



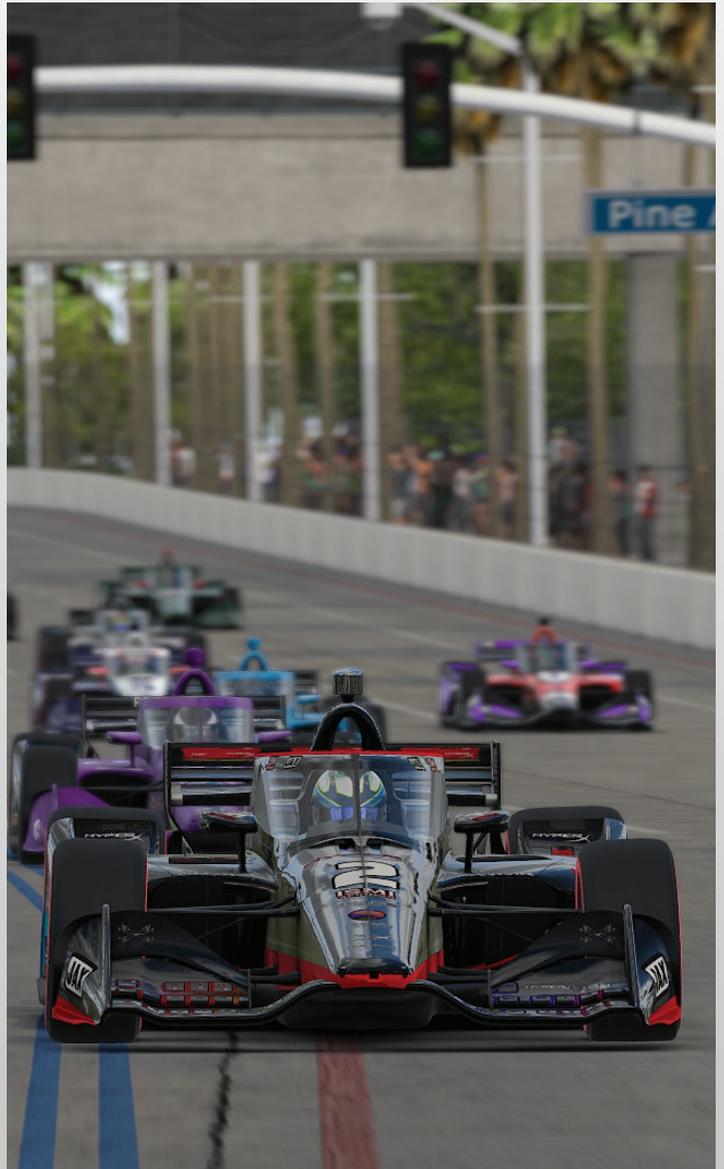
7 LIONHEART RACING SERIES

2022 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 8th year of operation and is proud to present 3 full time championship series.

Every Lionheart event in 2022 will be initially broadcast live by RaceSpot TV, a 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. 2022 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 2022 events adding additional exposure and airtime for our sponsors. ESTV analytics reported nearly 2 million unique viewers tuned into Lionheart events in 2021 and we are projecting to exceed those totals 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 pride ourselves on being able to create custom packages for anyone. We have sponsorship opportunities starting from small to large. This document is intended to outline the many ways interested parties can become involved in any of our three 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, Wednesday and Thursday nights as this community of highly talented drivers continues to grow through 2022 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 our selves 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 3 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 would love nothing more than to share our passion and excitement for sim racing with your brand.





TIMELINE & MILESTONES



- 2014** – First live broadcasted Lionheart event with GSRC.
- 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 its 285th live broadcasted event.
- 2021** – Lionheart reaches over two million impressions in a single season.
- 2022** – Lionheart will celebrate its 300th live broadcast 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[®]



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. 2020 marked an impressive milestone for iRacing as its players have accumulated over 3 billion laps driven inside the simulator. Currently iRacing has over 170,000 subscribers and presents as the perfect market to further promote your brand.



OUR CHAMPIONSHIPS AT A GLANCE

The Lionheart Racing Series oversees three world class championships. The Lionheart Indycar Series, Lionheart Speedway Series and Lionheart Retro Series. Each series features its own unique car and style of racing offering a great deal of variety for its drivers, viewers and sponsors. All of our championships begin in early March and run through December. In total the Lionheart Racing Series will host 58 live events on Racesport TV with 116 re-airings on ESTV.

Our flagship series, the Lionheart IndyCar 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 leagues most dedicated sim racers.

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 Speedway Series uses the DW-12 IndyCar chassis and focuses on the highly competitive fast paced discipline of oval racing. Our Speedway Series provides an additional opportunity for drivers specializing in oval racing to be a part of the Lionheart league and showcase their talents. Our Speedway Series promises to provide intense, fast paced wheel to wheel action.





