

# swish motorsports



Sponsorship Proposal

<https://www.swishmotorsports.com>

# setting a new pace



Smart racing and confident driving.

Competing in the IMSA VP Racing  
SportsCar Challenge Series in 2024.



# meet the driver

Swish Motorsports is the passion project of Mike Dayton, CPA, built on a foundation of going fast, delivering value for sponsors, and creating opportunities for aspiring drivers.



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**MIKE DAYTON**  
(Owner / Driver)

Mike Dayton is the owner and CEO of Swish Motorsports. He's also one of the drivers behind the wheel.

Day to day, Mike is an unassuming CPA outside of Washington, D.C. He discovered racing nearly by accident. But one taste of the high-speed, adrenaline-pumping action and he was hooked. For the past two decades, Mike has worked as a driver, crew member, and pit boss for a variety of BMW teams. When he saw the opportunity to buy a car of his own, he knew he couldn't pass it up. And so in 2023, Swish Motorsports was born.

Mike's love of racing is matched only by his passion for basketball—hence the name Swish. In his younger days, Mike played NCAA college ball, and still coaches the local high school team every season. The thrill of competing and that first drew Mike to hoops was rekindled anew when he discovered the pure exhilaration that comes from pedal-to-the-metal action.



# the car



Swish Motorsports  
is proud to drive  
the BMW M4 GT4.



## ENGINE

- Six-cylinder in-line, four valves per cylinder
- M TwinPower turbo technology, direct injection
- 2,993 cc
- Up to 590hp, depending on Balance of Performance (BoP)
- BOSCH MS 6

## TRANSMISSION

- 6-speed transaxle transmission, controlled by the ECU, X-Trac G1337
- Final drive with mechanical differential lock with separate cooling
- Purpose-built output shafts with wheel bearings adapted for motorsport

## BRAKES

- 6-piston, fixed, caliper front
- 4-piston, fixed, caliper rear

## EXHAUST

- Motorsport-specific exhaust system

# the opportunity

Swish Motorsports provides a platform to "fast track" brand awareness and reach a broad cross section of affluent car and auto racing enthusiasts through the IMSA VP Challenge SportsCar Challenge series in 2024.





# the premier sports car racing platform in north america

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Affluent and engaged audience of 10+ million auto enthusiasts following their passion at-track, digitally and via NBC Sports

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Partnerships with 18 automobile OEM's, as well as 18 corporate partners – creating a rich B2B environment

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Features the most technologically advanced and consumer relevant race cars in North America – including IMSA GTP Hybrid-Electrified

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Season highlights include North America's greatest endurance races, the Rolex 24 At Daytona and the Mobil 1 Twelve Hours of Sebring, with a direct connection to the 24 Hours of Le Mans

