



LIONHEART RACING SERIES

2019 SPONSOR GUIDE



INTRODUCTION

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Thank you for your interest in the Lionheart Racing Series. Since its formation in 2014, Lionheart has quickly grown into the premier open wheel eSports league on iRacing. For 2019 we're offering two full time racing series featuring the IR-18 IndyCar and the classic Lotus 79. The Lionheart IndyCar Series offers intense, wheel to wheel action on some of the world's most popular tracks. Meanwhile, the Lionheart Retro Series focuses on IndyCar racing from the 1970's and 80's at some of the most iconic ovals and road courses.

The 2019 season will be the most exciting, and most competitive ever! The Lionheart Racing Series will be celebrating its 5th year anniversary and is looking to establish partnerships with individuals interested in alternative outlets for brand recognition. Virtual or online eSports competition is growing bigger and better than ever. The Lionheart Racing Series is dedicated to the continual growth of eSports and Sim Racing. Our dedication to our partners is unmatched and we look forward to working with you in 2019.



The Lionheart Retro Series will run an 18-race schedule, while the Lionheart IndyCar Series will run 25 races with each having an All-Star Race before the start of their season. All races will be broadcast live via the Global Sim Racing Channel (GSRC), and for a second season both series will be featured on the new iRacing eSports Network (IESN). The IESN is a channel operated by iRacing that live streams only the finest sim racing eSports events. The Lionheart Racing Series is proud to have both series featured on their channel. Partnering with Lionheart is an excellent opportunity for exposure for your business. In 2018, the Lionheart IndyCar Series averaged over 1028 views for each of its 25-events featured on GSRC and the iRacing eSports Network. In total this amounted to a 20% increase in viewership from the 2017 season. The second season of the Lionheart Retro Series surpassed all expectations continuing to extend its reach. The combined total views for 2018 was over 32,600.

INTRODUCTION CONTINUED

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LIONHEART RACING SERIES

Lionheart is committed to promoting iRacing 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. The Lionheart IndyCar Series and Lionheart Retro Series are also regularly promoted through multiple weekly articles on iRacing News and SIMSPORTNews.

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 our sponsors. This wouldn't be possible without over a hundred of the most dedicated and passionate sim racers. Lionheart is excited to be returning over 80 percent of our full-time drivers in 2019, while offering new opportunities to several eager and talented rookies. We race wheel to wheel through almost every turn, and you'll not find more competitive racing anywhere.

Lionheart's exceptional growth is thanks to the great support of our sponsors. We pride ourselves on being able to create custom packages for anyone. We have sponsorship opportunities starting at very small all the way to very robust. This document is intended to outline the many ways interested parties can become involved in either of our two great series. Please don't hesitate to reach out with questions or ideas, our administration team is here to assist you. We hope you'll consider joining us on Wednesday and Thursday nights as this community of highly talented drivers continues to grow through 2019 and beyond.



THE VIRTUAL WORLD

LIONHEART RACING SERIES LIONHEART RACING SERIES



WHAT IS SIM RACING?

Sim Racing (simulated) is the industry term for computer software that replicates real world racing locations, vehicles and conditions as accurately as possible. From laser scanned tracks to the technical schematics of every vehicle, there's no limit to how far this technology can grow. Racing is not just about going fast, differing real-world variables such as fuel usage, vehicle damage, tire wear, grip, suspension settings, track temperature, weather and many others play a key role in making Sim Racing realistic for both drivers and viewers.

To be competitive in Sim Racing, a driver must understand all aspects of car handling that make real-world racing so difficult, such as threshold braking, how the car changes over a fuel stint (weight, ride height), to how to maintain control of the car without losing speed as the tires lose traction. It's this level of difficulty that distinguishes Sim Racing from that of regular video games.

