

# 2010

PARTNERSHIP OVERVIEW



## Summary

Panther Racing is a championship-winning motorsports team in the IZOD IndyCar Series. Formed late in 1997, the team earned its first victory at Phoenix International Raceway with Scott Goodyear in 1999 and won back-to-back IndyCar Series Championships with Sam Hornish Jr. in 2001 and 2002. Panther has also participated in the Firestone Indy Lights developmental series, collecting a total of 13 victories and a championship crown with Mark Taylor in 2003.

The team has finished runner-up in the Indianapolis 500 Mile Race each of the past three editions, 2008, 2009 and 2010.

In its history, Panther has collected a total of 28 race victories and three championships during its 12 seasons of competition. Panther is the winningest team in the history of Texas Motor Speedway and has won Indy Lights races on both the historic oval and road course of the Indianapolis Motor Speedway. Currently, the team is sponsored by the National Guard and is led by driver Dan Wheldon, a former Indianapolis 500 and IndyCar Series Champion, who began his IndyCar Series career with Panther in 2002.

Headquartered in Indianapolis, Indiana, Panther is owned by managing partner John Barnes as well as Mike Griffin, Joe Cain, Courtney Jones, Mark Driscoll, former boxing world champion George Foreman and current Stanford University head football coach Jim Harbaugh. Panther Racing offers top-tier sponsorship, international in reach, utilizing United States motorsports as a platform. The IndyCar Series leads all other forms of sport in the US in terms of growth, increasing its fan base by 9% year on year since 2004. Equally important to sponsors and marketers is the abnormally high percentage of sponsor product loyalty realized by those brands affiliated with motorsport.

Panther Racing, established in 1997, have won back-to-back IndyCar Series Championships (2001, 2002) and 15 races during the past ten seasons. This run includes more than 3,000 laps led, 63 top five and 102 top ten finishes.

Bottom line, on any given day Panther has the ability to win.

Beyond being Champions, Panther is a marketing entity.

Panther staff, partners and affiliates are made up of seasoned and successful motorsports professionals, entrepreneurs, marketing industry pioneers and leaders, entertainment industry leaders and world class athletes all coming together to create a sports marketing platform unrivalled in its international scope and value.



The IZOD IndyCar Series is the premier open-wheel series in the United States, competing on a challenging combination of superspeedways, short ovals, scenic road courses and temporary street circuits. In 2010 the IndyCar Series will conduct 13 races in the U.S., two in Canada and one both in Japan and Brazil, all available worldwide through comprehensive, long-term agreements with ABC and VERSUS in high-definition. The IZOD IndyCar Series continues to be the fastest and most competitive racing series, attracting a diverse lineup of drivers including Marco Andretti, Ryan Briscoe, Helio Castroneves, Scott Dixon, Dario Franchitti, Ryan Hunter-Reay, Tony Kanaan, Danica Patrick, Graham Rahal and Dan Wheldon. A leader in motorsports technology, the IZOD IndyCar Series is the first racing series to power its Honda engines on 100 percent fuel-grade ethanol, a renewable and environmentally friendly fuel.

## Panther Racing History

Through the last ten seasons, the commitment of veteran racer John Barnes and his team owners, his drivers, crewmen, team sponsors and partners has never wavered. The hard work, passion and the desire to be a positive influence on race fans, the sport of open-wheel racing and the Indianapolis 500 Mile Race has never faded.

Through 10 years, 15 race wins and three championships, the team remains one of the best in the sport and continues to epitomize its philosophy on all aspects of the racing business —

**ALWAYS OVER DELIVER.**

# Panther and the Izod IndyCar Series Brands and Demography

The Izod IndyCar Series is experiencing significant growth and is anchored by "The Greatest Spectacle in Racing".

The Izod IndyCar Series delivers an international television package unsurpassed in sport and is the only form of motorsport that delivers a significant international AND U.S. presence.

While the final figures for the 2008 Indianapolis 500 Mile Race have not been released, by all accounts the 2008 event was larger in every way than the 2007 event.

