
MICHAEL RAMIES

PARTNERSHIP OPPORTUNITIES

2010/2011



MICHAEL RAMIES

One of the hottest young racers to burst onto the scene in years, Michael Ramies has proven himself in just a short amount of time to be a promising new star. His youthful appearance makes him a sure-fire hit with the crowd, but this visage belies a fervor, a hunger to compete—and to win—that is unmatched by his peers. Ramies has amassed a number of wins, proving he is a true competitor with the capability to become one of the all-time greats. By teaming up with Michael Ramies, you're aligning yourself with an unequivocal winner.

One finds in Ramies an ideal representative for any brand. His image is sure to resonate with fans and consumers in multiple age demographics; thus, by teaming up with Ramies, your target audience is instantly and vastly expanded. Not only will your brand look its absolute best, it's also guaranteed to be seen by a larger market than ever before.



NAME	Michael Martin Ramies
BIRTHDATE	February 2, 1991
HEIGHT	5' 7"
WEIGHT	135 lbs
HOME TOWN	Portola Valley, California

PHYSICAL PREP

Weeklong routine of cardio and strength training, swimming, and karting. Daily high-intensity workout session. Light breakfast of protein, carbs, and fluids.

RACE DAY ROUTINE

Drinking lots of water and juice—hunger makes you think—and drive—better.

FAVORITE RACING MOMENT

Official Caparo T1 test at Silverstone, or being coached by F1 coach Rob Wilson at Bruntingthorpe.



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BRAND ATTRIBUTES

The Firestone Indy Lights can best be described through three brand attributes. These attributes assist the series in determining the optimal path as it continues to experience growth and interest in its offering.

Educate: Racing on diverse circuits including ovals and road/street courses, while being mentored by Indy Car racing legends and current IndyCar Series drivers and teams.

Compete: Cost-effective components, growing fields and talent from around the world creates an extremely competitive series.

Develop: Preparing young drivers with the tools they need to succeed at the premiere level of openwheel racing, the IndyCar Series.

TRENDING UP

FIRESTONE INDY LIGHTS.COM was re-launched in May 2009 with a focus on improving coverage of the official development series of the Indy Racing League. Important notes regarding the new site include:

- Page views increased over 100% from 2008
- Year-to-date, FirestoneIndyLights.com has grown 47% in page views and 49% in unique page views
- Expanded coverage of Firestone Indy Lights 100th event at Kentucky Speedway in August 2009
- Live streaming of Firestone Indy Lights practice, qualifying, and race
- Firestone Indy Lights Heritage Section
- Driver and team pages with updated information and statistics
- Nearly 100% growth in both unique page views and overall page views during Month of May 2009

FIRESTONE INDY LIGHTS GRADUATES

Since its inception in 1991, Firestone Indy Lights has served as a stepping stone for owners, teams, drivers and sponsors to join the IndyCar Series. Among the drivers who have advanced to the IndyCar Series and the Indianapolis 500 are: Scott Dixon, Hideki Mutoh, Helio Castroneves, Marty Roth, Marco Andretti, PJ Chesson, Ed Carpenter, Jaime Camara, Dan Wheldon, Thiago Medeiros, Townsend Bell, Oriol Servia, Phil Giebler, Jeff Simmons, Mark Taylor, Jay Howard, Paul Dana, Tony Kanaan, Arie Luyendyk Jr., Alex Lloyd, AJ Foyt IV, Raphael Matos, Bryan Herta, Greg Ray, Richard Antinucci



FIRESTONE INDY LIGHTS TELEVISION

Coverage of the Firestone Indy Lights in 2010 will result in many gains for the series. Highlights include:

- VERSUS HD carrying Firestone Freedom 100 live as part of Carb Day broadcast at Indianapolis Motor Speedway
- All 13 Firestone Indy Lights events will be streamed live on Indycar.com and FirestoneIndyLights.com
- 30-second highlight packages of the Firestone Indy Lights events will be included in IndyCar Series broadcasts on ABC and VERSUS to provide additional exposure to the series
- Change in television package allows for Firestone Indy Lights event start times to move closer to the IndyCar Series events, capitalizing on increased event attendance

DRIVER/TEAM SPONSOR ACTIVATION

Brand Exposure: Team sponsor brands are seen by millions of loyal consumers each week on everything from pit boxes and team uniforms, to the cars and trucks themselves. Wherever IndyCar and Firestone Indy Lights is seen, sponsor brands gain valuable exposure as active participants in the action.

