



# 2019 SPONSOR PROPOSAL





# NGK SPARK PLUGS 2019 F1 POWERBOAT CHAMPIONSHIP

The NGK Spark Plugs F1 Powerboat Championship is a 6-race series contested across North America from May through September. 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.



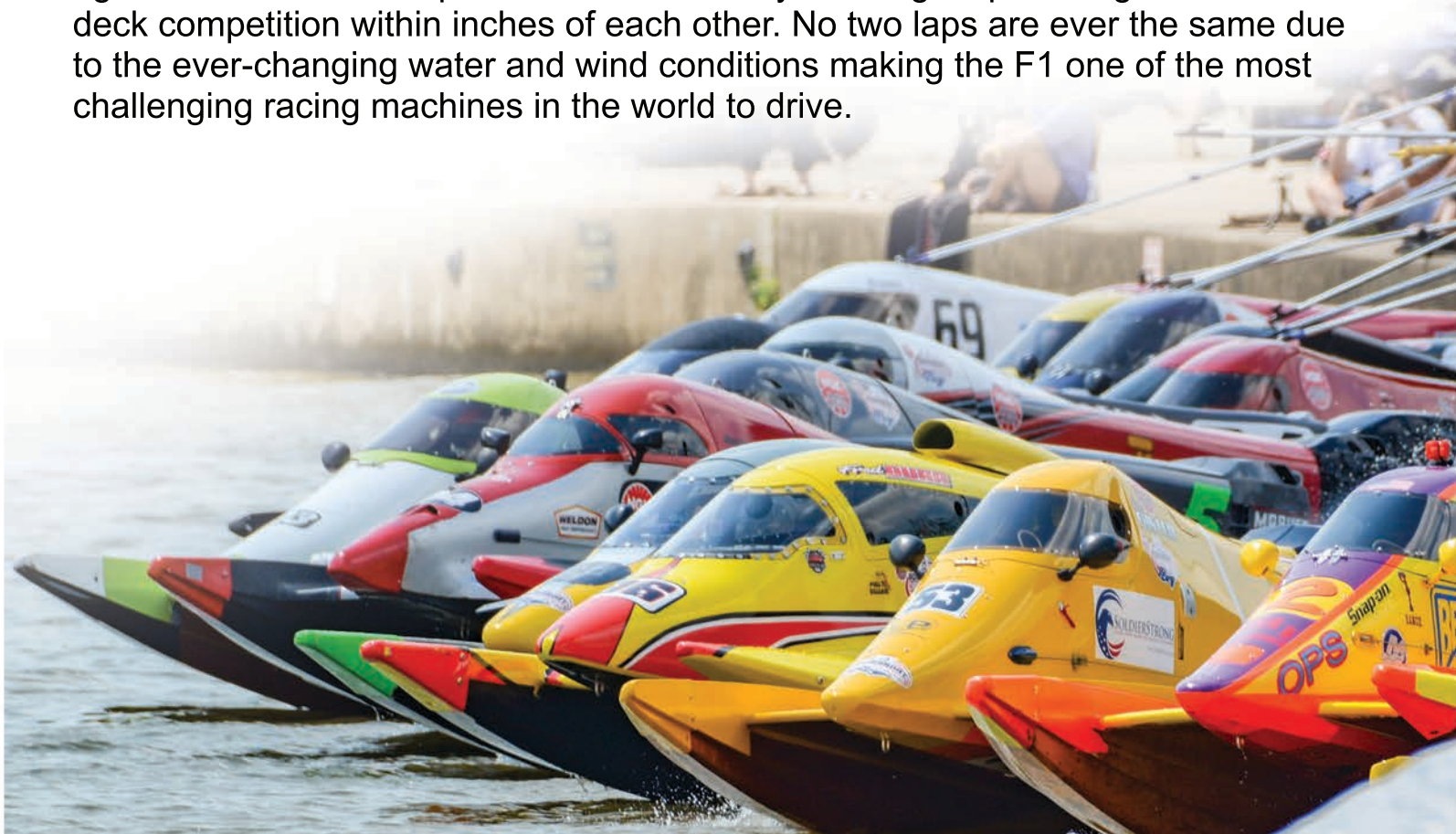




# FORMULA 1 BOATS

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

**10 year high** for new powerboat sales

**141.6M** Estimated active boaters (44% of population)

**17.1M** Estimated first