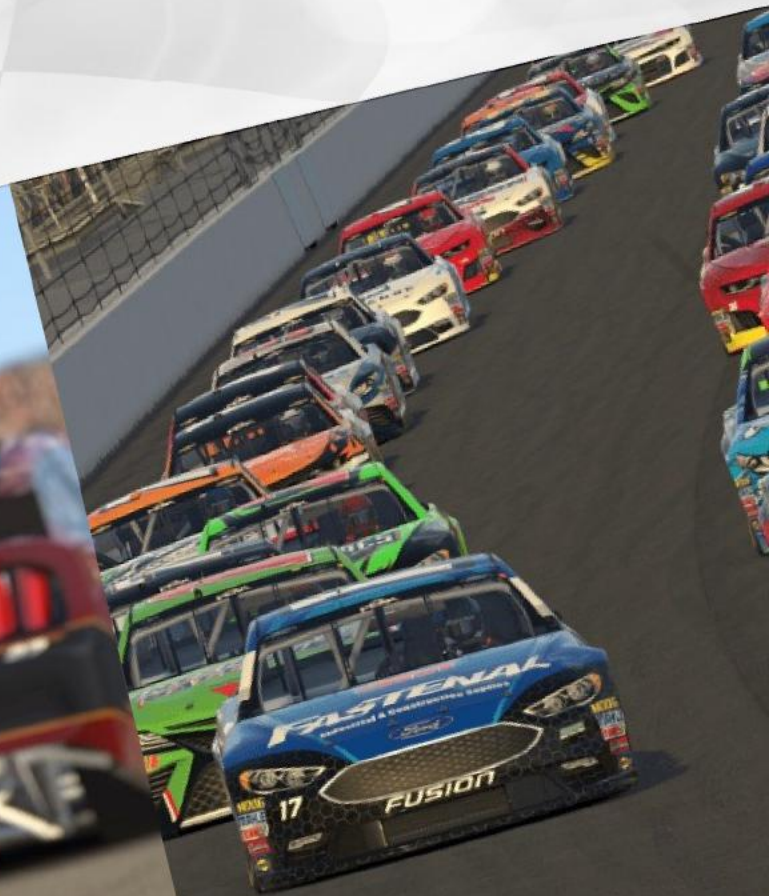


FOR
ACCEL  **NASCAR**



A Sponsor's Best e-Sports Platform to Effectively Reach Your Target Audience



STRONG VIEWERSHIP NUMBERS

METRICS PER RACE IN 2022 18 RACE SEASON

116K

AVERAGE VIEWERSHIP

DOWN BY 1% IN 22' AT AN AVERAGE VIEWERSHIP OF 116,726 IN 21'

320K

**AVERAGE MINUTES
WATCHED**

76.4K

AVERAGE IMPRESSIONS

42.9K

AVERAGE REACHED

GAME ON



The eNASCAR Coca-Cola iRacing Series enters its 14th season in 2023. This 20-race championship pits 40 of the world's best iRacers against one another for championship prizes totaling over \$300,000. The series features entries from top real-world NASCAR teams like Joe Gibbs Racing, Roush Fenway, Stewart-HAAS, fgrACCEL, media personalities like Steve Letarte and Parker Kligerman, and top eSports organizations like XSet, Rise and Spacestation Gaming.

All eNASCAR Coca-Cola iRacing Series events can be streamed live on NASCAR.com, iRacing Facebook, Twitch, and YouTube, and eNASCAR.com Be sure to watch and root for our drivers!



THE ATTRACTIVENESS OF SPONSORING eNASCAR

- Official esports series of NASCAR
- Attracts a diverse audience of traditional and esports fans
- Growing popularity, with increasing participants and viewers
- Provides increased brand awareness and recognition
- Reaches a younger and more diverse audience
- Aligns with a beloved sport
- Primary sponsorships, associate sponsorships, and PSA's available
- Offers unique and engaging sponsorship activations
- Opportunities for cross-promotion with physical NASCAR events
- Provides valuable ROI for sponsors

LEVEL
UP

Your Brand will be alongside the biggest Brands in the U.S.