Real world racing is inherently expensive. Sim Racing is designed to provide the same experience at a fraction of the cost. As computers and technology become less expensive and more powerful, more and more drivers are utilizing Sim Racing to enhance their racing experience. Professional drivers of IndyCar, NASCAR, IMSA, etc. use Sim Racing to keep their skills sharp, as do recreational racers who simply enjoy the realism and competition. Sim Racing is affordable, highly detailed and accurate to a fault.



THE VIRTUAL WORLD CONTINUED

LIONHEART RACING SERIES LIONHEART RACING SERIES



WHAT IS eSPORTS?

eSports is one of the fastest growing forms of entertainment in the world, with broadcasts, leagues and tournaments of all kinds getting more and more coverage in mainstream media. Within the realm of eSports, there's nothing more exciting than Sim Racing. Drivers from all over the world compete within inches of each other to see who is the fastest. This excitement creates the perfect atmosphere to give brands such as yours great exposure. eSports turns online gaming into a spectator sport. It mimics the experience of watching a professional event where spectators watch gamers compete against each other. The eSports trend has become so widespread in recent years that games can often be viewed at an organized public event. As with traditional sports, these games are broken down into competitive leagues and tournaments.



iRacing®

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.



LIONHEART AT A GLANCE

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The Lionheart IndyCar Series was founded in 2014 by a group of like-minded racers who wanted to take American open-wheel racing on iRacing to the next level. From its initial 16-race season, Lionheart has grown exponentially and now offers 2 broadcasted premier open-wheel racing leagues. Lionheart runs races nearly every week from March until December.

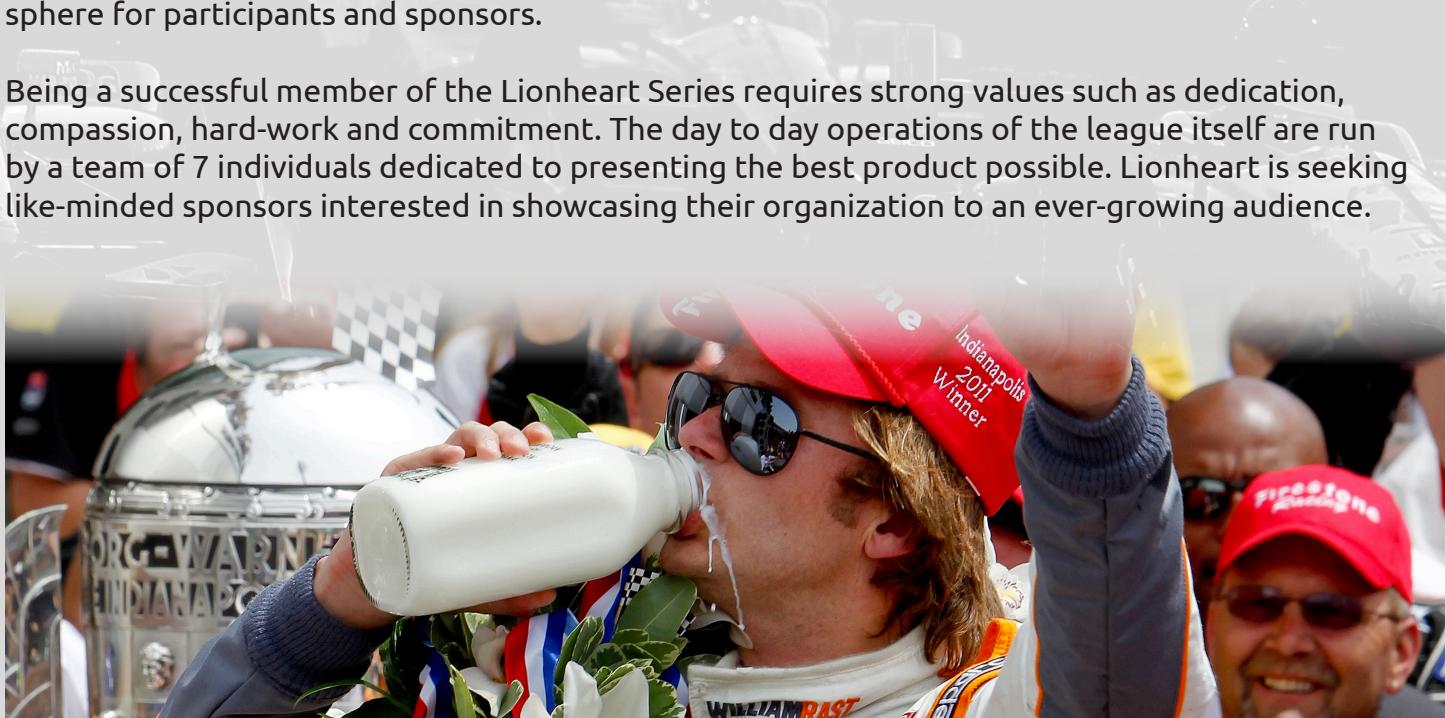
The Lionheart IndyCar Series uses the Dallara IR-18 chassis to create the ultimate test of speed and racing discipline. We showcase our league and our drivers at some of the most popular and exciting venues of recent years. Our goal is to emulate as closely as possible the real world IndyCar Series.

