

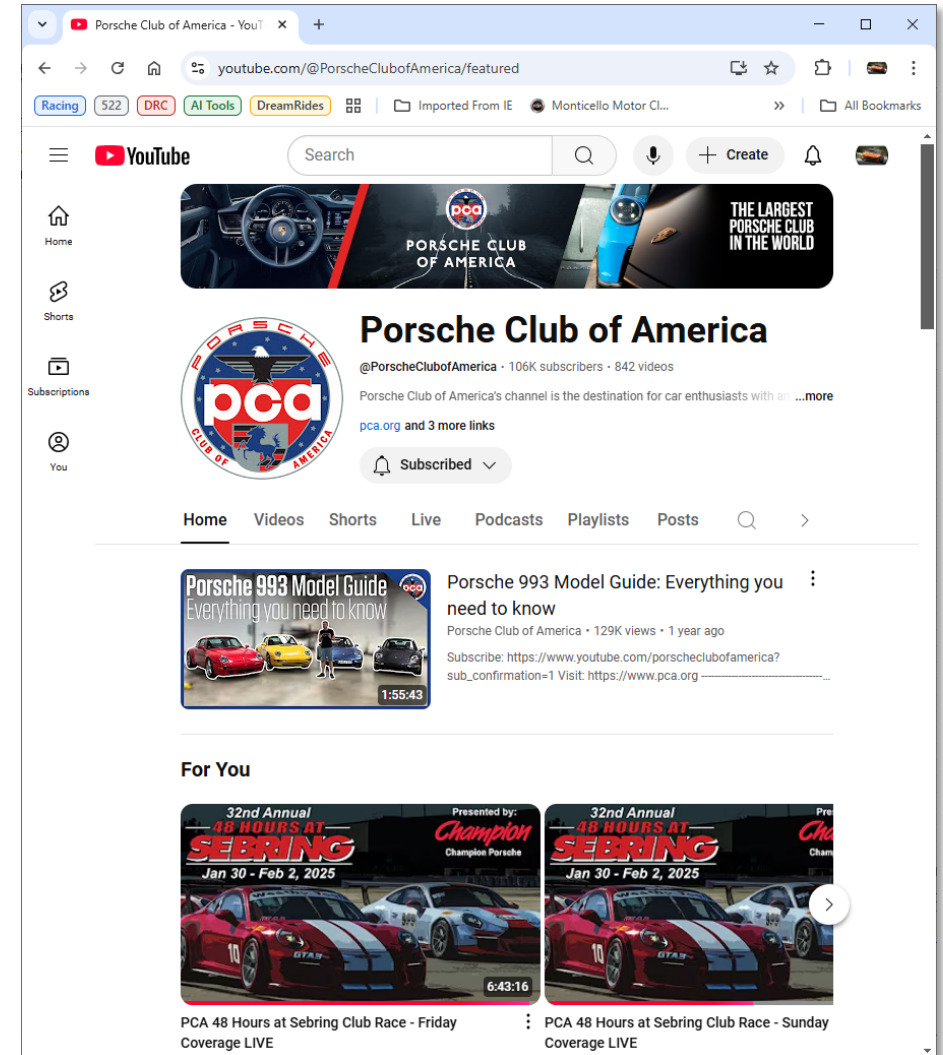
Live Stream Advertising



Why advertise on the race live stream?



- Exposure to PCA members
 - Over 100k subscribers on YouTube!
- Exposure to car enthusiasts
 - PCA is the largest single-make car club!
- Exposure to motorsports enthusiasts
 - Real racers driving real race cars!
- Support PCA Club Racing
 - The best amateur racing in America!
- Broadcasts are accessible on the YouTube site forever
 - Great value for permanent exposure!



Does anyone watch it?



- Over 20,000 people watched the Sebring race at the end of January 2025 – and more continue to watch it every day!

The screenshot shows the YouTube interface with the 'Live' tab selected. Three live stream listings are visible, each featuring a video thumbnail, a title, and view/streaming information. The thumbnails show various scenes from the race, including cars on the track and promotional graphics for the event.

