

# SPIRIT OF SPEEDWAY

## 2023 INDY 500 INVESTOR SUMMARY



BE A PART OF INDY 500 HISTORY,  
OWN A SHARE OF THE CAR.



# MAKING INDY 500 HISTORY TOGETHER!

Ever wanted to be part of a race team? Marotti Autosport is making history by offering race fans a once-in-a-lifetime opportunity to own a share of an Indy 500 entry. This exclusive program through Marotti Autosport is the first and only 100% race fan owned Indy 500 entry and gives race fans the exciting thrill of being part of a team entering the most prestigious race in the world — the Indianapolis 500!







GASOLINE ALLEY

# TRADITION RUNS DEEP WITH THE SPIRIT OF SPEEDWAY

Inspired by the tradition of past historic Indy 500 entries being named after cities, Marotti Autosport's 2023 Indy 500 entry will be the first race entry in history named "Spirit of Speedway" in honor of Speedway, Indiana — home of the 500 mile race.



# 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 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 reached 4th place near 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!







# 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

## 2022 INDY 500 VIEWERSHIP

**4.6M** U.S. 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 16-18, 2023**
- Fast Friday: **May 19, 2023**
- Qualifying: **May 20-21, 2023**
- Carb Day: **May 26, 2023**
- Legends Day: **May 27, 2023**
- Indy 500 Race Day: **May 28, 2023**



# 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 crowd of people is walking towards the entrance of the Indianapolis Motor Speedway. The entrance is a large, open-air structure with a metal frame and a roof. The words "INDIANAPOLIS MOTOR SPEEDWAY" are written in large, silver, three-dimensional letters across the top of the structure. To the right of the main entrance, there is a sign that says "1 GATE" with a winged design. Several flags are flying from poles on the roof of the entrance, including a checkered racing flag, a red flag, and a yellow flag. The crowd is diverse in age and appearance, many wearing hats and carrying bags. The scene is set on a sunny day with a clear blue sky and some green trees visible in the background.

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 fan's dream! We've created an investment opportunity that will get you close to the action, stay in touch with the team, and make memories that will last a lifetime.





# SUGGESTED SPIRIT OF SPEEDWAY INVESTMENT LEVELS<sup>^</sup>

Purchasing an ownership stake in the Spirit of Speedway grants **A PROPORTIONATE SHARE OF THE PRIZE MONEY** generated by the car entry in the race, as well as many other incredible **PERKS**, based on your level of investment.

## **\$50K** INVESTMENT LEVEL PERKS

- 5.0% ownership stake in car
- 5.0% share of the purse

## **\$20K** INVESTMENT LEVEL PERKS

- 2.0% ownership stake in car
- 2.0% share of the purse

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

- 1.0% ownership stake in car
- 1.0% share of the purse

## **ALL INVESTMENT LEVELS INCLUDE THESE PERKS:**

- Indy 500 VIP suite passes for race day and bonus track day options in May\*
- Name prominently displayed on car as a custom logo
- Framed team ownership certificate
- IndyCar Experience two-seater rides\*
- Driver autograph session
- Private garage tour
- Team VIP party tickets\*
- Race team crew shirt & hat sets\*
- Monthly e-newsletter subscription
- Monthly Zoom team meeting

\*Quantity included based on investment level

<sup>^</sup>Minimum Investment Level is \$10K



# 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 race fan and Indy 500 fan. With his wife, Ann, and three other members, he founded the New Life Church in Connecticut. The church has grown to more than 1K members, as well as operates a private school & summer camp on a 56-acre campus.



*Jim  
Abely*  
BUSINESS  
PARTNER

Jim Abely has been the main 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 20 years of experience, most notably building an oil recovery business from the ground up, which he in turn sold to Safety Klean.



*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 story. He is the former Public Relations Manager for Chicagoland Speedway and Route 66 Raceway in Joliet, Ill.



*Ben  
Ponten*  
CREATIVE  
DIRECTOR

Ben has not only made Speedway, Indiana the home for his family years ago, but he also felt it was the perfect place to start his thriving motorsports design agency Redline Ace. With 20+ years of design experience, Ben has brought his passion for design, racing and the town of Speedway, to really help develop the Spirit of Speedway brand, visuals and story to life!





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

Team Owner



**Firestone**

WILL@MAROTTIAUTOSPORT.COM • MAROTTIAUTOSPORT.COM • 203.631.8110

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