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 car and this series showcase the raw racing talent of its drivers. The Lotus's are designed with quick acceleration and power which makes for a very difficult car to control.

Both Lionheart leagues are "Fixed Setup" racing leagues. All drivers are provided the same engineered setup with limited ability to make any adjustments to the car. This equalizes the field and makes the race entirely about ability and racing strategy. The racing is intense, and drivers are so focused that many drivers use real crew chiefs and spotters to help along the way.

Our racing is unmatched anywhere in iRacing, but what really sets Lionheart apart isn't found on the track; it's found in the spirit and the values of each of our members. Founded to carry on the memory of fallen IndyCar Champion Dan Wheldon; from day 1 Lionheart has put an incredibly strong emphasis on driver conduct both on and off the track. League members adhere to a very detailed rulebook which governs on-track and off-track actions ensuring a clean and respectful atmosphere for participants and sponsors.

Being a successful member of the Lionheart Series requires strong values such as dedication, compassion, hard-work and commitment. The day to day operations of the league itself are run by a team of 7 individuals dedicated to presenting the best product possible. Lionheart is seeking like-minded sponsors interested in showcasing their organization to an ever-growing audience.



LEADERSHIP TEAM

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JORGE ANZALDO

League Founder - Owner

Residing in Chicago, Illinois with his wife and two children, Jorge has been a paramedic with the Chicago Fire Department for 18 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 a 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 160+ organized events Lionheart is just a few short weeks away from starting its 7th season and 5th 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.



PIERRE DAIGLE

Chief Steward

Pierre has been a racing fan since the mid 1990s when fellow Canadian Jacques Villeneuve was lighting up the IndyCar world. He raced in karting as well as Formula Ford's until 2007. Pierre works as a radio journalist in Rimouski, Québec. Starting in 2019 he will act as Chief Steward for the Lionheart IndyCar and Retro Series in the revamped Race Control.



DAVID KORTY

Chief Steward

Born in Indiana, David has been a fan of the Indianapolis 500 for over 30 years. This is his third year in Lionheart, and second as a League Admin. David is a real-estate property manager and entrepreneur and lives with his wife and children in Atlanta, Georgia. Starting in 2019 he will act as Chief Steward for the Lionheart IndyCar and Retro Series in the revamped Race Control.

LEADERSHIP TEAM CONTINUED

LIONHEART RACING SERIES LIONHEART RACING SERIES



ANDREW KINSELLA *Chief Racing Engineer*

Andrew is Lionheart's the chief set-up builder, pre-race story writer and a part of the power-house team, Adrenaline Motorsports. Andrew was the Season 5 Rookie of the Year and finished 3rd overall in both season 5 and 6 of the Lionheart IndyCar Series. Andrew is a financial analyst and lives in London, Ontario with his fiancé Sofia.