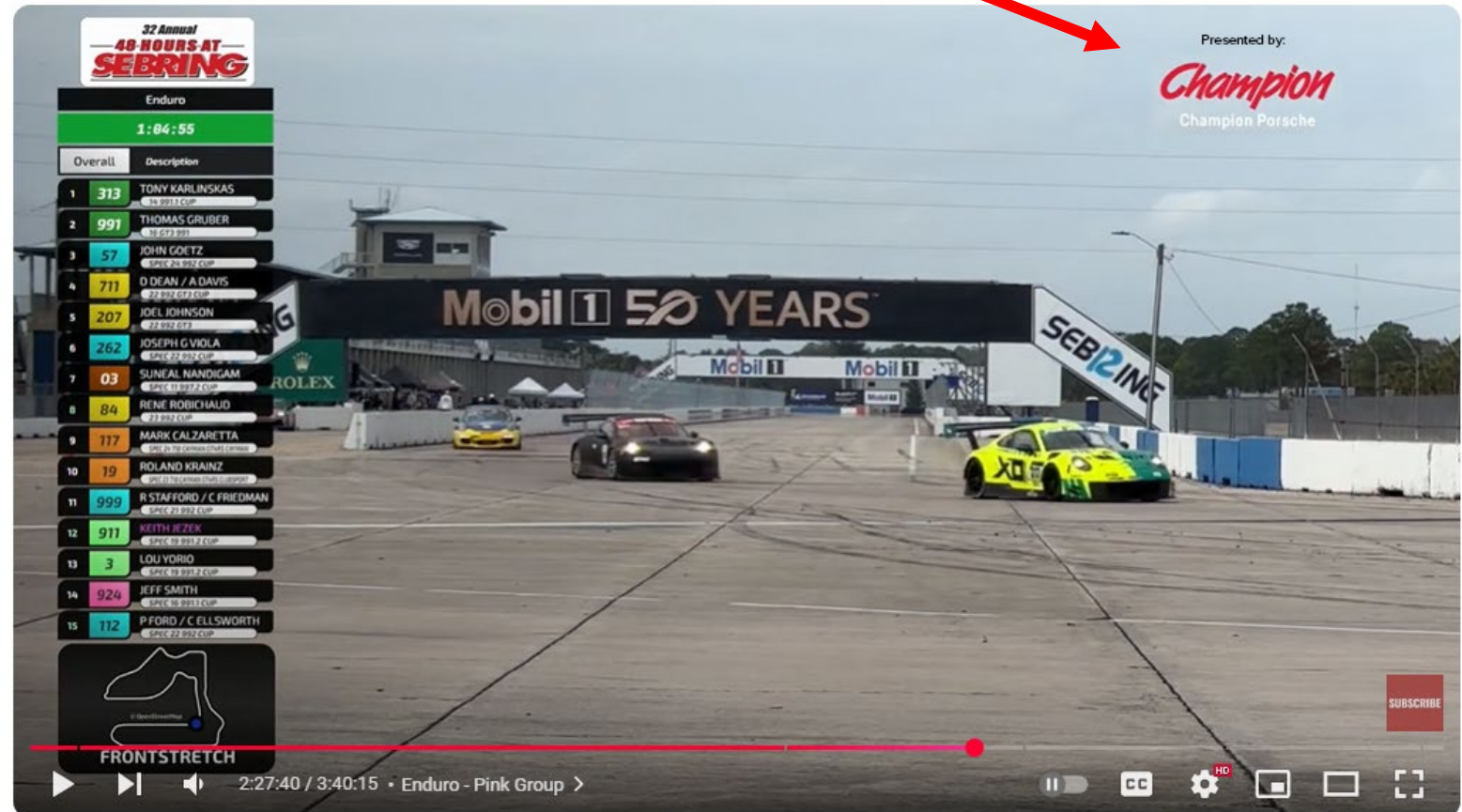
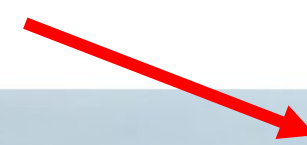
Stream Title	Views	Streamed
PCA 48 Hours at Sebring Club Race - Sunday Coverage LIVE	5.5K views	Streamed 11 days ago
PCA 48 Hours at Sebring Club Race - Saturday Coverage LIVE	8.3K views	Streamed 12 days ago
PCA 48 Hours at Sebring Club Race - Friday Coverage LIVE	6.6K views	Streamed 13 days ago

What are the ad options?



- **“Session Sponsor”**
- Logo in the upper right corner under the words “presented by:”
- Will be displayed for the entirety of the session (e.g. Qualifying Blue Group, Sprint 2 Red Group, Enduro Black Group, etc.)
- Will receive mention multiple times during the session by announcers
- Cost: \$1500 per session

Logo prominently displayed for the duration of the session



What are the ad options?

