



2021 SPONSOR PROPOSAL



NGK SPARK PLUGS 2021 F1 POWERBOAT CHAMPIONSHIP

The NGK Spark Plugs F1 Powerboat Championship is a 6-race series contested across North America. Established in 2017, the series features weekend long community events highlighted by 20+ Formula 1 boats reaching speeds of 120 mph.

U.S. Powerboat racing first began in 1903. F1 racing for the last five decades, has been recognized as one of the world's most spectacular racing experiences. The F1 boats lightning quick speeds of 120 mph, razor sharp turns, create nonstop challenges for the world class drivers. The up close and personal, deck to deck, sponson banging competition creates thrills rarely experienced by boat racing fans. Each race is more than a series of one-day events, these races have evolved into the marquee event for weekend long multi-interest community festivals. The races produce the largest entertainment event in the markets they visit, increase regional awareness while generating tourism dollars for the local economy.

Beyond the live attendance, the events provide media exposure, both nationally and worldwide through television coverage including live streaming on our social media outlets as well as traditional outlets. Through live attendance and media coverage, the series reaches billions of loyal fans each season.

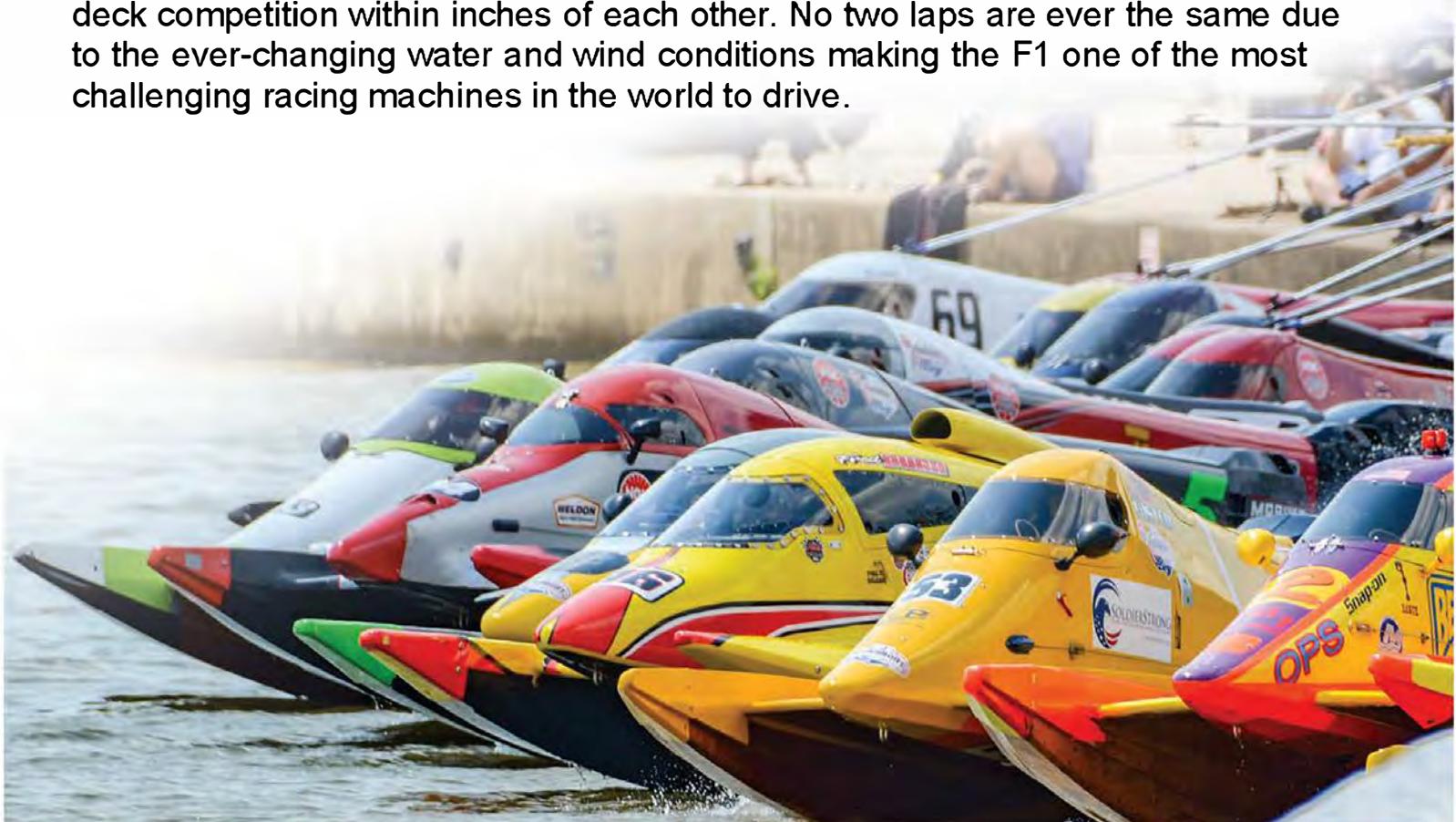




FORMULA 1 BOATS

F1 Powerboats are sleek, glamorous, light and extremely maneuverable. The power to weight ratio is among the highest in all of motorsports. From a performance perspective, F1 boats accelerate from 0-100 mph in just 5 seconds, as quick as a Formula 1 race car. Top speeds reach 120 mph with the capability of taking a 180-degree corner at 100 mph, pulling 7.0 G's in the process making them the most demanding turning race machine in the world.

F1 Powerboat competition starts with a 20+ boat field lined up with the engine off, the dropping of the start flag vaults them to life as their engines roar and the rooster tails spray thousands of gallons of water as they accelerate towards the first turn. The spectator friendly, tight race course is made up of a combination of right and left hand hair pin turns with a variety of straights providing for deck to deck competition within inches of each other. No two laps are ever the same due to the ever-changing water and wind conditions making the F1 one of the most challenging racing machines in the world to drive.