TYLER GRAAF *Lead Graphics & Social Media*

Tyler grew up racing cars and go-karts around the United States along with doing graphic design when not on track. In 2016, Tyler decided to dedicate his entire racing focus on Sim Racing and eSports. Tyler joined the Lionheart Series at the beginning of 2018 and hasn't looked back doing all of the graphic and social media work. Outside of the league, Tyler resides in Duluth, Minnesota with his girlfriend, and works as an elite merchandizer and a free lance graphic designer.



JAKE WRIGHT *Digital Media & Race Steward*

Jake joined Lionheart in 2015, and after winning three season championships, he decided to take a break from driving to focus on the administration side of Lionheart. Jake handles the league's website and all photography, as well as providing media graphics for broadcasts. Starting in 2019 he will assist as a full-time Race Steward for the IndyCar Series. Jake lives and works Sebastopol, California.



ALEX SAUNDERS *Chief Statistician*

Alex has been a member of the iRacing community now for over 5 years. Joining the Lionheart series in 2018, he proved to be quite the competitor nearly winning the Retro championship in his rookie season. Alex is no rookie to competition, having won the 2015 Season 3 iRacing IndyCar Championship and has competed with just about every car on the iRacing service. He has an expertise with record and data tracking and will oversee the league's record book and timing & scoring. Alex lives in Round Lake, Illinois.

GENERAL STRATEGY

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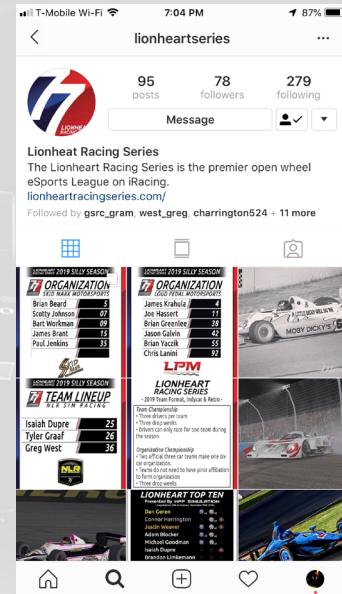
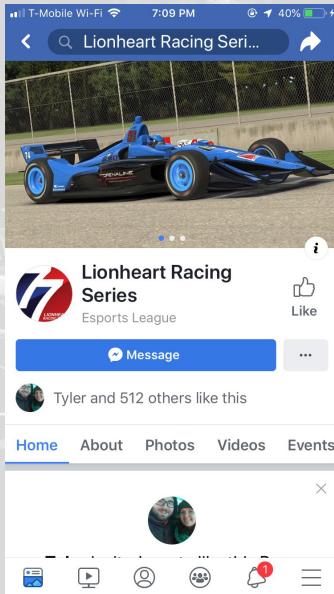
As a commitment to our sponsors, Lionheart uses every resource available to bring attention to your organization. Listed below is an outline of the many options available to prospective partners, all of which can be customized to suit your needs.

LEAGUE WEBSITE

Your company logo can be added to the “Series Partners” section on the main page of the Lionheart website with active links to your home page, and a separate section about your organization, highlighting your products and services.

FACEBOOK, TWITTER & INSTAGRAM

To highlight your involvement with Lionheart, your organization will receive numerous mentions throughout the season from our series and our drivers. Additionally, many of our drivers post regularly on their own accounts which leads to more direct and indirect visibility for you! Sponsor specific promotional posts will be shared via the Lionheart Facebook, Instagram and Twitter pages that members routinely share and retweet.