time boaters in 2017

**262K** Approximate new power boats sold in 2017 (+5%)

**988.2K** Estimated pre-owned boats sold

**12M** Registered/documented boats

**\$39B** Annual boats sales, marine products and services in 2017 (+ 7%)

**\$121.5B** Annual economic impact of the recreational boating industry

**85%** New traditional powerboats sold are outboards

**95%** Boats on the water measure < than 26'

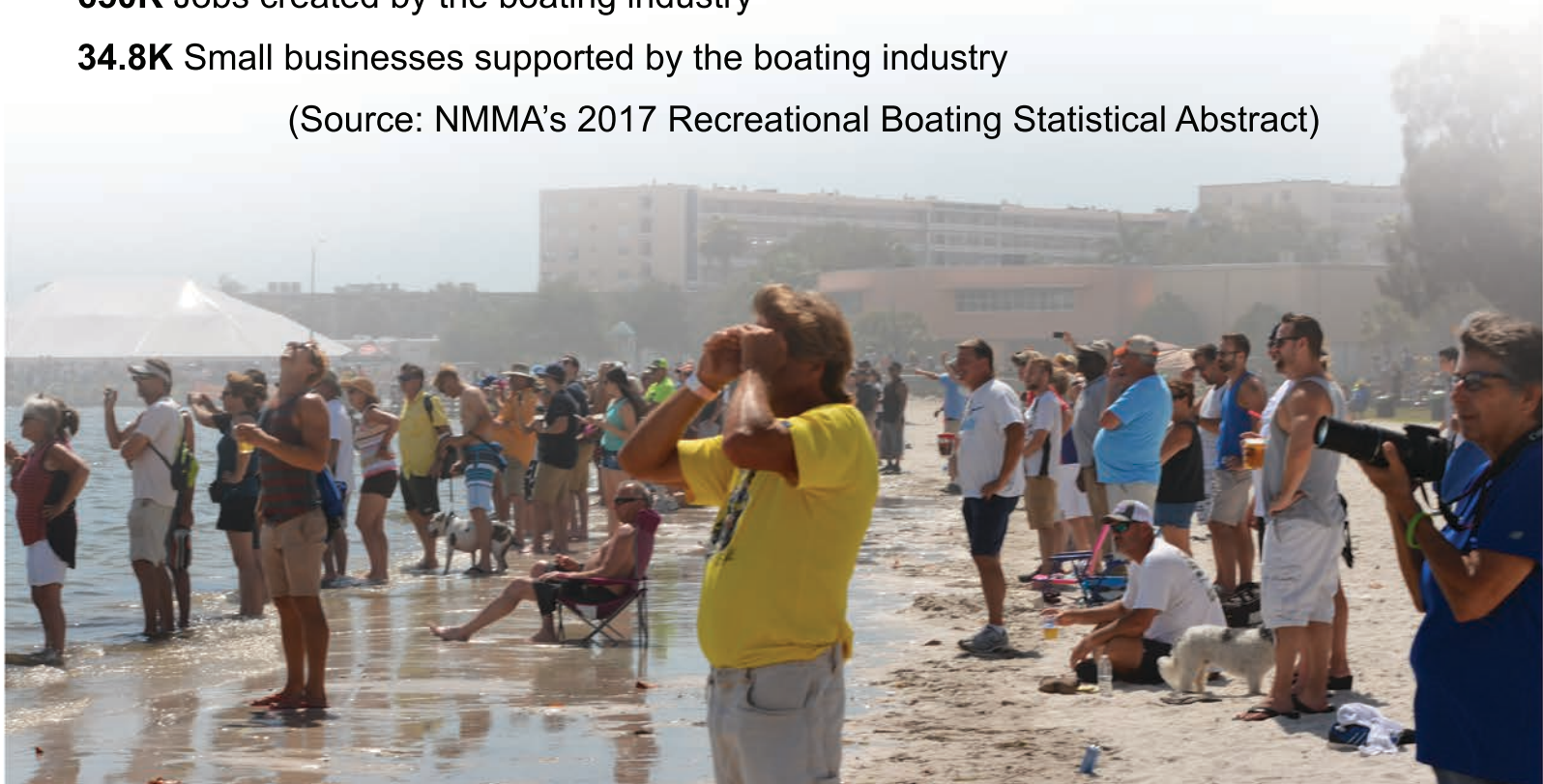
**62%** Boat owners have a household income < than \$100,000