The 2007 Indianapolis 500 Mile race saw attendance eclipse any point in the past 30 years.

More than 70,000 attended and watched the final practice session on Carburetion Day.

More than 5,000,000 minutes of steaming video were watched during May on IndyCar.com.

Food and Beverage sales were up 29%.

28,000 people came after the rain delay and bought general admission tickets to watch the remainder of the race.

All of the above growth metrics lead to one very key result...

Significant growth in the frequency and quality of sponsor impressions.

## Fan Population Growth

The Izod IndyCar Series and the Izod IndyCar Series U.S. fan population continues substantial growth and is the fastest growing sport in the US with sustained 9% growth year on year.

40 million quality consumers and growing

20% of the total adult U.S. population

The national fan base growth is amongst brand loyal, well-educated adults from the Baby Boomer and Gen-X populations.

## Television Growth

Sustained growth in domestic national television audience is supported by a U.S. ratings increase of 20% on broadcast and 33% on cable. TV viewership is growing most quickly among men and women 25-44.

ESPN International Networks and Syndication delivers all Izod IndyCar Series events to over 442 million homes across 212 nations globally.

## Media Coverage Growth

Unpaid media coverage has grown by more than 43% in the past three years.

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## Panther and IndyCar Series Brands and Demography.

### The Panther Brand

Since its inception in 1997, the Panther brand has been based on Speed, Entertainment, Intelligence, Stewardship and Community.

Speed that goes beyond motorsports. Speed that evokes the masculine thrill of competition, freedom and being the master of your own destiny.

The Panther is always out front, on the leading edge of pop culture. The Panther is the place everyone wants to be.

The Panther is entertainment. Intelligence is at the very heart of what we are; the combined talents of sport and marketing that means the sponsors brand is always activated, never passive. Intelligence that creates long lasting emotional ties between the brand and the target.

We are stewards who exhibit the confidence that comes from a complete belief in the mission. We operate with poise and passion in everything that we do. We operate with complete transparency and accountability. We are generous and humble, always staying firmly grounded and giving back to our community through education and charity.

Panther is the professional sports and entertainment property that over-delivers...

### The IndyCar Brand

The IndyCar Series is America's premier open-wheel racing series and consists of 17 points races in the US, Brazil, Canada and Japan. The series is anchored by The Indianapolis 500 Mile Race®, the largest single-day sporting event in the world with attendance topping 400,000 and international television audience above 400,000,000 households.

The IndyCar Series brand embodies Opportunity, it is a place where heroes from all over the world are celebrated, where those who have the courage and skill are lifted up and revered, never held down. This is not a promise of success, simply the opportunity to succeed.

The IndyCar Series is Leading Edge, it is a high-tech proving ground for race-bred innovation that provides the opportunity for discovery and has infinite talk-value.

The IndyCar Series is Accessible, an open, welcoming and fan-friendly environment that affords an up-close and personal experience and interaction with the sport.

Above all, it embodies Excitement, It is the drama inherent to the danger of flat-out, wheel-to-wheel, side-by-side, raw speed that draws you in and keeps you on the edge of your seat.

# The Average IndyCar Series Fan

The IndyCar Series U.S. Fan Base is greater than 36,800,000 fans.

The average fan is Male, in his mid-thirties, college educated with an annual household income greater than \$81,000 USD.

He is brand loyal.

He is tech-savvy and an early adopter of new and emerging technologies.

He leads an active lifestyle and is an auto enthusiast.

He is more likely to travel abroad than the typical US Based consumer.

Combined discretionary spending on goods and services by IndyCar Series fans exceeds \$564.8 billion annually.

## Business and Financial

- Avid users of financial products and services
- Early adopters of innovation and technology
- Responsible for corporate purchasing and management decisions in the workplace

## Consumer Products and Durables

- Prepared to switch wireless carriers and have above-average monthly billings
- More likely to purchase consumer electronics and invest in home improvement

## Leisure and Lifestyle

- High propensity for travel including hotels, car rental, airlines and travel web sites
- Devoted automotive enthusiasts and heavy consumers of TV, print and radio media

## Food and Beverage

- Frequent both QSR and sit-down restaurants
- More likely to enjoy domestic and imported beer, liquor, specialty coffee, soft drinks and bottled water



# Partnership Assets

Panther Racing develop and offer integrated marketing platforms grounded on a thorough understanding of the sponsor goals and objectives, brand, target and communication platform.

