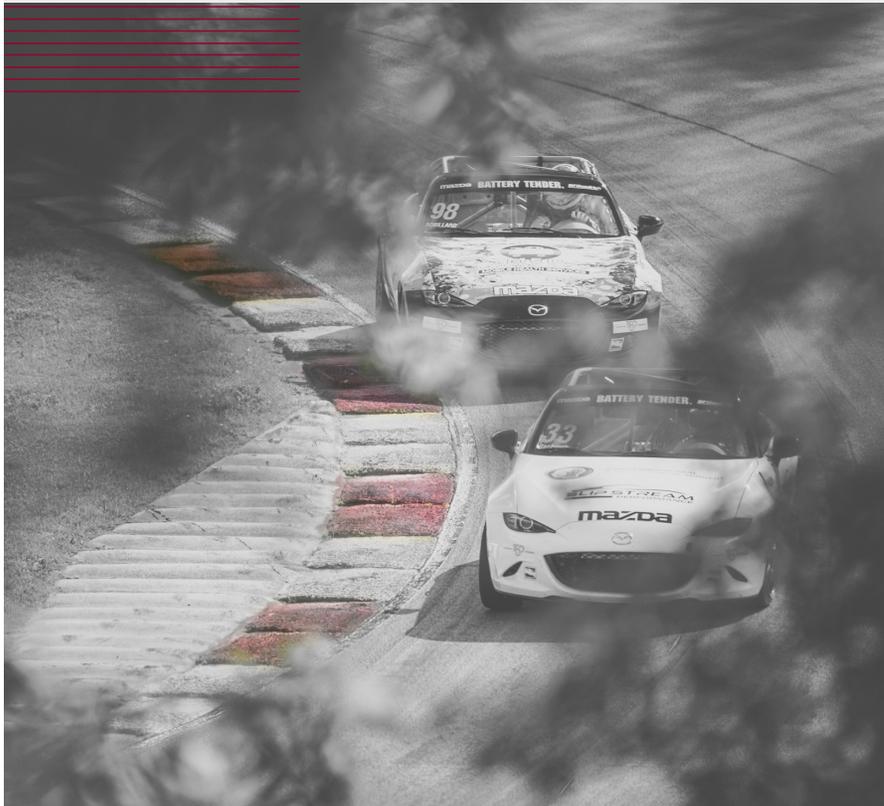


2021 Mazda MX-5 Cup

 idemitsu
MAZDA
MX-5 CUP

PRESENTED BY: *BFGoodrich*

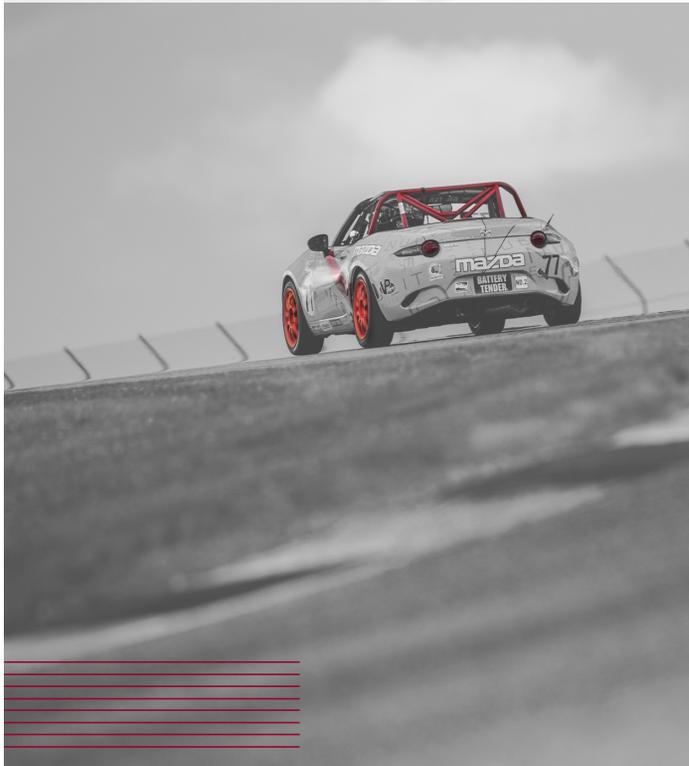




NEVER STOP CHALLENGING

Mazda people have been defined by their enthusiasm for racing and the road racing community has so much Mazda history embedded in its DNA that the two are inseparable. Mazda has been winning races around the world for over 50 years. Racing is in our blood. It's what fuels our challenger spirit, and it's at the very core of our DNA. Race fans are brand loyal and Mazda's long history in racing means we have generational fandom among a population actively engaged brand loyalists.