@LionheartSeries

GENERAL STRATEGY CONTINUED

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LEAGUE PUBLICATIONS & AWARDS

Your company logo could be placed on all plaques provided as part of the league's end-of-season awards. Photos of the plaques are shared throughout social media. Any provided information about your company's products can be included within the league-produced media guides, which are sent to GSRC (our broadcast partner) prior to each league broadcast. A single-page advertisement for your company can be included within the 2019 Lionheart Driver's Guide and Press Kit. These documents contain basic information about the league and are sent to every new member who joins the league throughout the year.

iRACING NEWS & FORUMS

Lionheart produces a special press release to announce our agreement with your organization which is then published on iRacing News. From there, the story can be shared across social media. Throughout the season Lionheart produces race preview articles and post-race review stories for each event that are published on iRacing News and SIMSPORTNews. Your company will be mentioned regularly in these articles which are additionally published on the league website and shared across multiple platforms. The league maintains ongoing threads within the IR-18 and L79 sections of the official iRacing forums. Whenever applicable, the league's partnership with your company would be mentioned in posts on this forum. We distribute our press releases beyond the official iRacing News utilizing private organizations like SIMSPORTNews.

SIMSPORTNews

iRacing news



BROADCAST STRATEGY

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YouTube viewership has never been higher. Nearly gone are the days of watching a cable providers race broadcast. Twenty-first century race fans follow their favorite drivers, teams and racing series on their mobile devices from anywhere.

In addition to sponsoring races, teams, drivers, awards, prizes and championships, our wonderful partners at the Global Sim Racing Channel (GSRC) have provided us with a number of in-broadcast sponsorship opportunities:

- 15 Minute Pre-Race Show
- 15 Minute Post-Race Show (with driver interviews)
- Starting Grid Announcement
- Final Standings Annoucement
- Grand Marshal
- Live on-air interviews
- Victory Lane
- Event Details
- Company Logo on On-Board Camera

All of the above can carry your company as a presenting sponsor. The Lionheart Series and GSRC will work with our sponsors to ensure professional quality logos appear on screen at all times. We will 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 to directly track sales from Lionheart broadcasts . There is no limit to the amount of exposure your organization can attain through a partnership with Lionheart. Sim Racing continues two grow at an impressive rate as does the fan base for Sim Racing.



SINGLE RACE SPONSORSHIPS



Lionheart offers a variety of sponsorship opportunities and packages during each race week. Listed below is an outline of the most popular options available. If you don't see what you're looking for let us know! We're eager to find the perfect fit for your organization!

RACE TITLE SPONSORSHIPS

Single-Race Title Sponsorship grants the sponsor naming rights for that event. Your company logos, or a custom race logo is placed on the season schedule page on the league's website and is used for all promotional materials for that event. Hyperlinks to your website will be placed in the partners section of the Lionheart page. During the race we'll promote your organization by reading any supplied information about you on-air. We also offer packages to air sponsor provided 30 - 60 second commercial spots during the broadcast. (Commercial broadcast packages range from 1-2 showings per race and can increase as requested). Race title sponsors receive a free in-car camera on the car of their choice that is featured regularly during the race broadcast with your company logo.

LIONHEART INDYCAR SERIES

Package	Information
Single-Race Title Sponsorship	21 standard-length oval and road course races in 2019
Triple Crown & All-Star Race Title Sponsorship	Rockingham, Auto Club Speedway and Pocono Raceway Only
Indianapolis 500 Race Title Sponsorship	Indianapolis 500

LIONHEART RETRO SERIES

Package	Information
Single-Race Title Sponsorship	15 standard-length oval and road course races in 2019
Triple Crown & All-Star Race Title Sponsorship	Charlotte Roval, Auto Club Speedway and Pocono Raceway Only
Indianapolis 250 Race Title Sponsorship	Indianapolis 250

SEASON SPONSORSHIP



In addition to race-specific packages, Lionheart offers several long-term options that enable sponsors to be involved with the league for the duration of the season. Listed below are the popular packages with other options available upon request.