LIONHEART INDYCAR SERIES



This is the series that started it all. Created in tandem with the Lionheart Racing Series in 2014, our IndyCar Series is indeed the crown jewel of Lionheart. With 9 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 IndyCar 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. It has the longest schedule among all 3 series (22 rounds) and features 3 full 500-mile events including our annual virtual Indianapolis 500-mile race.

Drivers of our IndyCar 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.





LIONHEART RETRO SERIES



With 5 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 IndyCar 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 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. Our drivers will compete on a variety of tracks to include ovals, road and street courses in their quest to become a Lionheart Champion.



77 LIONHEART SPEEDWAY SERIES



Created in 2021, the Lionheart Speedway Series is the latest expansion to the league. Utilizing the DW-12 IndyCar chassis our Speedway Series focuses on the highly competitive fast paced discipline of oval racing. The Speedway Series provides an additional opportunity for drivers specializing in oval racing to be a part of the Lionheart Racing Series and showcase their talents.

Lionheart is no stranger to the Dallara DW-12 IndyCar chassis. The DW-12 was utilized by the Lionheart IndyCar Series through its first 5 seasons before the modern IR-18 IndyCar was released. Never forgotten, the DW-12 has received a resurgence as the star of our Speedway Series.

With the addition of the Speedway Series Lionheart now represents 3 different eras of open wheel virtual IndyCar racing.

The growing popularity of the league and frequent applications to join the Lionheart Racing Series by members of the iRacing community helped prompt this decision.

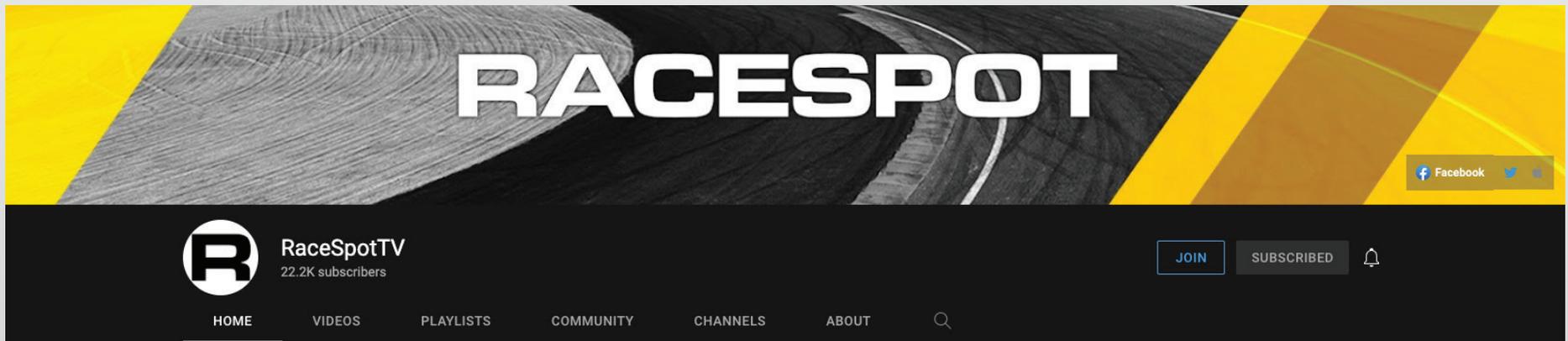




RACESPOT TV

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 broadcaster around 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 Fire TV, Samsung TV Plus, 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 McChord and NFL Alumni esports events. For more information, please visit www.estv.co.





2022 BROADCAST SCHEDULE



INDYCAR

03.02.22	Homestead	9:05 PM
03.23.22	Long Beach	9:05 PM
03.30.22	Kentucky	9:05 PM
04.16.22 (Sat)	Pocono	3:00 PM
04.27.22	Silverstone	9:05 PM
05.04.22	Nashville	9:05 PM
05.18.22	Watkins Glen	9:05 PM
05.25.22	Phoenix	9:05 PM
06.15.22	Suzuka	9:05 PM
06.22.22	Indy Quali	9:05 PM
06.26.22 (Sun)	Indianapolis	3:00 PM
07.13.22	Mosport	9:05 PM
07.27.22	Iowa	9:05 PM
08.10.22	Road America	9:05 PM
08.17.22	Michigan	9:05 PM
08.24.22	Gateway	9:05 PM
08.31.22	Motegi Oval	9:05 PM
09.14.22	Motegi GP	9:05 PM
10.05.22	Barber	9:05 PM
10.12.22	Milwaukee	9:05 PM
11.02.22	Kansas	9:05 PM
11.16.22	Phillip Island	9:05 PM
12.11.22 (Sun)	Auto Club	3:00 PM

