

FIRST INDY 500 ENTRY WITH FAN OWNERSHIP



INVESTOR PROGRAM PRESENTATION OVERVIEW



The Spirit of Speedway is the first Indy 500 program of its kind. Race fans have the once-in-a-lifetime opportunity to invest alongside corporate sponsors in the ownership of a race car entry for the Indy 500. This exclusive program through Marotti Autosport not only allows race fans to share the thrill of being part of a team entering the most prestigious race in the world, but also honor and celebrate the hometown of the Indianapolis Motor Speedway—Speedway, Indiana. The 10-month program will run through May 2022, with various events and exciting promotions, building excitement and anticipation for the Greatest Spectacle in Racing—the Indy 500!



# A PASSION FOR INDY

Team owner Will Marotti launched Marotti Autosport in 2016, when he partnered with Schmidt-Peterson Motorsports in the 100th running of the Indy 500. The team also competed in the Indy 500 the following year in 2017, and additional races in the NTT INDYCAR SERIES season. The team has also ran select races in the Road to Indy ladder series.

Since its inception, Marotti Autosport has been competitive, finishing as high as 12th in the 2016 Indy 500. In that same race, the team ran as high as 4th place nearing the end.

We have a passion for Indy, and we aren't just seeking to be competitive, but to win the biggest prize in motorsports—the Borg Warner Trophy!



A white and dark blue baseball cap with the text "SPIRIT OF SPEEDWAY" and a winged trophy logo. The cap is in the foreground, resting on a concrete railing. In the background, a sign reads "GASOLINE ALLEY" with a small red "S" logo to its right. The background is slightly blurred, showing a race track environment with people and structures.

GASOLINE ALLEY

# MAKING HISTORY TOGETHER!

For the first time in Indy 500 history, Marotti Autosport will attempt to qualify a partially fan-owned car entry. Inspired by the tradition of past Indy 500 car entries named after cities, the theme of this program and car has been named the “Spirit of Speedway.” We are paying homage to Speedway, Indiana, hometown of the Greatest Spectacle in Racing.

This is an Indy 500 first!

You can be part of history and honor Speedway by purchasing an ownership stake in the “Spirit of Speedway”, which grants a share of the prize money generated by the car entry in the race, as well as other special perks, based on individual investment levels (see slides 11-14)



# PROGRAM GOALS



## **CELEBRATE**

We will celebrate the origin, history, and future of Speedway, Indiana., home of the Indy 500.

## **ENERGIZE**

We will use the car and the story to excite and energize the town and the surrounding communities throughout greater Indianapolis.

## **UNITE**

We will unite the town's residents, schools, businesses, and non-profits by using Speedway's pride for their community and its place in the Indy 500.

## **OWNERSHIP PRIDE**

The fan ownership opportunity will increase the level of community excitement and pride and give IndyCar fans a once-in-a-lifetime opportunity to be part of the team!

A blue and white IndyCar race car, number 14, is drifting on a racetrack, creating a large cloud of white smoke from its rear tires. The car features several sponsor logos, including Chevrolet, Kair, and Pirelli. The driver's name, Jon Hanson, is visible on the side. In the background, a large, multi-tiered grandstand is filled with spectators. The track surface is asphalt, and the overall scene is captured in a cinematic style with a slightly desaturated color palette.

# INDY FAST FACTS

## THE INDYCAR AUDIENCE\*

**57M** NTT INDYCAR  
SERIES FANS

**49%** FANS ARE UNDER  
THE AGE OF 35

**6/10** FANS ARE  
MALE

**\$75K** HOUSEHOLD  
INCOME AVG.

**35%** FANS ARE  
FEMALE

**80%** HIGHER BRAND  
LOYALTY THAN  
NASCAR, NFL, NBA, NHL, MLB

## 2021 INDY 500 VIEWERSHIP

**5.5M** US TV TAD

**16.5M** LIVE RADIO  
(147 COUNTRIES)

**10M** GLOBAL  
BROADCAST

**5.8M** SOCIAL MEDIA  
ENGAGEMENT

**17.8 AMA** STREAMING  
ACROSS U.S.

## INDY 500 EVENTS ATTENDANCE

- Practice Days: **15-25K attendees**
- Special Days: **25-75K attendees**
- Race Day: **350K+ attendees**

## KEY INDY 500 EVENT DATES

- Practice Days: **May 17-19, 2022**
- Fast Friday: **May 20, 2022**
- Qualifying: **May 21-22, 2022**
- Carb Day: **May 27, 2022**
- Legends Day: **May 28, 2022**
- Indy 500 Race Day: **May 29, 2022**

# NTT INDYCAR SERIES



Arguably the most diverse racing series in the world, the NTT INDYCAR SERIES features racing at a combination of super speedways, road courses and temporary street circuits. The NTT INDYCAR SERIES offers its international lineup of drivers the most demanding challenges in motorsports, where the top point scorer is crowned the series champion and receives a million-dollar bonus.