SUPPORT CLASSES



F LIGHTS

12' tunnel boats reach speeds of 70 mph

Class just below F1

Stepping stone for up and coming drivers



Based on pleasure boat tri hull design

Bumping and banging style competition

TRI HULLS



J HYDROS

12' knee rider boats reach speeds of 40 mph

Training outlet for drivers ages 9-16

U.S. RECREATIONAL BOATING BY THE NUMBERS

9 Consecutive Years of Consumer Spending Growth

\$43.1B US expenditures on New Boats, Motors, Accessories in 2019 (+3.1% 2018)

141.6M Estimated active boaters (43% US of population)

17.1M Estimated first time boaters in 2017

279K Approximate new power boats sold in 2019

966K Estimated pre-owned boats sold in 2019

12M Registered/documents boats in 2019

\$42B Annual boats sales, marine products and services in 2019

\$170B Annual economic impact of the recreational boating industry

65.9% New traditional powerboats sold are outboards

95% Boats in the US are towable under 26' long

62% US boat owners have a household income less than \$100,000

95% Boats sold in the U.S. are made in the U.S.

691K Jobs created by the boating industry

35K Small businesses supported by the boating industry

(Source: NMMA's 2019 Recreational Boating Statistical Abstract)

SERIES DEMOGRAPHICS

Live Attendees

Gender: 52% Male, 48% Female

Income: 37% > \$80,000

Age: <26 / 21%, 26-39 / 38%, 40-54 / 27%, 55-71 / 12%, >71 / 2%

Website Demographics

Country: 83.3% U.S.

Gender: 77.5% Male, 22.5% Female

Age: <25 / 8.5%, 25-34 / 15%, 35-44 / 17.5%, 45-54 / 26%, 55-64 / 23%, >64 / 10%

Social Media Demographics

Country: 73% U.S.

Gender: 77% Male, 23% Female

Age: <25 / 9%, 25-34 / 19%, 35-44 / 21%, 45-54 / 27%, 55-64 / 17%, >64 / 7%



MARKETING SUPPORT

Marketing Support provided through our Partnership with MOTO Marketing Group. Utilizing their 29 years of experience to catapult the series' partners and events into the mainstream media utilizing traditional and social platforms, MOTO Marketing's turnkey on and off premise branding opportunities ensure outstanding Return on Investment for our partners.
www.MOTOMarketingGroup.com

MEDIA DISTRIBUTION

Media Distribution through a wide range of channels ensuring a broad audience reach.