BROADCAST SPONSORSHIPS

Package	Information
Lionheart IndyCar Series Pre-Race Show Title Sponsorship	Sponsorship applies to all broadcasts during the 2019 IndyCar Season
Lionheart IndyCar Series Post-Race Show Title Sponsorship	Sponsorship applies to all broadcasts during the 2019 IndyCar Season
Lionheart Retro Series Pre-Race Show Title Sponsorship	Sponsorship applies to all broadcasts during the 2019 Retro Season
Lionheart Retro Series Post-Race Show Title Sponsorship	Sponsorship applies to all broadcasts during the 2019 Retro Season

AWARD & PRIZE SPONSORSHIPS

Package	Information
Race Specific Prizes	The Race Title Sponsor may offer any additional prizes for their race
Season Long Prizes & Awards	P1 Award, Iron Man, Cleanest Driver, Rookie of the Year, Turning Point, Triple Crown, Road Course Champion, Oval Champion, etc.
Sponsor Designed Prizes & Awards	Create your own championship or prize in any series and watch drivers battle for your trophy

PRIZES AND AWARDS

SERIES CHAMPION: Awarded to one driver from each series who accumulates the most points at the end of the season, once the 3 worst results have been dropped.

ROOKIE OF THE YEAR: Awarded to the driver from each series competing in their first full season who accumulates the most points of all rookie drivers over the course of the season, once the 3 worst results have been dropped.

TEAM CHAMPIONSHIP: Awarded to the team of 3 drivers who collectively accumulate the most points over the course of the season.

ORGANIZATION CHAMPIONSHIP: Awarded to the organization of two teams who collectively accumulate the most points over the course of the season.

DAN WHELDON DRIVER OF THE YEAR: Awarded to the league member who best exemplifies the spirit of Dan Wheldon. Rather than on-track performance, the member who receives this award exemplifies sportsmanship, commitment, determination and kindness.

TURNING POINT AWARD: Awarded to the driver that has the best 2nd half of the season when compared to the 1st half.

CLEANEST DRIVER: iRacing assigns incident points to various infractions such as putting wheels off the track, contact with the wall or another car. The Lionheart Series awards a trophy for the driver who accumulates the fewest incident points over the course of the season.

CLEANEST TEAM: Awarded to the team who accumulates the fewest incidents points among the drivers scored for the Team Championship.



PRIZES AND AWARDS CONTINUED



IRON MAN AWARD: Awarded to the driver who completes the most miles over the course of the season.