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

**650K** Jobs created by the boating industry

**34.8K** Small businesses supported by the boating industry

(Source: NMMA's 2017 Recreational Boating Statistical Abstract)





# 2018 ATTENDANCE EXCEEDS 165,000

## 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%

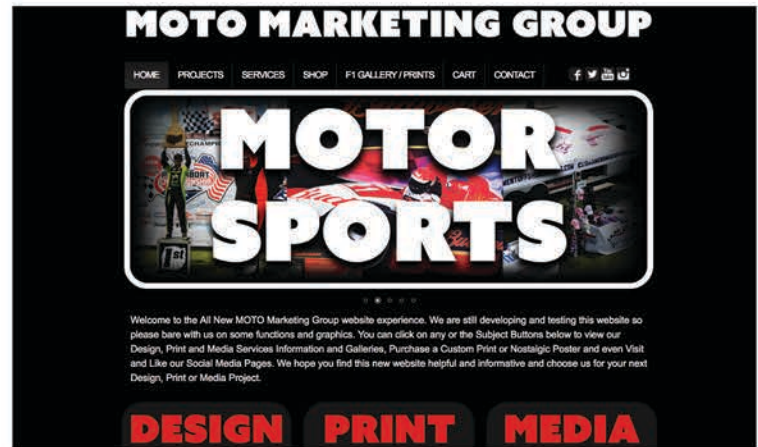


# MARKETING SUPPORT

Partners with MOTO Marketing Group's 27 years of experience to catapult the series' media partners and events into the mainstream media utilizing traditional and social platforms

MOTO Marketing's turnkey on and off premise branding opportunities ensure exceptional ROI

[www.MOTOMarketingGroup.com](http://www.MOTOMarketingGroup.com)



# TELEVISION COVERAGE



Greenlight Television's 23 years of production experience ranges from motorsports programming to critically acclaimed documentaries [www.greenlight.tv](http://www.greenlight.tv)

30 minute programs airing on CBS Sports Network, 60M households per episode, prime time airings

Worldwide coverage 728M homes per episode

Guaranteed re-airing of all programs

Streamed on Motor Trend on Demand and Sling TV

Weekly highlight motorsports shows on Planet Speed, Max Power, Motorsport Mundial and the Nautical Channel (only global 24/7 nautical sports channel)

# LIVE STREAMING

Greenlight TV produced live shows of the final day of competition via Facebook along with real time race updates, interviews and more, throughout the weekend



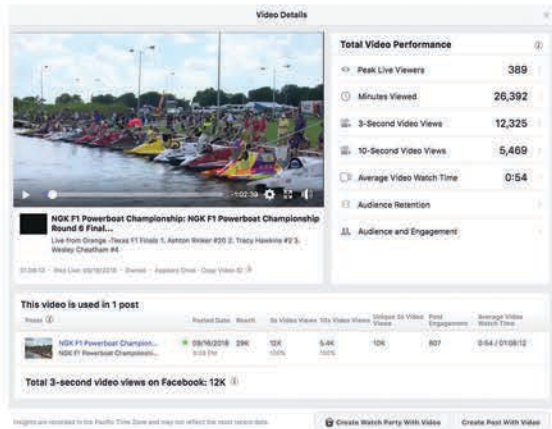


# MEDIA DISTRIBUTION CHANNELS

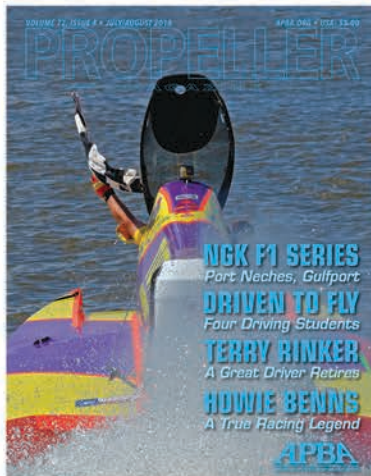
**Series Website**  
[www.ngkf1.com](http://www.ngkf1.com)