Website- www.ngkf1.com distributing Official Series News and Information covering the Events, drivers, teams, championship points, sponsors, historical content, TV coverage, photos, videos and more.

- +145% Session growth
- + 115% Page views
- +155% Worldwide user audience increase

Social Media- <https://www.facebook.com/NGKF1 PowerboatChampionship>

Live Racing coverage of the event's final days action in all classes. Additionally, giving fans race weekend live updates of events, interviews, racer testimonials and behind the scenes action. Live coverage of the final day of competition.

- Top 1 % worldwide ranking by social media advisor Likealyzer
- 74.6K Total Content Engagement
- 1.119M Total fan reaches
- 375.1K Videos views watching for more than 353K minutes

Newswire Services- Press releases and article distributions.

- 600% increase in total engagement actions
- 161M+ potential audience reached

Motorsports Media Outlets- Distributing news and stories to a broad base of Motorsports enthusiast.

Television Worldwide Coverage- CBS Sports Network and Motor Trend on Demand along with our worldwide partners showcasing our 30-minute highlights show featuring the Formula 1 classification.

- 2.6B US Homes reached via CBS Sports Network's
- 42 airings of 5 episodes
- 8B+ Households worldwide reached
- 1.75M Streamed Motor Trend on Demand Viewers

Traditional Media Outlets- Generating onsite pre-race anticipated excitement along with post-race content recapping all of the weekend's events for a lasting impression.

*Note: all data is year 2019



MARKETING SUMMARY

Motorsports is recognized as one of the most cost-effective marketing vehicles delivering more than just awareness and impressions - impacts purchase consideration, loyalty & product trial, B2B opportunities, employee & customer engagement, content marketing campaigns, once in a lifetime experience.

Customized marketing programs built to maximize your marketing budget.

Sponsorship investment flexibility caters to evolving brand objectives.

Billions of consumers reached through live fan attendance and media coverage television, live streaming, social media, website, and print.

Action packed racing creating emotional connections that increase fan purchase decisions.

Motorsports has the highest fan base for brand loyalty and consideration among U.S. major Sports Community involvement creating brand loyalty and team building.

INVESTMENT FLEXIBILITY



SOCIAL/INFLUENCER CAMPAIGN SHORT-TERM
SWEEPSTAKES PROMOTION SHORT-TERM
HOSPITALITY SINGLE EVENT
CONSUMER DISPLAY SINGLE EVENT
TEAM SPONSOR ASSOCIATE SINGLE



SOCIAL/INFLUENCER CAMPAIGN SEASON LONG
HOSPITALITY MULTI OR SEASON-LONG
CONSUMER DISPLAY MULTI OR SEASON-LONG
TEAM SPONSOR HALF ASSOCIATE
TEAM SPONSOR
BROADCAST RIGHTS SINGLE EVENT



TEAM SPONSOR FULL PRIMARY
EVENT TITLE SPONSOR
SERIES TITLE SPONSOR
BROADCAST RIGHTS SEASON-LONG



ON SITE PROMOTIONS & FAN AWARENESS AREA

Offering a totally unique opportunity for building relationships with fans, your current and potential customers utilizing on-site activities to entertain customers and suppliers while instilling employee corporate pride.

Product Display- Increase sales and market share with an on-site display of your products and services at one or all the events. Take advantage of thousands of loyal motorsport's fans in attendance increasing your market awareness.

Display Boat- Your own custom graphic display race boat and trailer to be used at corporate sales functions, promotions, and the upcoming racing events by the local promoter.

Tents- Highly visible on-site sponsor awareness element.