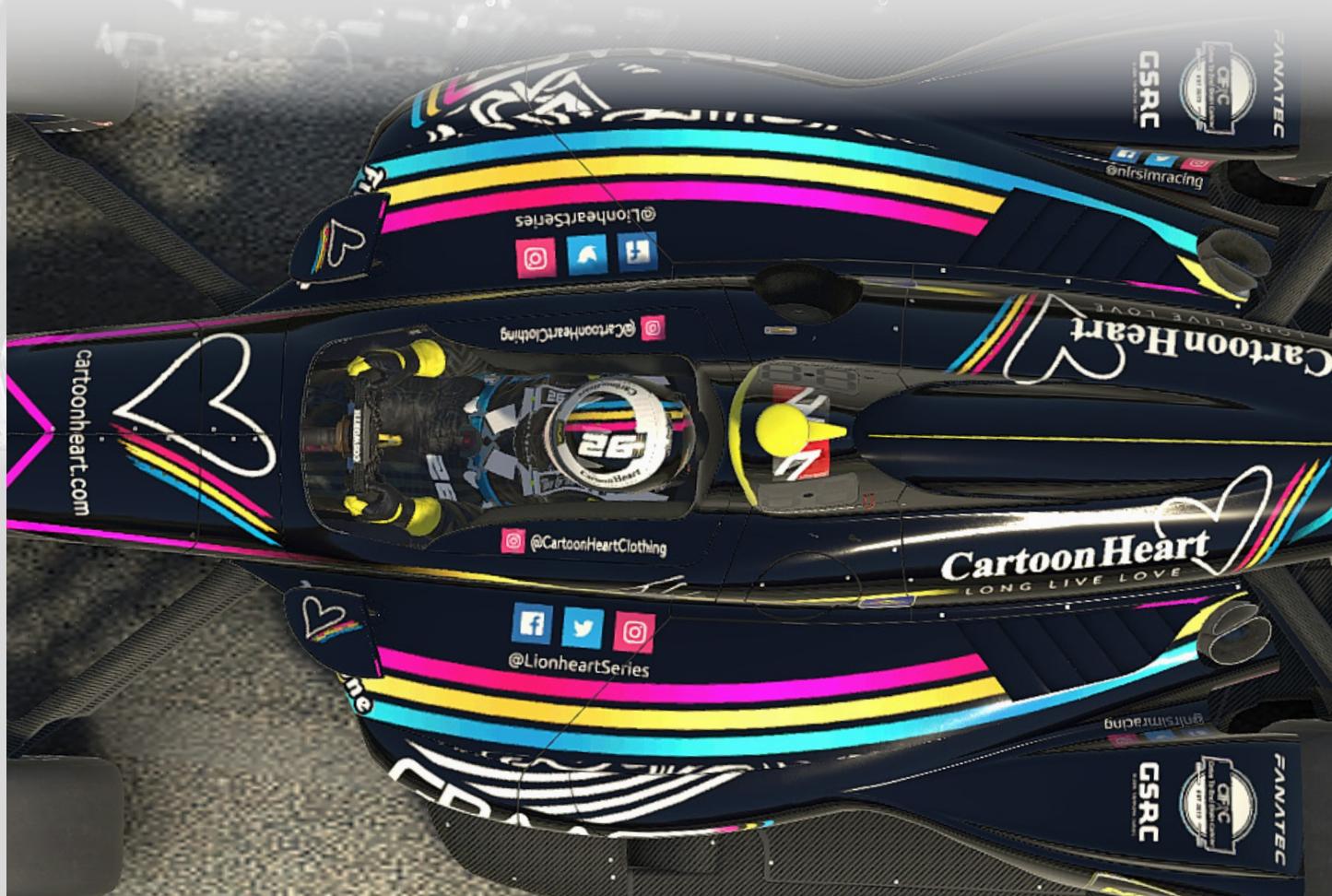
OVAL/ROAD COURSE CHAMPION: Awarded to the driver with the highest cumulative point total on either road courses or oval tracks.

TRIPLE CROWN/INDIANAPOLIS 500 WIN:

Special recognition and prizes are given to the winner of the 3 biggest events in the season, the Indianapolis 500, the Pocono 300 and the Auto Club 300.