# INDIANAPOLIS MOTOR SPEEDWAY



At 111-years-old, the Indianapolis Motor Speedway is the oldest continually operating racetrack in the United States and is known as The Greatest Race Course in the World. With more than 250,000 permanent seats, it is the world's largest sports seating facility and hosts the largest single-day sporting event in the world, the Indianapolis 500.

A large, diverse crowd of people is walking towards the entrance of the Indianapolis Motor Speedway. The crowd is seen from behind, filling the foreground and middle ground. They are dressed in casual summer attire like t-shirts, shorts, and hats. In the background, the iconic 'INDIANAPOLIS MOTOR SPEEDWAY' sign is visible on a large metal structure. To the right, there's a '1 GATE' sign with a winged design. Several flags, including a checkered racing flag and a red flag, are flying from poles. The scene is set on a bright, sunny day with clear skies and some trees visible on the left.

INDIANAPOLIS MOTOR SPEEDWAY

**GET INVOLVED**

# INVESTING IN HISTORY

Investing in the Spirit of Speedway motorsports program with Marotti Autosport is more than just a financial investment. It is an opportunity to be part of history and experience the Greatest Spectacle in Racing in a way very few others can. It is every race fans dream! We've created 10 exciting levels of investment that will get you close to the action, stay in touch with the team, and make memories that will last a lifetime.



## SPIRIT OF SPEEDWAY INVESTMENT LEVELS - GOLD

### **\$10K INVESTMENT LEVEL PERKS**

- 1% ownership stake in car
- 1% share of the purse
- Indy500 VIP suite passes (2)
- Name prominently displayed on car as a custom logo
- Framed team ownership certificate

### **\$9K INVESTMENT LEVEL PERKS**

- 0.9% ownership stake in car
- 0.9% share of the purse
- Indy500 VIP suite passes (2)
- Name listed on engine cowling
- Team ownership certificate

### **\$8K INVESTMENT LEVEL PERKS**

- 0.8% ownership stake in car
- 0.8% share of the purse
- Indy500 race tickets (4)
- Name listed on engine cowling
- Team ownership certificate
- Extra Team T-shirt & hat sets (2)

### **ADDITIONAL GOLD LEVEL PACKAGE PERKS INCLUDED:**

- IndyCar Experience two-seater rides (2)
- Driver autograph session
- Private garage tour
- Team T-shirt & hat sets (2)
- Team VIP party tickets in Speedway week of race (2)
- Investor/Sponsor dinner tickets (2)
- Monthly e-newsletter subscription
- Monthly Zoom team meeting

## SPIRIT OF SPEEDWAY INVESTMENT LEVELS - SILVER

### **\$7K INVESTMENT LEVEL PERKS**

- 0.7% ownership stake in car
- 0.7% share of the purse
- Indy500 race tickets (4)
- Name listed on engine cowling
- Team ownership certificate
- Extra Team T-shirt & hat sets (2)

### **\$6K INVESTMENT LEVEL PERKS**

- 0.6% ownership stake in car
- 0.6% share of the purse
- Indy500 race tickets (3)
- Name listed on engine cowling
- Team ownership certificate
- Extra Team T-shirt & hat set

### **\$5K INVESTMENT LEVEL PERKS**

- 0.5% ownership stake in car
- 0.5% share of the purse
- Indy500 race tickets (2)
- Name listed on engine cowling
- Team ownership certificate

### **ADDITIONAL SILVER LEVEL PACKAGE PERKS INCLUDED:**

- IndyCar Experience two-seater rides (2)
- Driver autograph session
- Private garage tour
- Team T-shirt & hat sets (2)
- Team VIP party tickets in Speedway week of race (2)
- Investor/Sponsor dinner tickets (2)
- Monthly e-newsletter subscription
- Monthly Zoom team meeting

## **\$4K** INVESTMENT LEVEL PERKS

- 0.4% ownership stake in car
- 0.4% share of the purse
- Indy500 race tickets (2)
- IndyCar Experience two-seater rides (2)
- Extra Team T-shirt & hat set

## **\$2K** INVESTMENT LEVEL PERKS

- 0.2% ownership stake in car
- 0.2% share of the purse
- Indy500 race tickets (2)
- Extra Team T-shirt & hat set