Driver Endorsements and Appearances: Drivers become ambassadors for the company's brand and their likeness and endorsement can be used to enhance the sales process.

Advertising and Promotions: Many team sponsors incorporate their sponsorships into their general marketing programs. Promotions, sweepstakes and targeted communications all allow team sponsors to attract Firestone Indy Lights fans (and non-fans alike) in exciting new ways.

Hospitality: Each team owner and driver is entitled to access to the IndyCar Series Paddock Club each race weekend. As a participant in Firestone Indy Lights, a team owner and driver may also bring one guest each per race weekend.



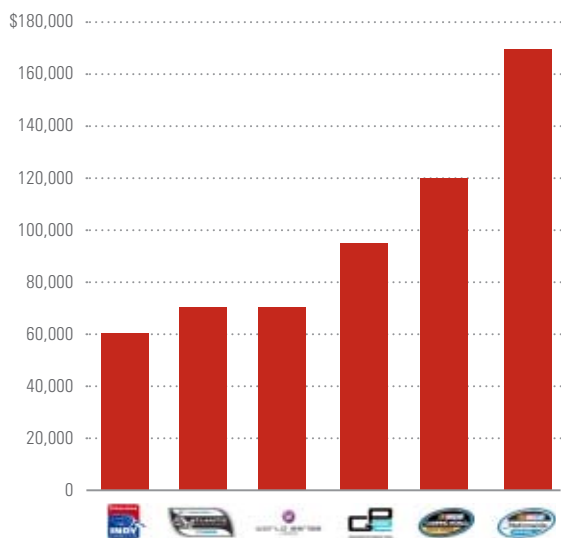
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TEAM COST COMPARISONS

Firestone Indy Lights is one of the most cost-effective major motorsports series in the world. When comparing per event costs for teams over comparable series:

- Firestone Indy Lights (\$60,000)
- Atlantic Championship (\$70,000)
- World Series by Renault (\$70,000)
- GP2 (\$90,000)
- Camping World Truck Series (\$120,000)
- Nationwide Series (\$170,000)

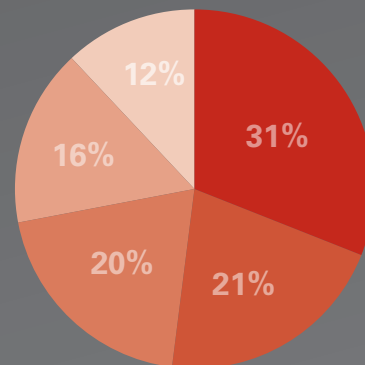
TEAM COST PER EVENT



FAN DEMOGRAPHICS

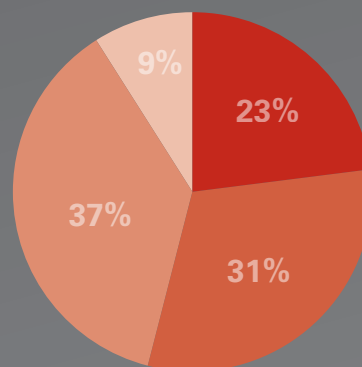
AGE

- 55+
- 45-54
- 35-44
- 25-34
- 18-24



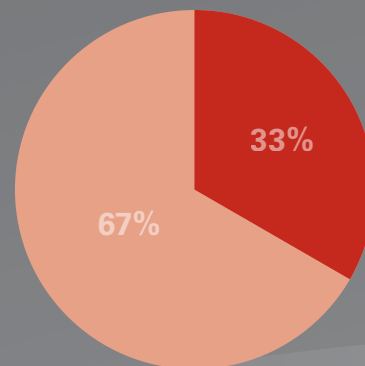
EDUCATION

- College/Grad School
- Some College
- High School
- Some High School



GENDER

- Female
- Male



FIRESTONE INDY LIGHTS FAN BASE

The IndyCar Series and Firestone Indy Lights fan base includes:

- 40 million fans worldwide
- 1 in 5 U.S. adults are fans
- Desirable and diverse audience
- Well-educated adults with greater discretionary income
- Heavy consumers of TV, print and radio media
- More brand loyal than average consumer
- Early adopters of innovation and technology

INCOME

- Over \$100K
- \$75K-100K
- \$50K-75K
- Under \$50K