**Official series news and information outlet**

Events, drivers, teams, championship points, sponsors, historical content, TV coverage, photos, videos and more



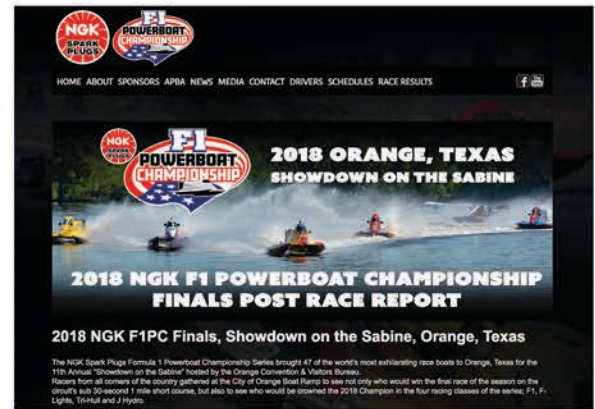
**PR Web**  
Press Release distribution and pick up



**Traditional Media Outlets**

Generate pre race excitement and anticipation

Post race content provides fans, sponsors and organizers a lasting impression



**Social Media- Facebook**

<https://www.facebook.com/NGKF1PowerboatChampionship/>

Live updates of the weekend's events, interviews, racer testimonials, and behind the scenes action

Live coverage of the final day of competition



**Motorsport Media Outlets**

News/stories distributed to broad motorsports fan base

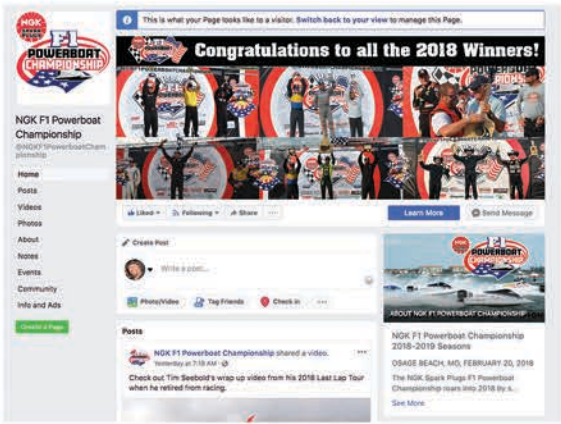
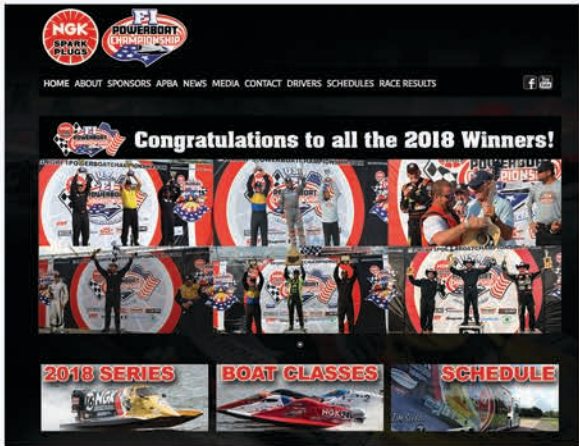




# 2018 MEDIA SUMMARY

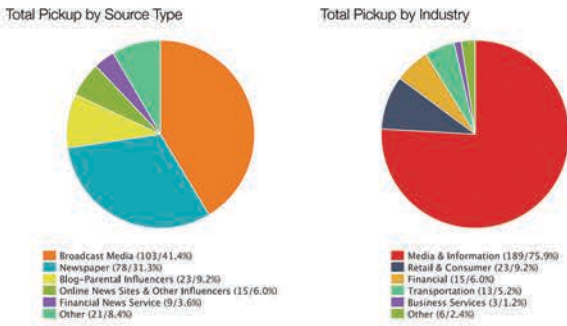
## Social Media

Top 1% Worldwide ranking by social media advisor Likealyzer  
100% Activity level response  
840.4K Total fan reaches with 692.8K reaches thru videos  
resulting in 247.2K minutes of viewing  
+1300% Total reach increase over 2017  
175% Minutes viewed increase over 2017