This is evident among race crowds, in social media and especially among Mazda employees. Culturally, we are defined in large part by our racing history and success. Ours is a brand known for tenacity and innovation, for never giving up. This was the formula that helped us win the 1991 24 Hours of Le Mans and propelled us to three wins in a row in the pinnacle of North American Prototype racing in 2019, and two wins including the historical 12 Hours of Sebring in 2020. Our wins are a tribute to what we believe humans are capable of when they're inspired.



MAZDA MX-5 CUP

With the Mazda MX-5 Cup moving to IMSA sanction and with a schedule of largely IMSA Weather Tech weekends for 2021, we are very much looking forward to the new season and the remarkable value proposition that this entry level professional one-make championship can bring to both our drivers and teams.

As part of the Mazda Road to 24, the MX-5 Cup series provides an excellent starting point for drivers, offering a clear path to higher level sports car classes and ultimately to a possible IMSA prototype career.

All of our series partners have worked hard and collectively to provide a premium racecar, prize offerings, and scholarship awards. We are also able to provide excellent PR, digital & social media coverage, along with overall exposure potential for teams, drivers and partners alike.

As always, we are looking forward to yet more extremely competitive racing in 2021 that only MX-5 Cup can provide.

Dan Andersen
Owner/CEO
Andersen Promotions

2021 Mazda MX-5 Cup Presented by BFGoodrich® Schedule



All with IMSA WeatherTech Sportscar Series except where noted



MX-5 CUP

The closest racing on the planet

- Strong, proven equipment package with the FLIS Performance prepared Mazda MX-5 racecar, upgraded now with the reliable and cutting edge Sadev sequential gearbox. The current package will remain in competition for at least three more seasons, and likely beyond that.
- Diverse schedule of high-profile events including Daytona, St Pete, Laguna Seca, Mid-Ohio, Mosport, Road America and Road Atlanta.
- Experienced and professional series and technical staff led by Keith Dalton and Dave Kettler
- Premiere race control staff led by IMSA personnel, and utilizing the IMSA safety team as well

250

MX-5 CUP CARS
SOLD SINCE
OCTOBER 2015

1.058

AVERAGE WIN
MARGIN IN 2020

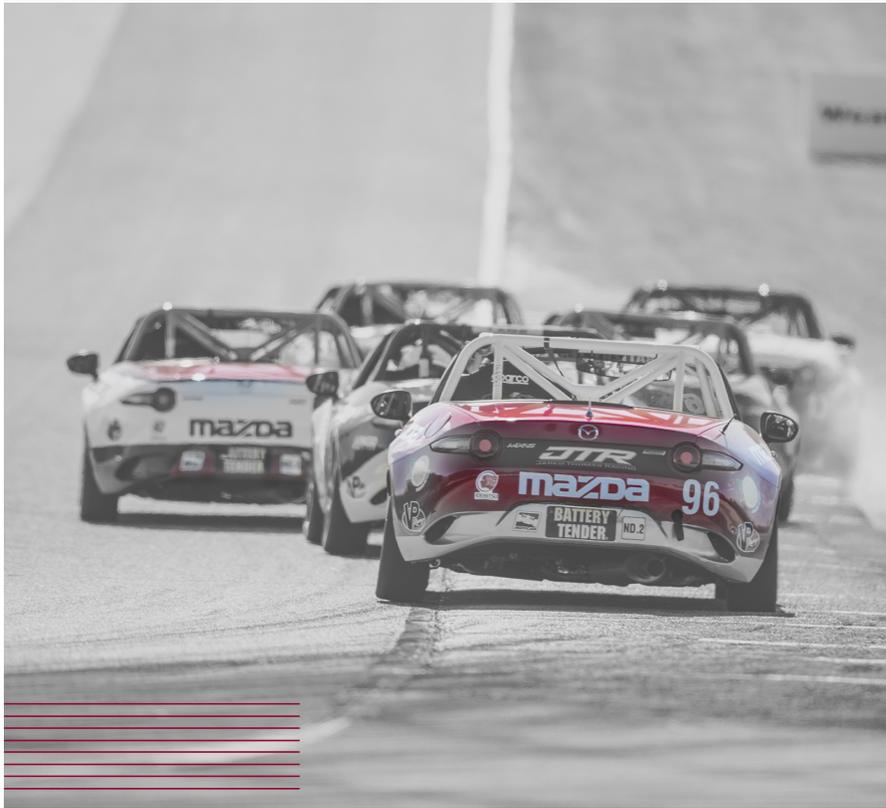
29

DRIVERS SCORED
POINTS IN 2020

14

RACES OVER 6 IMSA
WEEKENDS & 1
INDYCAR WEEKEND
IN 2021





MX-5 CUP

Developing tomorrow's talent today

- A record overall prize package totaling \$568,500.
- Competition in front of IMSA WeatherTech teams and relevant audiences
- Dedicated Public Relations and social/digital media team
- Sponsor services staff to assist team needs
- Global live streaming using IMSA provided assets and production

