 PM US CT