

# swish motorsports



# setting a new pace



Smart racing and confident driving.

Competing in the IMSA VP Racing  
SportsCar Challenge Series in 2025.





# meet the owner

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 2025.





# 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



peacock  Sports

**294K**

AVERAGE VIEWERS

**450K**

UNIQUE VIEWERS



**462M**

IMPRESSIONS



**3.6M**

TOTAL  
ENGAGEMENTS



**52.9M**

VIDEO VIEWS



**6.9M**

TOTAL  
CONNECTIONS

IMSA  
.TV

**2M**

LIVE STREAM  
HOURS



**7.2M**

PAGE VIEWS

# **IMSA FANS ARE ...**



## **EDUCATED**

**57%**

**BACHELOR'S DEGREE  
OR HIGHER**

**56%**

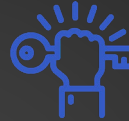
**MORE LIKELY TO  
WATCH CNBC**

**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



# **IMSA 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



# 2025 calendar

**DAYTONA INTERNATIONAL SPEEDWAY**

January 17 – 19

**CIRCUIT OF THE AMERICAS**

Feb 28 – Mar 1

**MID-OHIO SPORTS CAR COURSE**

June 6 – 8

**CANADIAN TIRE MOTORSPORT PARK**

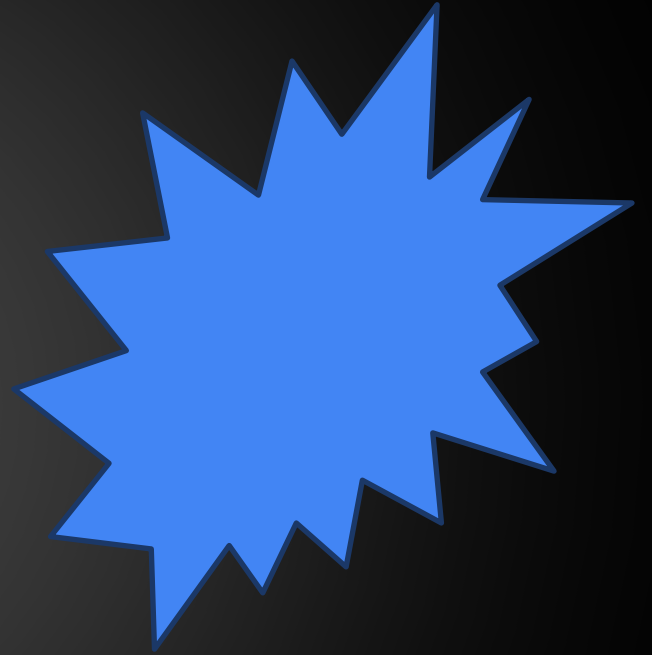
July 11 – 13

**VIRGINIA INTERNATIONAL RACEWAY**

August 22 – 24

**MICHELIN RACEWAY ROAD ATLANTA**

October 8 – 11



# sponsorship opportunities

Swish Motorsports is currently seeking a limited number of sponsor partners for the 2025 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 2. Door/rear fender OR 3. Roof	1. Front/rear bumper OR 2. Front fenders OR 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,  
please contact Michael Dayton at  
[mdayton@millsdayton.com](mailto:mdayton@millsdayton.com) or  
+1 540 219 6913.

<https://www.swishmotorsports.com>



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