**COST EFFECTIVE**  
**ENTERTAINMENT DRIVEN**  
**AUTOMOTIVE INDUSTRY MARKETING TOOL**

**IMSA**

## 2023 KEY METRICS

| Snapshot May 14, 2023

**3M**

UNIQUE TELEVISION VIEWERS

**1.3M**

SOCIAL FOLLOWERS

**3.1M**

TOTAL DIGITAL VISITORS

**294K**

AVERAGE VIEWERS

**450K**

UNIQUE VIEWERS

**462M**

IMPRESSIONS

**3.6M**TOTAL  
ENGAGEMENTS**52.9M**

VIDEO VIEWS

**6.9M**TOTAL  
CONNECTIONS**2M**LIVE STREAM  
HOURS**7.2M**

PAGE VIEWS

# **IMSA FANS ARE ...**



## **EDUCATED**

**57%**

**BACHELOR'S DEGREE  
OR HIGHER**

**56%**

**MORE LIKELY TO  
WATCH CNBC**

**40%**

**MORE LIKELY TO READ  
THE WALL STREET JOURNAL**

**33%**

**MORE LIKELY TO READ  
BUSINESS MAGAZINES**



## **BUSINESS DECISION MAKERS**

**67%**

**MORE LIKELY TO BE  
BUSINESS OWNERS**

**2X**

**AS LIKELY TO BE  
BUSINESS EXECUTIVES  
(CEO, PRESIDENT, ETC.)**

**36%**

**MORE LIKELY TO BE  
INVOLVED IN BUSINESS  
PURCHASE DECISIONS**

**Just as Likely Among  
Decision Makers**

**TO BE INVOLVED IN  
BUSINESS PURCHASE  
DECISIONS OF \$100,000  
OR MORE PER YEAR**

Source: MRI Simmons Survey,  
IMSA B2B Marketing Overview,  
December 2023



# **FANS ARE ...**



## **SPONSOR CONSCIOUS CONSUMERS**

**86%**

**MORE LIKELY TO CONSIDER TRYING A SPONSOR'S  
PRODUCT OR SERVICE**

**72%**

**MORE LIKELY TO TRY A SPONSOR'S PRODUCT OR SERVICE**

**74%**

**MORE LIKELY TO RECOMMEND A SPONSOR'S  
PRODUCT OR SERVICE**



## **AFFLUENT AUTOMOTIVE OWNERS**

**\$115K**

**AVERAGE HOUSEHOLD INCOME**

**84%**

**OWN 2 OR MORE CARS**

**25%**

**FANS NET WORTH OF \$1M+**

**83%**

**HOMEOWNERS WITH AN AVERAGE  
HOUSEHOLD OF 2.3 PERSONS**

Source: The Nielsen Company PSOS Active Fan  
Research U.S. Census



# 2024 calendar

**DAYTONA INTERNATIONAL SPEEDWAY**

January 19 – 21

**ST. PETERSBURG**

March 8 – 10

**MID-OHIO SPORTS CAR COURSE**

June 7 – 9

**CANADIAN TIRE MOTORSPORT PARK**

July 12 – 14

**VIRGINIA INTERNATIONAL RACEWAY**

August 23 – 25

**MICHELIN RACEWAY ROAD ATLANTA**

October 9 – 12

*After one race,  
Swish Motorsports  
is currently in  
1st place in the  
Bronze  
championship  
standings!*

# sponsorship opportunities

Swish Motorsports is currently seeking a limited number of sponsor partners for the 2024 season and beyond.

Single-race, multi-race and season-long sponsorship packages are available. All packages can be fully-customized to meet your brand's specific needs.

## **SPONSORSHIP BENEFITS**

- Live TV, Streaming and Social exposure through the IMSA platforms for your brand
- Primary logo placement on the race car
- Swish Motorsports website / social media cross promotion
- Corporate entertainment / hospitality

# sponsorship packages\*

| Sponsor Benefits                         | Title Sponsor (1) | Primary Sponsors (3)                            | Secondary Sponsors (3)   |
|--|-------------------|---|--|
| Live TV coverage on Peacock / NBC Sports | YES               | YES   | YES  |
| Event photography/videography            | YES               | YES   | YES  |
| B2B / B2C marketing opportunities        | YES               | YES   | YES  |
| Website sponsor acknowledgement          | YES               | YES   | YES  |
| Social media posts per event             | Minimum of 5      | Minimum of 3                                    | Minimum of 2   |
| Pit pass credentials                     | 4                 | 2   | 1  |
| Event tickets                            | Up to 10          | 5   | 2  |
| Car livery / logo placement              | Custom            | 1. Hood OR<br>2. Door/rear fender OR<br>3. Roof | 1. Front/rear bumper OR<br>2. Front fenders OR<br>3. C pillars |
| Team name co-branding                    | YES               | n/a   | n/a  |
| Team gear co-branding                    | YES               | n/a   | n/a  |
| Event activation                         | YES               | n/a   | n/a  |
| <b>PRICE **</b>                          | <b>\$50,000</b>   | <b>\$15,000</b>                                 | <b>\$7,500</b>   |

\* All sponsorship packages can be customized to meet your needs

\*\* Prices are per race event, discounts considered for multi-event sponsorships



# thank you

**FOR YOUR INTEREST.**

For more information,  
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<https://www.swishmotorsports.com>



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