Enhanced scholarship to be presented to the 2021 Mazda MX-5 Champion to advance up the ladder:

\$250,000



MX-5 CUP CAR FEATURES

The Mazda MX-5 Cup car is a purpose-built race car from 2018 / 2019 Mazda MX-5 known as the “ND” or fourth generation Miata.

With all prep work carried out by [FLIS Performance](#), the car is completely disassembled, tub is cleaned of seam sealer and sound deadening material, an IMSA, INDYCAR, and SCCA approved roll cage is TIG welded into the car.

The car is assembled with over 250 race car-specific parts. The parts added to the car provide handling, endurance, safety and power enhancement specifically designed for the car after hundreds of hours and thousands of miles of both on-track and lab testing by automotive mechanical engineers and professional race car drivers. Component sealing and authentication tracking is done for parity in the various racing series in which the car competes.

ENGINE

Sealed SKYACTIV-
G2.0L 4-cylinder

DRIVE TRAIN

Sadev 6-speed
sequential gearbox

TIRES

BF Goodrich g-Force
215/610 racing
slicks

2019 IMSA EVENTS IN NUMBERS



■ \$125K+: 31%
■ \$100K+: 43%
■ <\$100K: 26%



■ MALE: 66%
■ FEMALE: 34%

2021 MAZDA MX-5 COVERAGE

For the 2021 season, all Mazda MX-5 Cup races are to be streamed live via the [IMSA.TV](https://www.imsa.tv) platform, as well as live commentary being provided courtesy of [IMSA Radio](https://www.imsa.com/radio).

2019 EVENT INFO

1 MILLION +
RACE ATTENDANCE

300+
RACING HOURS

OPEN
PADDOCK
TO ALL FANS

FREE FOR
KIDS 12 & UNDER

LOYAL FANBASE



FANS SAY A COMPANY'S SPONSORSHIP OF IMSA MAKES THEM FEEL GOOD ABOUT THE COMPANY



86%

LIKELY TO TRY A SPONSOR'S PRODUCT/SERVICE



83%

LIKELY TO CONSCIOUSLY SUPPORT A SPONSOR'S PRODUCT/SERVICE

DIGITAL RELEVANCE

Mazda Motorsports is committed to providing its fans with unprecedented access and storytelling through its social media channels. By showing the breadth of its involvement in motorsports, from grassroots racers to its pinnacle efforts, Mazda Motorsports has a captive, engaged and diverse audience.

Mazda Motorsports plans, builds and deploys customized content for all its motorsport involvement, providing in-depth and engaging content for its IMSA, MX-5 Cup and Grassroots programs. Mazda Motorsports provides brand centric content throughout the year, with MX-5 Cup playing a key role in defining Mazda's message of "on any given weekend, more Mazdas are road raced than any other brand".



2.4 M

AVG IMPRESSIONS
PER EVENT



47 K

AVG ENGAGEMENTS
PER EVENT



5.1%

AVG ENGAGEMENT
RATE (compared to 0.66%
avg for sports industry)



660%

INCREASE IN 2020
ENGAGEMENT RATE



145 K

SOCIAL MEDIA
AUDIENCE



3 M

VIDEO VIEWS ON
FACEBOOK IN 2019





To be able to include Mazda MX-5 Cup in among the IMSA portfolio of series is a tremendous value to our racers, race event promoters, & and most importantly, our fans. The non-stop racing action in MX-5 is some of the most exciting around the globe. From large drafting packs to constant passing throughout the field, fans are constantly on the edge of their seats every single race.

Based on the significant value for partners and manufacturers on site or during race broadcasts, MX-5 Cup and IMSA provide a perfect venue to grow brands, entertain clients and guests, and realize massive return on investment.



JOHN DOONAN
IMSA PRESIDENT

MAZDA MX-5 CUP PROGRAM.



[CLICK HERE TO VIEW](#)





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