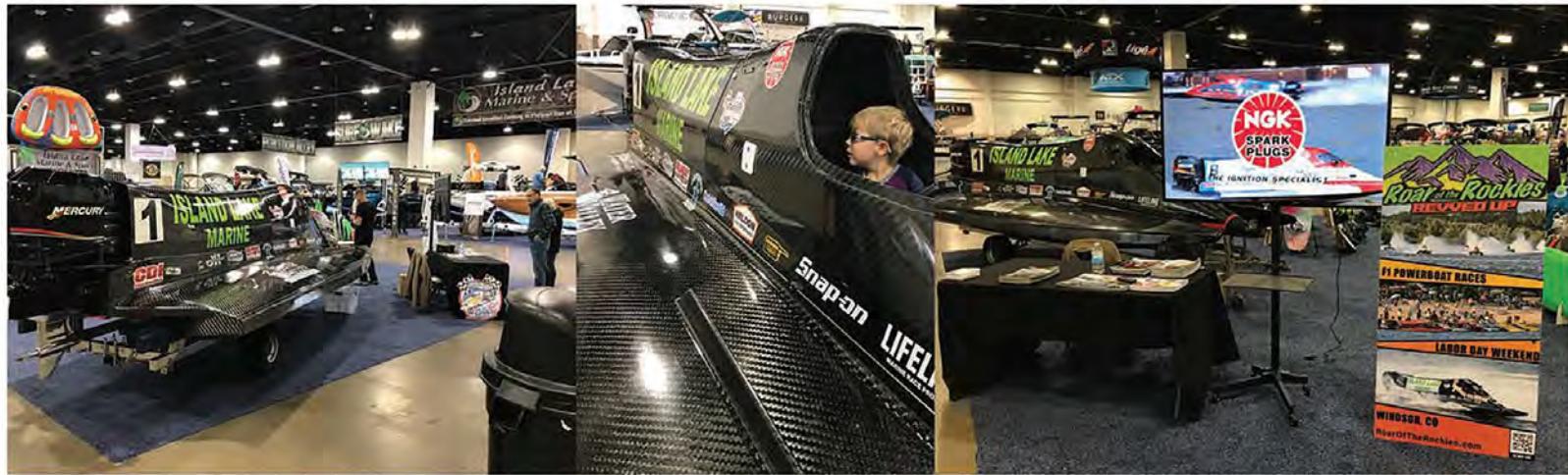
Banners- Displayed throughout the event race site.

Logo Placement- displayed on competitors boats, driver and crew team uniforms, drivers life vest, official and rescue team uniform shirts along with the podium backdrop.

PA Announcements- Live or pre-recorded corporate or product information during the event and live feed broadcast to maximize fan exposure.

Fan Giveaways- Give a lasting impression to the fans with an event memorabilia reminder. Driver Autograph Poster, Series Fan Guide, or a T-Shirt shot out of the T-Shirt canon.





DENVER COLORADO BOAT SHOW

OFF PREMISE PROMOTIONS

Live Streaming Commercials- Aired during our live coverage on Facebook

Video- Included in all highlight videos produced throughout the race season

Sales Contest- Create a once in a lifetime fan experience

Point of Sale Materials- Create unique advertising materials

All Promotional Materials- Your company incorporated on all electronic and printed promotional materials

Website- Display ad and linked to your website

Social Media- Display ad, product video and more





2021 TENTATIVE NGK F1PC RACE SCHEDULE

April 30- May 2, Port Neches, TX. - F1, F-Light, Tri Hull, J-Hydro
www.pnriverfest.com

July 9-11, Bay City, MI. - F1, F-Light, Tri Hull, J-Hydro
www.rockintheriver.com

July 30- August 1, Pittsburgh, PA. - F1, F-Light
America's Regatta

August 27-29, Windsor, CO. - F1, F-Light, Tri Hull, J-Hydro
www.roaroftherockies.com

October 1-2, Lake Havasu, AZ. F1
London Bridge Rededication

October 8-10, Chattanooga, TN.
New Event Riverbend Music Festival 650,000 attendance





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For more information please contact...

Tim Seebold - timseebold@hotmail.com

P: 573-216-1817 - F: 573-348-6215



For Complete Information on the Series
Please Visit:



NGKF1PowerboatChampionship.com