Panther Racing offer comprehensive active marketing solutions, as opposed to a passive sponsorship. Active solutions, reinforce existing marketing campaigns/programs, build brand equity by leveraging the equities of the property and the sponsor brand or product, generate trial and awareness of the brand or product.

## Panther Racing Sponsorship Elements

Typical sponsorship elements include:

- Entry Naming Rights
- Race car livery determination
- Branded Identity on the race car, car transporter, pit and garage equipment, driver and crew uniforms
- On-Board Camera
- Accreditation
- Hospitality Options
- Pit and Garage Tours
- Driver Appearances
- Usage Rights
- Driver Meet and Greets
- Access
- Dedicated Marketing and PR Support
- Presence on the Panther Racing web site
- Show Cars
- Activating the Sponsorship
- Activation serves to communicate the association and leverage the equities of all parties to create the emotional connection to the consumer.
- Activating the sponsorship is a global activity leveraging various different communication vehicles and forms of media and could include:
  - International Television Media
  - National Radio Media
  - In Market Activation
  - At-Track Consumer Activation
  - Brand Immersive VIP Hospitality
  - Local, Regional and National Promotion
  - Unpaid Media Stunts

## Accreditation

- Panther Racing will provide an agreed upon number of season-long Hard Card credentials
- Panther Racing will provide up to 10 pit and garage passes per event. Additional credentials are available for purchase.

## Hospitality

- Panther Racing will provide access in the Hospitality Tent for up to 20 guests per event.
- Additional hospitality will be quoted based on specific needs.
- For the Indianapolis 500 Mile Race Panther will provide hospitality in the Panther Racing Suite and Garage passes for up to 20 people.

## Pit and Garage Tours

- Garage tours for partner guests will be conducted daily by team personnel throughout the 2008 IndyCar Series season.

## Driver Appearances

- Panther will provide its primary race car driver for a total of ten days for the purposes of publicity and promotion to include appearances, print and television commercial production, photo shoots, television and radio interviews, etc. on behalf of Sponsor.
- Additionally, the Panther Driver will make one (1) appearance within each race market (away from the track) during each race week.

## Usage Rights

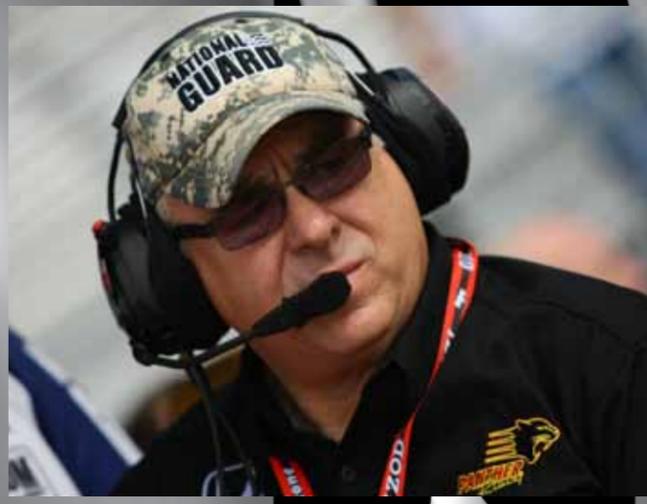
- Panther Racing will grant a royalty free license and comprehensive rights package to Sponsor or affiliate for the use of Panther Racing name, driver and owner name, likeness and autograph, race car image and associated brand marks for promotional purposes during the partnership period.

## Driver Meet and Greet

- A Panther Driver and team boss John Barnes will make an appearance at a designated at-track location on behalf of Sponsor on the morning of each race event.
- Panther Racing and the IndyCar Series offer unprecedented access to the team, drivers, garage and pit areas. Panther strive to give every partner and their guests an up-close and personal look at the inner workings of a world-class, championship race team. We offer access that you simply cannot accomplish in other forms of motorsport, without actually owning the team.