- “Commercial”
- Can be a video file with audio
- Otherwise, a static image with a voiceover recording, approximately 15-20 seconds
- Will be played between sessions and/or during “down time” (e.g. full course yellow, HPDE group, etc.)
- Play rotation approximately 4-6 times per day (dependent on length of stream)
- Cost: \$500 per weekend

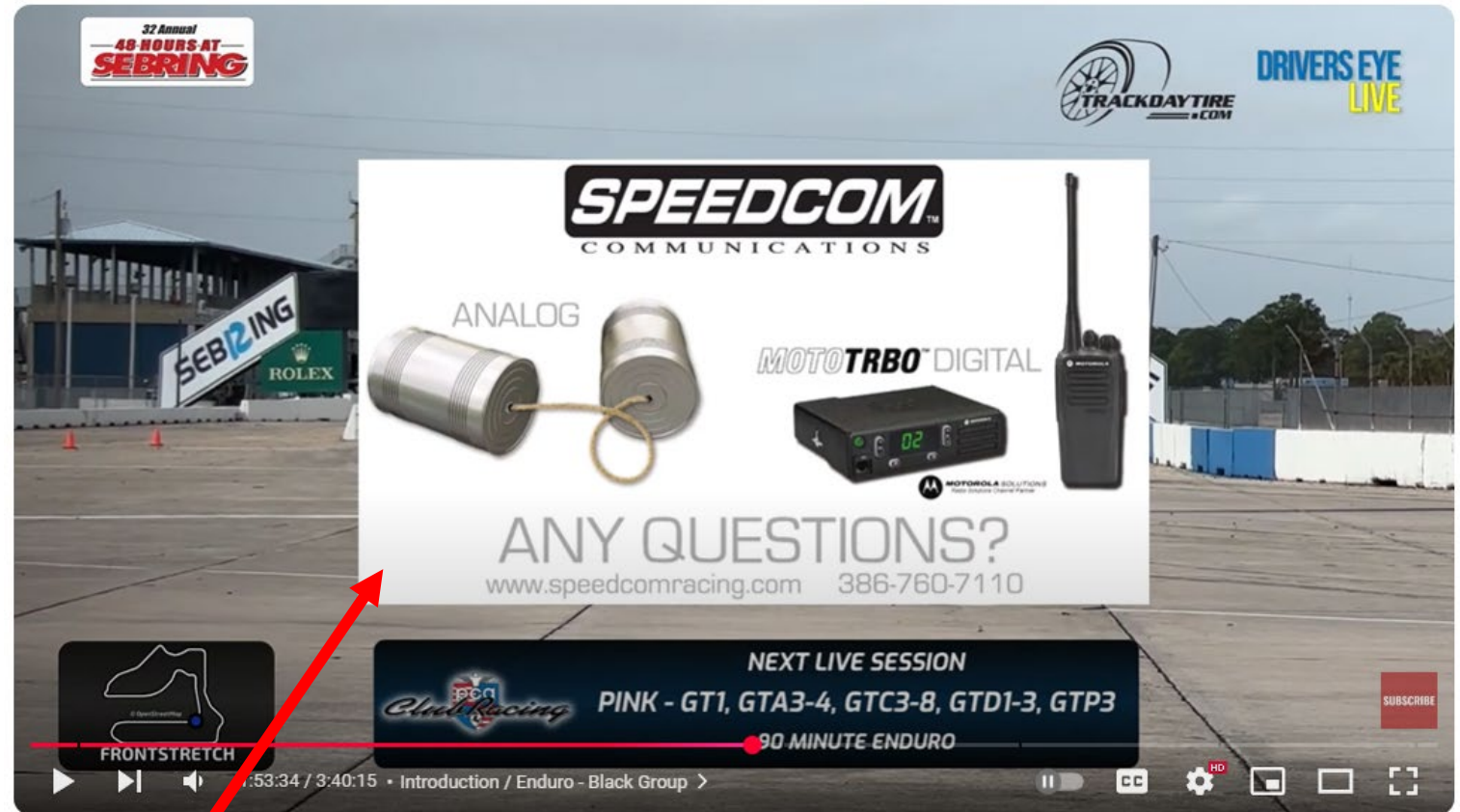


Image placement approximately 50% of the screen

What are the ad options?



- “Ad card”
- Voiceover recording, approximately 15-20 seconds
- Will be played between sessions and/or during “down time” (e.g. full course yellow, HPDE group, etc.)
- Play rotation approximately 4-6 times per day (dependent on length of stream)
- Cost: \$500 per weekend



Logo placement at “bottom third” in black box

How to buy an ad spot!



- Contact Connor Henderson, PCA Club Racing Business Manager
 - connorh@pca.org
 - (614) 557-3073
- 2025 live stream schedule:
 - VIR March 21-23
 - Road Atlanta April 11-13
 - CTMP July 27-29 (tentative)
 - NJMP August 8-10 (tentative)
 - Road America August 30-Sept 1 (tentative)
 - Summit Point September 12-14 (tentative)
 - COTA November 22-24 (tentative)