FGR
ACCEL

KNOWLEDGE

$$a = \frac{\Delta v}{\Delta t}$$

acceleration = change in velocity over time



X



- *fgrACCEL* will field two Ford race cars in the eNASCAR series in 2023.
- Now more than a decade into its history, the eNASCAR Coca Cola iRacing Series heads into 2023 looking ahead to one of its most unique schedules yet.
- Our 18 race schedule keeps your brand in front of NASCAR and eNASCAR fans for 10 months of the year.
- eNASCAR provides attractive metrics with each race averaging 116k viewers, 320k minutes watched, 76.4k impressions, and 42.9k reached.
- NASCAR and iRacing control the broadcast and make sure sponsor cars are highlighted during the race.



Promoting

NASCAR



Joe Craft Jr

ASU

FGR
ACCEL

iRacing

FGR
ACCEL

OUR DRIVERS



JOEY BROWN

GARRETT MANES

The FGR ACCEL logo is positioned on the left side of the bottom section. To its right are several hexagonal icons: a bar chart, an open book, a target with an arrow, and a person at a computer. The word 'KNOWLEDGE' is written in the center of these icons.

$$a = \frac{\Delta v}{\Delta t}$$

acceleration = change in velocity over time

JOEY BROWN

BORN: May 31, 1988

HOME: New Caney, TX

2022 TEAM: N/A

QUALIFIED: Top 22 in 2022 Contender

FACEBOOK:

TWITTER: @joebrosef14

INSTA:

YOUTUBE:

BIOGRAPHY

A US Navy veteran, Brown is one of a handful of veterans making his return to the Coke Series for 2022. A three-time winner in the early years of the championship, Brown took an extended break from sim racing before barnstorming his way through the Road to Pro and earning the 2022 Contender title.

CAREER STATISTICS

YEAR	ST.	W.	T5	RANK
2022 Ctdr	7	2	5	1st
2014	8	1	1	35th
2013	17	2	4	15th
Totals	25	3	5	

**HOTTEST DRIVER ENTERING
THE SEASON!
CHAMPION**



GARRETT MANES

BORN: July 6, 2001

HOME: Powhatan, VA

2022 TEAM: Elliott Sadler eSports

QUALIFIED: Top 20 in 2022 Standings

FACEBOOK: /GarrettManesRacing

TWITTER: @GarrettManes

INSTA: @garrettmanes1

YOUTUBE:

BIOGRAPHY

One of iRacing's most prolific race winners in public events, Manes finally earned his eNASCAR license in 2021 and has been a consistent presence ever since. His sophomore season saw clear progress from his rookie year, as he posted six top-10s to improve to 15th in the final championship standings.

CAREER STATISTICS

YEAR	ST.	W.	T5	RANK
2022	18	0	1	14th
2021	18	0	1	20th
Totals	36	0	2	





A Unique Leadership Team

- Rock Stars
- Professional Athletes
- Media Personalities
- Artists
- Content Creators
- Private Equity

www.fgraccel.com/leadership-team.com

Leadership Team

fgrACCEL combines a diverse range of backgrounds and experiences to create strategic and creative NASCAR sponsorship packages. From boardroom execs to literal rock stars to journalists, we have what it takes to get your brand roused. Click on our bios to get to know us a little better.



April Wiesner
Chief Operating Officer

[VIEW BIO](#)



Nathan Blasdel
Director of Business Development

[VIEW BIO](#)



Chris Knight
Director of Communications

[VIEW BIO](#)



Joey Lanzillo
Director of Business Development

[VIEW BIO](#)



Chris Thompson
Director of Production and Media

[VIEW BIO](#)



Antonio Williams
Director of Business Development

[VIEW BIO](#)



Ken Berry
Consultant

[VIEW BIO](#)



Joe Graf Sr.
Managing Member

[VIEW BIO](#)



Melissa Croland
Business Development

[VIEW BIO](#)



fgrACCEL is a company that utilizes the power of the NASCAR platform to connect companies with NASCAR drivers and NASCAR race teams. We combined our motorsports relationships with our boardroom experience to craft bespoke packages to increase brand awareness, drive sales, and enhance partner connections. Our clients have increased awareness, created affinity, built brands, and driven sales.

We have created an impressive portfolio of sponsors that are eager to add eNASCAR to their motorsports marketing strategy.

Our vertically integrated platform that sources sponsorship, manages athletes, and creates high quality media content will and ensures we deliver a top tier eNASCAR product.



KNOWLEDGE

$$a = \frac{\Delta v}{\Delta t}$$

acceleration = change in velocity over time



Contact us for more information on our cost effective full season sponsor packages.

Joey Lanzillotto

Business Development

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