## Racing Assets



Barnes may not be the most well-known team owner in the IndyCar Series paddock, but he is one of its most respected. From his first job in the business, as a gofer at Vatis Racing, all the way through the last 40 years in which he held just about every position in the business—mechanic, engineer, car builder, team manager, CEO and now team owner—Barnes is renowned for his work ethic, keen business sense and a tough-love approach to the sport. He is a man of few words, but those who know him well know that few people

involved in motorsports have a bigger heart.

His passion for the sport was instantaneous, and since the first time he made the trip to Indy's historic 2.5-mile oval, IndyCar racing has been his passion.



In two stints with Panther Racing, chief engineer David Cripps has become a staple of the team's engineering department, and in his time with the team the 47-year-old mechanical engineer from Oxford, England, has overseen the likes of Tomas Scheckter, Vitor Meira and now fellow countryman Dan Wheldon.

Cripps has engineered three Indy "Rookie of the Year" winners; Lyn St. James (1992), Christian Fittipaldi (1995) and Tora Takagi (2003) and has finished second at the '500' on four occasions, including each of the past three seasons with Panther. He has also collected third (Jimmy Vasser) and fifth place (Richie Hearn) finishes at the historic 2.5-mile oval.



Long time open-wheel veteran Chris Mower returns to Panther Racing in 2010 after joining the team last year, and will continue to oversee and managed the team's IZOD IndyCar Series operation.

Most recently a team manager for Conquest Racing, Mower spent two seasons in Formula One with Team Lotus in 1992-1993 with drivers Johnny Herbert and Mika Hakkinen, before moving back to F-3000 and Nordic Racing, a team his father was starting. He collected two F-3000 championships during his time working in Europe, in 1991 with Christian Fittipaldi and again in 2001 with Justin Wilson taking the championship and former Panther driver Tomas Enge finishing runner-up in points.

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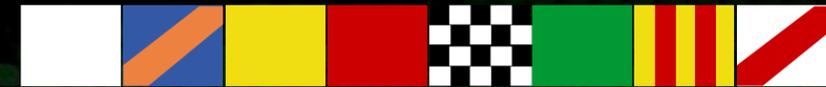
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# 2010 Schedule



## MID-OHIO SPORTS CAR COURSE



<b>MARCH</b>	14	⤵ Streets of São Paulo, Brazil	US	Noon
	28	⤵ Streets of St. Petersburg	abc	3:30pm
<b>APRIL</b>	11	⤵ Barber Motorsports Park	US	3:00pm
	18	⤵ Streets of Long Beach	US	3:30pm
<b>MAY</b>	1	▣ Kansas Speedway	abc	1:30pm
	30	▣ Indianapolis Motor Speedway	abc	Noon
<b>JUNE</b>	5	▣ Texas Motor Speedway	US	8:00pm
	20	▣ Iowa Speedway	US	1:30pm
<b>JULY</b>	4	⤵ Watkins Glen International	abc	3:30pm
	18	⤵ Streets of Toronto	abc	12:30pm
<b>AUG.</b>	25	⤵ Edmonton City Centre Airport	US	5:00pm
	8	⤵ Mid-Ohio Sports Car Course	US	3:00pm
	22	⤵ Infineon Raceway	US	5:00pm
<b>SEPT.</b>	28	▣ Chicagoland Speedway	US	7:00pm
	4	▣ Kentucky Speedway	US	8:00pm
<b>OCT.</b>	19	▣ Twin Ring Motegi, Japan	US	10:00pm (9/18)
	2	▣ Homestead-Miami Speedway	US	6:00pm

All times are Eastern. Schedule subject to change. ▣ Oval ⤵ Street/Road Course



David Cripps  
Chief Engineer  
[david.cripps@pantherracing.com](mailto:david.cripps@pantherracing.com)  
P: +1.317.856.9500  
C: +1.317.201.8752