



Marco Kacic Racing

Partnership Proposal



BRANDING & MARKETING IMPACT

Introduce your brand to millions of race fans and capitalize on unmatched consumer involvement.

Showcase your brand through bespoke fan engagement

Utilize the event to bolster existing marketing strategies

Position your brand and marketing toward a passionate worldwide fanbase

Motorsports is the unparalleled platform to showcase your message, to engage you audience, win new patrons, and to solidify your brand's identity. It offers extraordinary opportunities to build solid relationships, build your own team message, and strengthen engagement .



Go farther faster with Marco Kacic Racing

The world of business is just as fast-pace and evolving as is our home in racing; immerse yourself, your brand and your clients in the world of motorsports. Our engagements are a thriving home for B2B and B2C growth. Marco Kacic Racing has the capabilities to bring your brand farther than ever. Every major market and every motorsport series around the globe can see your brand standing atop the podium.



Event Experience

Experience once-in-a-life-time events with unprecedented access to the behind-the-scenes world of racing at the most exciting events on the globe. Become a team partner.

- Exciting trackside and behind the-scenes action
- Enjoy exclusive access to our dedicated hospitality chalet
- Immerse yourself and your guests in the fast-paced, no compromised environment of motorsports

Marco

Twenty year old Canadian racing driver Marco Kacic is from Kelowna BC Canada. Marco started driving go Karts at the age of five.

Over the next nine years, Marco won numerous karting races and championships in Canada and the USA. At age 15 Marco moved from karts to cars and competed in the Canadian Formula 1600 Championship. Marco shocked the competition in his first Formula 1600 race by not only being the youngest driver in the field, but by also qualifying first by over seven tenths of a second. Marco went on to have several highlights in his first year

The following year, Marco moved up to Formula 4 competition and raced for California based team, DMG. After an impressive test, DMG offered Marco a partial sponsorship to come drive for them in the 2019 Formula Pro USA F4 Championship. In Marco's debut F4 race, he took first position. He completely dominated, winning by over 27 seconds in wet conditions. Marco won 7 out of 10 races that year, and secured the overall championship.



Marco

The following year Marco was one of six drivers invited to a driver shoot-out to compete for a funded ride with an AMG GT4 team. At the end of the two day shootout, Marco was awarded the winning ride.

That same year, DMG offered Marco the opportunity to race an F3 car in the F3 Formula Pro USA series. The two schedules did not conflict so Marco was able to race in both series. Unfortunately, that year Covid travel restrictions made the season very difficult so Marco was only able to attend the first few events of the season. In GT4 competition, Marco scored a 4th place in his debut in GT4 and won his F3 debut. Marco went on to score 4 podiums and 2 wins in F3 before his season came to a premature end.

In 2023, Marco was given the opportunity to go overseas and race in the German Prototype Cup. Marco only had enough funding to do half the season but it was definitely an exciting opportunity and his performances caught the attention of several team owners in Europe and the USA.





What some drivers and team owners have to say about Marco:

- **Alex Barron, Former Indy driver** - *"Impressively fast. Amazing car control."*
- **Francois Doran, Owner of DMG** - *"his dedication and work ethic, on and off the track is awesome. This kid is the real deal."*
- **Zack Brown, CEO of McLaren Racing** - *"Fantastic and dominant drive. Congrats. Keep pushing."*
- **Dominic Dobson, Former Indy driver** - *"The most natural talent I've seen in a very long time."*



" I eat, sleep and breathe pursuing a career in racing. I do not come from a wealthy family so funding has always been the most difficult part. My funding set-backs may have made it hard to be in a car as consistently as I would like, or in a competitive environment, but it has taught me to maximize the things that are within my control. It's forced me to work harder than any other driver. My physical fitness, my networking and people skills, my understanding of engineering, and data analyzation knowledge are skills that I work on every day. Many of my funding hardships have forced me to be mentally resilient and stronger. I truly believe that my disadvantages have been blessings in disguise. I am ready for the right opportunity in every way."

Marco

Marco Kacic signs with Remstar to compete in the 2024 IMSA VP Sportscar Challenge and scores a podium finish in his debut in Daytona



DRIVER ANNOUNCEMENT





Marco will be racing in the 2024 IMSA VP Sportscar Challenge

TELEVISION



- NBC Network open and close for Rolex 24 At DAYTONA
 - 6 Hours of NBC Network Broadcast remaining
 - Michelin GT Challenge (VIR)
 - Motul Petit Le Mans (MRRA)
 - All other programming on NBCSN
- 2021 average continues to benefit from NBC exposures and strong lead-in programming viewership

 **271** THOUSAND
AVERAGE VIEWERS PER RACE YTD

 **43** TELEVISED RACE BROADCASTS
ON NBC SPORTS PLATFORMS

IMSA VP SERIES TELEVISION ENGAGEMENT



Mail

- > 650 Subscribers
- > 48 pieces of written content shared in 2020
- > 60% open rate from endemic media.