RETRO

03.03.22	Homestead	9:05 PM
03.17.22	New Hampshire	9:05 PM
03.31.22	Watkins Glen	9:05 PM
04.07.22	Pocono	9:05 PM
04.28.22	Phillip Island	9:05 PM
05.12.22	Brands Hatch	9:05 PM
06.02.22	Nashville	9:05 PM
06.30.22	Indianapolis	9:05 PM
07.21.22	Hungaroring	9:05 PM
07.28.22	Iowa	9:05 PM
08.04.22	Michigan	9:05 PM
08.18.22	Long Beach	9:05 PM
09.22.22	Motegi GP	9:05 PM
09.29.22	Motegi Oval	9:05 PM
10.20.22	Montreal	9:05 PM
10.27.22	Gateway	9:05 PM
11.10.22	Road America	9:05 PM
12.15.22	Auto Club	9:05 PM

SPEEDWAY

03.14.22	Homestead	9:05 PM
03.21.22	Texas	9:05 PM
04.04.22	Milwaukee	9:05 PM
04.11.22	Pocono	9:05 PM
04.18.22	Atlanta	9:05 PM
05.09.22	Kentucky	9:05 PM
05.16.22	Gateway	9:05 PM
06.13.22	Michigan	9:05 PM
06.27.22	Nashville	9:05 PM
07.09.22 (Sat)	Indianapolis	3:00 PM
08.01.22	New Hampshire	9:05 PM
08.22.22	Chicagoland	9:05 PM
08.29.22	Motegi	9:05 PM
09.19.22	Iowa	9:05 PM
09.26.22	Charlotte	9:05 PM
10.17.22	Richmond	9:05 PM
10.24.22	Kansas	9:05 PM
11.14.22	Auto Club	9:05 PM

*All broadcast times are Central





PROMOTION

Promotional Opportunities

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

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



Buttkicker branding used in 2021 Pre Race Show logo



HyperX branding used in 2021 Post Race Show logo

All of the above can carry your company as a presenting sponsor. The Lionheart Series and Racespot TV will work with our sponsors to ensure 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. Our focus would be 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.



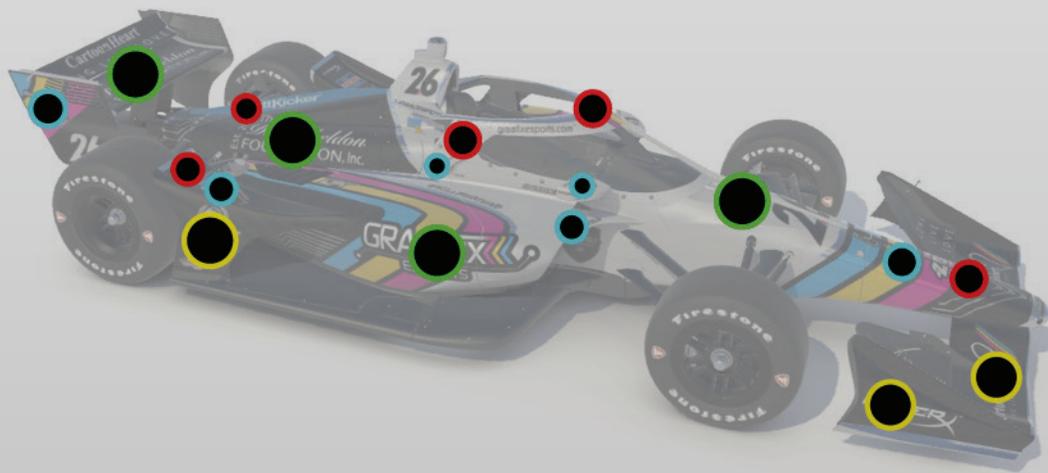
AN OPEN CANVAS FOR SPONSORSHIP BRANDING

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 21 years. A motorsports fan since early childhood, Jorge always wanted to share his passion for IndyCar 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. After several months of planning the Lionheart IndyCar series was born 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 in this simulated world. July 1, 2014 was the inaugural race for Lionheart, and now after 300+ organized events Lionheart is just a few short weeks away from starting its 10th season and 8th year of operation.

Jorge is committed to the Sim Racing community and the growth of eSports and Sim Racing. 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.



OUR THANKS & CONTACT INFORMATION

On behalf of the entire administration team, we would like to thank you for taking the time to review our 2022 Sponsor Guide. We hope that you found the information helpful in making your decision to partner with the Lionheart Racing Series in 2022. As previously mentioned, 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 2022!

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