## **\$3K** INVESTMENT LEVEL PERKS

- 0.3% ownership stake in car
- 0.3% share of the purse
- Indy500 race tickets (2)
- IndyCar Experience two-seater ride
- Extra Team T-shirt & hat set

## **\$1K** INVESTMENT LEVEL PERKS

- 0.1% ownership stake in car
- 0.1% share of the purse
- Indy500 race ticket

## **ADDITIONAL BRONZE LEVEL PACKAGE PERKS INCLUDED:**

- Driver autograph session
- Private garage tour
- Team VIP party ticket in Speedway week of race
- Team Ownership certificate
- Team T-shirt & hat set
- Monthly e-newsletter subscription
- Monthly Zoom team meeting

# THE DRIVER

Marotti Autosport is in the process of selecting an IndyCar driver who is available in 2022 to pilot the car and is excited about the talent that is out there right now. With the conclusion of the 2021 NTT INDYCAR SERIES season, some additional drivers may become available. We are expected to announce our driver in the winter of 2022, and as a fan investor you will be the first one to know!



# TEAM MEMBERS



*Will  
Marotti*  
FOUNDER  
OWNER

As the only active minister to lead an NTT INDYCAR SERIES team in the Indy 500 (2016), Will Marotti is a lifelong fan of the sport and the Indy 500. He is a well-known radio personality in Hartford, Conn. With his wife, Ann, and three other members, he founded New Life Church in Connecticut in 1999. The church has grown to more than 1,000 members, as well as operates a private school and a summer camp on a 56-acre campus.



*Jim  
Abley*  
BUSINESS  
PARTNER

Jim Abely is a New England native and has been a business partner with Marotti Autosport since the team launched in 2015. As a fan of motorsports, he enjoys supporting the team's program from the business development side. He brings more than tbd years of experience, most notably building an oil recovery business from the ground up, which he in turn sold to Safety Klean.



*Ben  
Ponten*  
CREATIVE  
DIRECTOR

Speedway resident Ben Porter not only made the 'Home of the 500 Mile Race' the home for his family years ago, but he also felt it was the perfect place to start his motorsports design agency Redline Ace. With 20+ years of design experience, Ben has designed work for local projects as well as the world's most successful brands on the biggest stages in racing. He now brings his passion for design and Speedway into helping create the Spirit of Speedway story!

# TEAM MEMBERS



*Ty  
Hampe*  
SPONSOR  
DEVELOPMENT

A resident of the Indianapolis area, Ty Hampe is a lifelong fan of racing and since the mid 1990's has worked on several NTT INDYCAR SERIES crews and sold team sponsorships. In addition to motorsports, Hampe is a retired U.S. Army veteran with the 82nd Airborne. He served three combat tours in Somalia and Iraq.



*Izzy  
Graterol*  
SPONSOR  
DEVELOPMENT

Izzy Graterol is 20-year business veteran of the tool industry, most notably with a fortune 500 company that was heavily involved with NASCAR and other forms of motorsports. Izzy builds and fosters relationships with team sponsors and clientele to ensure successful and effective partnerships.



*Brian  
Regnerus*  
PUBLIC  
RELATIONS

A 20-year public relations veteran and lifelong motorsports enthusiast, Brian develops and guides strategy for all team communications, public relations activity, and collateral material to clearly and consistently articulate Marotti Autosport's brand and vision. He is the former Public Relations Manager for Chicagoland Speedway and Route 66 Raceway in Joliet, Ill.



*Ryan  
Sawrie*  
DIGITAL  
MARKETER

Ryan is a digital marketing expert and author with over a decade's worth of experience working with brands on their digital and social media strategies. His experience includes consulting and activating motorsport programs for NTT INDYCAR SERIES and NASCAR official partners. Ryan is the owner and strategy director for his agency Digital Zeal.



On behalf of Marotti Autosport I am inviting you to be a fan investor and join us for a completely unique opportunity in motorsports. As a lifelong race fan myself, I want you – the race fan and heart of this sport – to experience the excitement and passion of the Indy 500, and the events leading up to it, like never before! The Spirit of Speedway program will instill pride and desire for a collective win that will reach far beyond an individual driver or team. We are asking you to come along in this once-in-a-lifetime effort to compete and win on the world's largest stage and largest single-day sporting event. We truly appreciate this opportunity to share with you more about this exciting program and opportunity. I hope to see you at the races!

- Will Marotti -



WASSERMAN



**REDLINE ACE**



Expense Reduction  
Analysts



**Firestone**

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