Social

- > Facebook Followers: 3,083
Average Reach: 74,267
- > Instagram Followers: 2,071
Average Impressions: 17,027
- > Twitter Followers: 1,619
Average Impressions: 33,500



Engagement

- > Site Visits: 18,300
- > Unique Visitors: 16,300
- > Page Views: 40,300
- > 31% of views via search
- > 34% of views via social media



Audience

- > 82.2% of fans live in North America
- > 82% Male
18% Female
- > 75% buyers of premium brands
- > 57% married

IMSA VP SERIES EXPOSURE

WeatherTech®



HAGERTY®



MOTUL



NETJETS®



RECARO

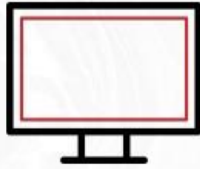


TSM MODEL™
SCALE MINIATURES



IMSA OFICIAL PARTNERS

TELEVISION



3.9
MILLION
UNIQUE
TV VIEWERS



271
THOUSAND
AVERAGE
VIEWERS



274
THOUSAND
LIVE
STREAM HOURS

SOCIAL



1
MILLION
FOLLOWERS



178
MILLION
IMPRESSIONS



4.2
MILLION
TOTAL
ENGAGEMENTS



47
MILLION
VIDEO
VIEWS

DIGITAL



4.4
MILLION
TOTAL VISITORS



5.9
MILLION
TOTAL
CONNECTIONS



1.4
MILLION
LIVE
STREAM HOURS



10
MILLION
PAGE
VIEWS

IMSA 2023 KEY METRICS

BUSINESS LEADERS:
SPORTS CAR RACING FANS ARE...

+67%
MORE LIKELY



To be
business owners

2X
AS LIKELY



To be
business executives
(i.e. CEO, President, etc.)

DECISION MAKERS:
SPORTS CAR RACING FANS ARE...



+36%
MORE
LIKELY

To be involved in
**business purchase
decisions**

BUSINESS-RELATED MEDIA:
SPORTS CAR RACING FANS ARE...

+17%
MORE
LIKELY



To read the
**business / financial
section**
of the newspaper

+33%
MORE
LIKELY



To read
**business
magazines**

+56%
MORE
LIKELY



To
watch
CNBC

+40%
MORE
LIKELY

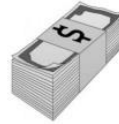


To
read
The WSJ

AMONG DECISION MAKERS:
SPORTS CAR RACING FANS ARE...

**JUST
AS
LIKELY**

To be involved in
business purchase
decisions of
\$100,000 or more a year



IMSA FANS ARE PASSION AUTO ENTHUSIASTS AND INFLUENCERS

74% MORE LIKELY TO RECOMMEND A SPONSOR'S PRODUCT OR SERVICE

72% MORE LIKELY TO TRY A SPONSOR'S PRODUCT OR SERVICE

86% MORE LIKELY TO CONSIDER TRYING A SPONSOR'S PRODUCT OR SERVICE

83% HOMEOWNERS WITH AN AVERAGE HOUSEHOLD OF 2.3 PERSONS

84% OWN 2 OR MORE CARS

IMSA FANS ARE DECISION MAKERS

Gen Z / Millennial Traits

IMSA Efforts

- Connected ➔ Multiple ways to interact with IMSA (TV, Social, Mobile App, Online)
- Highly Social ➔ Expansion of social platforms (Facebook, Twitter, Instagram, YouTube, TikTok)
- Globally Conscious ➔ Development of IMSA Green platform
IMSA Green = Cleaner Racing
- Experientially Driven ➔ Focus on delivering a "make it your own" experience
- Gaming ➔ Integration into Forza Motorsport 7, iRacing, others

25% of U.S. population express some interest in IMSA / 10% express high interest

➔ 53% are age 18-34

A FOCUS ON TOMORROW'S INFLUENCERS



Business Sponsorship Packages starting at \$40,000 and up to \$400,000 USD

*For more information or to get involved, please contact us at
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