

# 2019 PARTNERSHIP OPPORTUNITIES



**SCCA Pro Racing and the F4 U.S. & F3 Americas Championships are actively seeking partners for the 2019 racing season.**

**As we continue to grow these development series, we aim to align ourselves with partners to elevate each other in the motorsports industry.**

**Our goal is for your partnership to entice fans, enhance our paddock, and give back to our drivers and teams.**

**The opportunities for partnership include, but are not limited to, series, event, banquet, and contingency partnerships.**



WHO WE ARE





**SCCA Pro Racing, a division of Sports Car Club of America, Inc., provides full-service organization and operational support plus sanctioning for numerous professional racing series including The Trans Am Series Presented by Pirelli, FIA Formula E, Formula Race Promotions, Radical Cup North America, and Creventic 24H Series.**

**SCCA Pro Racing is also a voting member of the Automobile Competition Committee of the United States (ACCUS) - the FIA delegate for this country.**







**FIA F4 is designed as entry-level open-wheel racing for participants, around a contemporary, modern, cost-conscious formula. SCCA Pro Racing and its chosen partners embrace these ideals and support this vision with appropriate technology and products.**

**During the 2018 season, the F4 U.S. Championship Powered by Honda averaged 31 cars per event with a total of 17 teams competing. This was the largest average F4 grid size in the world. We started the 2019 season with a 26-car field, and are looking to continue the success of years past.**



# 2019 F4 U.S. SCHEDULE

**April 18-20: Michelin Raceway Road Atlanta with F3 Americas & Formula Race Promotions**

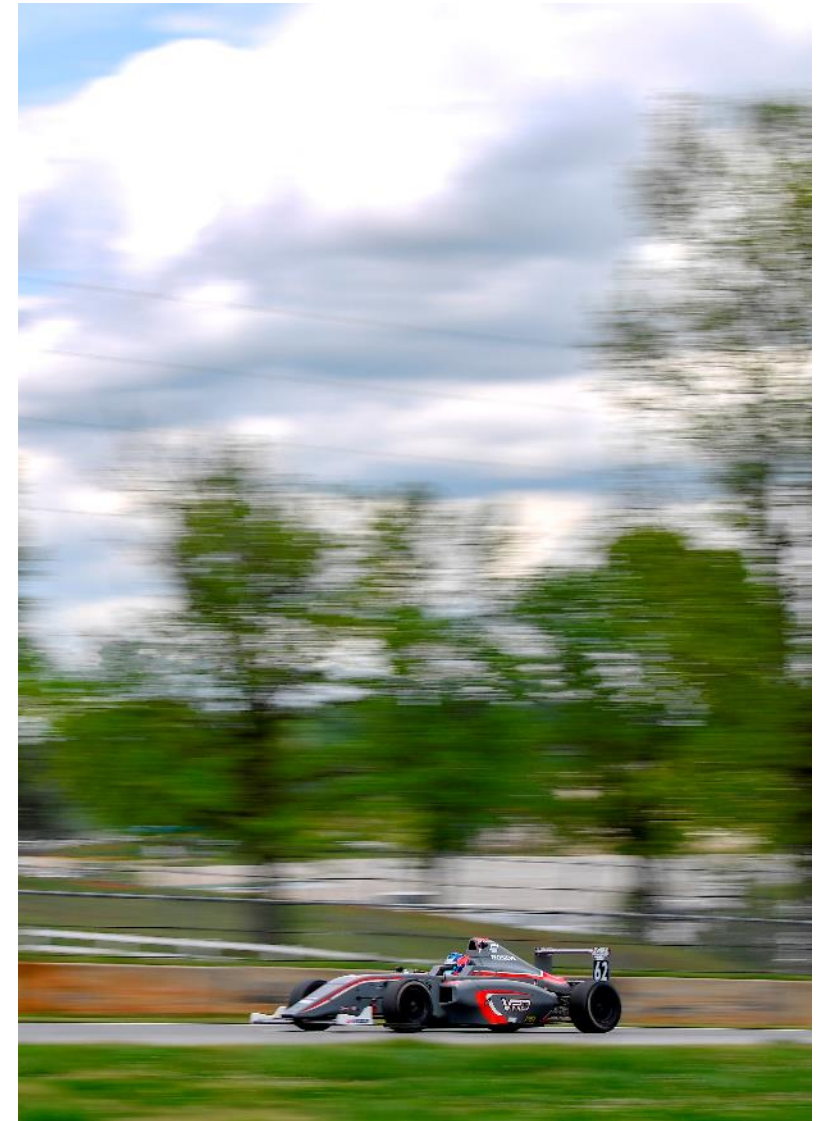
**June 21-23: Pittsburgh International Race Complex with F3 Americas**

**July 26-28: Virginia International Raceway with F3 Americas and Formula Race Promotions**

**August 8-10: Mid-Ohio Sports Car Course with NASCAR Xfinity Series and Trans Am**

**September 13-15: Sebring International Raceway with F3 Americas**

**November 1-3: Circuit of the Americas with Formula 1**







**The F3 Americas Championship Powered by Honda continues the evolution of affordable, competitive and technologically advanced open wheel racing.**