## Website

95% Session growth  
+75% Page view past 12 months  
53.8K Unique page views by worldwide audience



## Press Releases

1.6K Publications reaching a potential audience of + 81M

Rank	Driver	Points
1.	TERRY RINKER	990 PTS
2.	ROB RINKER	808 PTS
3.	JIMMIE MERLEAU	779 PTS
4.	ASHTON RINKER	689.5 PTS
5.	MICHAEL SCHUBERT	678 PTS
6.	CHRIS FAIRCHILD	655 PTS
7.	DUSTIN TERRY	632 PTS
8.	RUSTY WYATT	624.5 PTS

► TRENTON, MICHIGAN

Exact Match Pickup  
Exact matches are full text postings of your content which we have found in the online and social media that we monitor. Understand how it is calculated. Your release has generated 247 exact matches with a total potential audience of 14,543,716.

## Television Coverage

2.7B Homes reached via CBS Sports Network's 45 airings of 6 episodes (+225% increase over 2017)  
9B Households worldwide (+ 420% over 2017)

Streamed by Motor Trend on Demand  
600k total total viewership



# MARKETING SUMMARY

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

Action packed racing creating emotional connections that increase fan purchase decisions

Motorsports has the highest fan base for brand loyalty and consideration among major U.S. sports

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 experiences

Customized marketing programs built to maximize your marketing budget

Sponsorship investment flexibility caters to evolving brand objectives





NGK F1 POWERBOAT CHAMPIONSHIP

▶ ROUND 1 - PORT NECHES, TEXAS



# 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** HALF PRIMARY

**TRACK 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 truly unique opportunity for building relationships with our fans, your current and potential customers

Utilizing on-site activities to entertain customers and suppliers

Ability to instill employee corporate pride







## Product Display

Increase sales and market share with in person customer engagement



**Support Truck-** Relied on by the competitors to keep them on the water throughout the weekend. Your product can be incorporated with the teams for testing and sampling improving product awareness and reason to purchase.



## Tents

Highly visible onsite sponsor awareness element



## Banners

Displayed throughout event race site







## Logo Placement

Your logo on every competitors boat, driver's uniform, crew uniforms, life vest, and awards podium backdrop.



## PA Announcements

Live or pre-recorded to maximize your product's benefits to race fans



## Driver Autograph Posters

Your logo on the series drivers' autograph posters that are given to race fans



## T-Shirt Canon

Get your message out by shooting your company logoed T-Shirts into the crowd



## VIP Experience

Bring your customers or employees to the events for a VIP lifetime memory







# OFF PREMISE PROMOTIONS

## Television Commercials

Aired nationally on CBS Sports Network's prime time coverage

## 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 .







## 2019 SCHEDULE

**April 7                      Baytown, TX                      Tri Hull, J-Hydro**

NOTE: F1 and F-Light classes to run at this event as local classes without series points or normal series prize money.

**May 3-5                      Port Neches, TX                      F1, F-Light, Tri Hull, J-Hydro**

[www.pnriverfest.com](http://www.pnriverfest.com)

**June 28-29                      Toledo, OH                      F1**

**July 12-14                      Bay City, MI                      F1, F-Light, Tri Hull**

**Aug 2-4                      Pittsburgh, PA                      F1, F-Light**

[www.yougottaregatta.com](http://www.yougottaregatta.com)

**Aug 9-11                      Springfield, OH                      F1, F-Light**

[www.wakethelakeohio.com](http://www.wakethelakeohio.com)

**Aug 31- Sept 1                      Windsor, CO                      F1, Tri Hull**

[www.roaroftherockies.com](http://www.roaroftherockies.com)







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For more information please contact...

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For Complete Information on the Series  
Please Visit:



[NGKF1PowerboatChampionship.com](http://NGKF1PowerboatChampionship.com)