LIONHEART INDYCAR SERIES

2018 2ND PLACE



2019 INDYCAR SCHEDULE

LIONHEART
RACING SERIES

Race	Date	Track	Type	Laps	Start Time
ASR	Feb 27	Rockingham Speedway	Oval	99	9:35PM CST
1	Mar 13	Homestead-Miami Speedway	Oval	134	9:35PM CST
2	Mar 27	Watkins Glen International	Road	37	9:35PM CST
3	Apr 03	Kentucky Speedway	Oval	134	9:35PM CST
4	Apr 10	ISM Raceway	Oval	200	9:35PM CST
5	Apr 24	Pocono Raceway (TC)	Oval	120	9:35PM CST
6	May 22	Raceway at Belle Isle Park	Street	32	9:35PM CST
7	May 22	Raceway at Belle Isle Park	Street	32	10:35PM CST
8	May 29	Twin Ring Motegi	Oval	130	9:35PM CST
9	Jun 19	Canadian Tire Motorsports Park	Road	51	9:35PM CST
10	Jun 26	The Milwaukee Mile	Oval	200	9:35PM CST
11	Jul 03	Texas Motor Speedway	Oval	134	9:35PM CST
12	Jul 13	Indianapolis Motor Speedway (TC)	Oval	200	9:35PM CST
13	Jul 24	Barber Motorsports Park	Road	53	9:35PM CST
14	Aug 21	Autodromo Nazionale Monza	Road	35	9:35PM CST
15	Aug 28	Charlotte Motor Speedway	Oval	134	9:35PM CST
16	Sep 18	Michigan International Speedway	Oval	100	9:35PM CST
17	Sep 25	Richmond International Raceway	Oval	267	9:35PM CST
18	Oct 09	Circuit Gilles Villeneuve	Road	47	9:35PM CST
19	Oct 16	Gateway Motorsports Park	Oval	160	9:35PM CST
20	Oct 23	Iowa Speedway	Oval	229	9:35PM CST
21	Nov 06	Road America	Road	31	9:35PM CST
22	Nov 13	New Hampshire	Oval	190	9:35PM CST
23	Nov 20	Kansas Speedway	Oval	134	9:35PM CST
24	Dec 11	WeatherTech Raceway Laguna Seca	Road	56	9:35PM CST
25	Dec 18	Auto Club Speedway (TC)	Oval	150	9:35PM CST



2019 RETRO SCHEDULE

Race	Date	Track	Type	Laps	Start Time
ASR	Feb 21	Carlottte Motor Speedway	Roval	34	9:35PM CST
1	Mar 14	Homestead-Miami Speedway	Oval	134	9:35PM CST
2	Mar 21	Watkins Glen International	Road	37	9:35PM CST
3	Apr 18	Sebring International Raceway	Road	34	9:35PM CST
4	May 02	ISM Raceway	Oval	175	9:35PM CST
5	May 09	Twin Ring Motegi	Oval	113	9:35PM CST
6	May 16	Gateway Motorsports Park	Oval	160	9:35PM CST
7	Jun 13	Pocono Raceway	Oval	100	9:35PM CST
8	Jun 27	Imola	Road	41	9:35PM CST
9	Jul 11	New Hampshire Motor Speedway	Oval	166	9:35PM CST
10	Jul 25	Barber Motorsports Park	Road	53	9:35PM CST
11	Aug 29	Indianapolis Motor Speedway	Oval	100	9:35PM CST
12	Sep 19	Michigan International Speedway	Oval	100	9:35PM CST
13	Sep 26	Iowa Speedway	Oval	172	9:35PM CST
14	Oct 03	Road America	Road	31	9:35PM CST
15	Oct 17	Sonoma Raceway	Road	50	9:35PM CST
16	Nov 21	WeatherTech Raceway Laguna Seca	Road	56	9:35PM CST
17	Dec 12	Canadian Tire Motorsports Park	Road	51	9:35PM CST
18	Dec 19	Auto Club Speedway	Oval	125	9:35PM CST



LEAGUE INFORMATION



LEAGUE CONTACT INFORMATION

E-Mail	lionheartindyseries@gmail.com
Website	www.lionheartracingseries.com
Facebook	www.facebook.com/lionheartseries
Twitter	@lionheartseries
Instagram	@lionheartseries

BROADCASTING CONTACT INFORMATION

Global Sim Racing Channel Website	globalsimracingchannel.com
Global Sim Racing Channel YouTube	www.youtube.com/user/GSRCBroadcasting
iRacing	www.iracing.com

INTERESTED IN SPONSORING A DRIVER?

Much like real-world drivers, many sim racers have sponsor logos showcased on their cars during races. With an average of more than 1,028 views per broadcast in 2018, Lionheart provides an excellent opportunity to showcase your brand on the virtual race track! Driver or Team sponsorship deals are welcome and encouraged 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 arrangements are solely 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. Drivers will need to have written permission to display any copyrighted material. Lionheart 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 administration team regardless of any sponsorship agreements that may already be in place. The full league rule book is available to view on our website, and can be sent upon request to any interested party. If you have any questions regarding the league's rules please contact us at any time.