**This next level of open wheel racing meets the demands of racers and teams looking to grow their capabilities into more sophisticated and powerful machinery.**

**The F3 Americas Championship aligns with the global FIA development ladder philosophy of using common components to provide a cost-efficient, reliable, and powerful racing structure as drivers ascend through the levels on their way to U.S. or global racing success.**

**During the inaugural season in 2018, the F3 Americas Championship debuted the first North American application of the Halo. After debuting the season with 13 cars, fields will continue to grow during the 17-race season in 2019.**

# 2019 F3 AMERICAS SCHEDULE

- **April 5-7: Barber Motorsports Park with IndyCar Series**
- **April 18-20: Michelin Raceway Road Atlanta with F4 U.S. and Formula Race Promotions**
- **June 21-23: Pittsburgh International Race Complex with F4 U.S.**
- **July 26-28: Virginia International Raceway with F4 U.S. and Formula Race Promotions**
- **August 22-24: Road America with NASCAR Xfinity Series and Trans Am**
- **September 13-15: Sebring International Raceway with F4 U.S.**





EXPOSURE

No matter the level of participation, your company would be named an Official Partner for the 2019 season in an individual press release.

In addition, your company logo would be featured on both the F4 U.S. & F3 Americas websites on the partners' page, and based on the activation level, could also be featured on racecars, the Championship pace car, and/or trailer.

Partners will receive season credentials and parking passes for each event, including the Barber Motorsports Park IndyCar Series Honda Grand Prix of Alabama and the Circuit of the Americas Formula 1 United States Grand Prix, with quantities based on your level of activation.

We would also work with tracks and promoters to provide space for activation trailers in fan zones, the F4 U.S. & F3 Americas paddock, or elsewhere at events. Restrictions may apply at our premium events.

The F4 U.S. & F3 Americas Championships have a great online presence including our websites, social media channels and earned media hits. Varying levels of social media marketing are included with all activations. The marketing metrics from the 2018 seasons can be found on the next pages.







## PR & Web



**143,315,496**

PEOPLE REACHED  
AND



**981,500**

PAGE VIEWS ON  
F4USCHAMPIONSHIP.COM

ON

**425,324**

UNIQUE DEVICES

## Outlets



**726**

EARNED MEDIA HITS



**158%**

INCREASE OVER 2017  
IN PUBLICATIONS

TOP DIGITAL OUTLETS



**AutoWeek**



**SFGATE**

## Social Media



IMPRESSIONS

**11,358,031**

REACH

**10,671,137**



IMPRESSIONS

**1,047,289**



IMPRESSIONS

**8,236,245**



MINUTES WATCHED

**91,300**

TOTAL VIEWS

**36,400**

## Countries



TOP COUNTRIES ENGAGED

United  
States



Mexico



Canada



United  
Kingdom



Brazil



*Numbers Reflect January – December 2018*



## PR & Web



**122,856,466**

PEOPLE REACHED  
AND



**363,619**

PAGE VIEWS ON  
F3AMERICAS.COM

ON

**228,019**

UNIQUE DEVICES

## Outlets



**298**

EARNED MEDIA HITS



TOP DIGITAL OUTLETS



Austin American-Statesman

## Social Media



IMPRESSIONS  
**9,725,667**  
REACH  
**8,833,280**



IMPRESSIONS  
**357,006**



IMPRESSIONS  
**3,746,238**



MINUTES WATCHED  
**2,302**  
AVERAGE DURATION  
**1:30**

## Countries



TOP COUNTRIES ENGAGED

United  
States



Mexico



Canada



Argentina



Brazil



Numbers Reflect May – December 2018



# ACTIVATION OPTIONS

## CONTINGENCY PARTNERSHIP

**The 2019 F4 U.S. & F3 Americas Championships will feature six events with two or three races at each event. Contingency partnerships are a great way to participate in each weekend at the best place of all, victory circle.**

**Whether it's the most consistent finisher, the fastest race lap, or the highest finishing team, you can choose who to reward for their hard work behind the wheel or behind the wrench during an event weekend.**

**You can choose to participate with one or both Championships.**

***Investment:***

- **Activation Fee per Championship: \$1,500**
- **Suggested Award Fee or Product Trade Value per Weekend: \$200-\$500**

**[For more details on Contingency Partnerships, please click here.](#)**



# CHAMPIONS BANQUET PARTNERSHIP OR AWARDS

The F4 U.S. & F3 Americas Championships will end their 2019 seasons with a Champions Banquet, held Sunday, November 3 at the Omni Austin Southpark in Austin, Texas.

Partnership levels are available for our Champions Banquet to provide you with targeted exposure as we celebrate the season. Opportunities include title, associate, red carpet, and bar partnerships, just to name a few.

## *Investment:*

- Banquet Partnership Fee: \$5,000-\$30,000

[For more details on Champions Banquet Partnerships, please click here.](#)

A year-end award is an opportunity for your company to take part in the special night and honor one or more of our drivers and/or teams. You can choose to participate with one or both Championships and reward the category of your choosing that aligns with our current awards.

## *Award Investment:*

- Activation Fee per Championship: \$1,000
- Suggested Award Fee or Product Trade Value: \$500-\$5,000

[For more details on Champions Award Partnerships, please click here.](#)

## EVENT PARTNERSHIP

**There are various levels of event partnership to maximize your return.**

**Whether it's an exclusive title or presenting partnership for one of our premier events or an associate partnership, your company will be featured on all official materials for the event weekend, including press releases, website posts, and social media blasts. All event partnerships include commemorative event credentials for you and your guests.**

**Various levels of branding opportunities will be made available as well as additional perks such as pace car rides and PA shout-outs.**

*Sponsorships associated with the F3 Americas event at the Honda Grand Prix of Alabama at Barber Motorsports Park and the F4 U.S. event at the United States Grand Prix at Circuit of the Americas are subject to approval by the respective promoters and event managements.*

### ***Investment:***

- **Event Partnership Fee: \$5,000-\$50,000**

**[For more details on Event Partnerships, please click here.](#)**

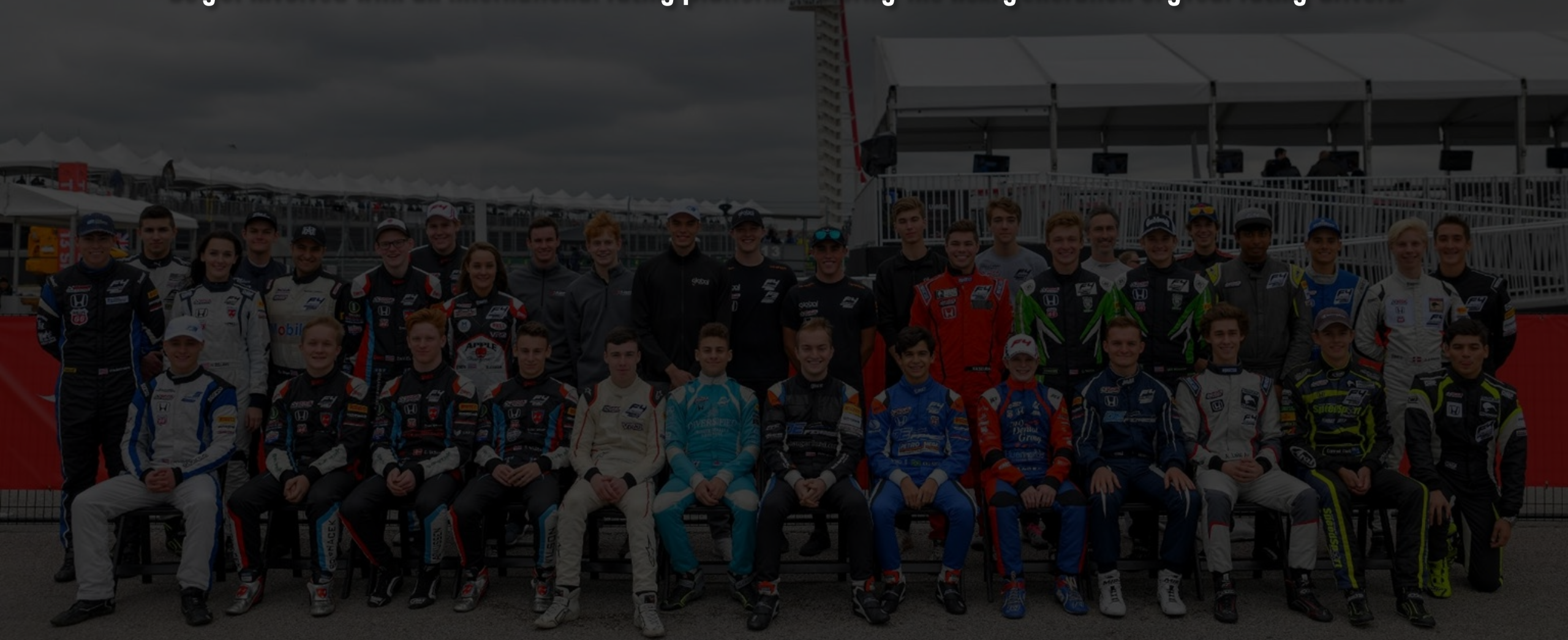


*Should series sponsorship be a route you'd like to take, we'd love to discuss options with you.*

*Please reach out directly to Sydney Yagel, General Manager of SCCA Pro Racing, at 713-628-8337 to speak further.*



**Partnering with SCCA Pro Racing and the F4 U.S. & F3 Americas Championships is a great opportunity for your organization  
be get involved with an international racing platform featuring the next generation of great racing drivers.**





**We look forward to  
hearing from you on a  
2019 partnership.**

**Sydney Yagel**  
**General Manager of SCCA Pro Racing**  
**[syagel@sccapro.com](mailto:syagel@sccapro.com)**  
**713-628-8337**