



Michael Johnson 2013 program presentation

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Introduction

Twenty year old Mount Morris, MI native Michael Johnson is currently the **first and only paralyzed driver** who is **licensed by IndyCar** to compete in IndyCar sanctioned racing series such as the national USF2000 Championship series.

Paralyzed from the mid-chest down, Michael drives his specialty equipped racecar with hand controls only.

2012 was Michael's first year of competition in the USF 2000 series and Michael will run again in the same series in 2013.

Michael finished his first year 15th in points out of 36 drivers competing in 2012. He recently also **was quickest** for the first time in a official USF2000 practice test.

In recognition for the effort he made this year to compete using hand controls only he was awarded the 2012 USF2000 Spirit Award.

He also is the 2012 inductee in the **Athletes with Disabilities Hall of Fame**.





Michael's Story

Prior Injury- Motorcycle Career

By 2002 and 2003, Michael had participated in a number of riding schools and was beginning to compete not only on a regional but also national level in the Kawasaki 65cc and CR85cc class.

On his 12th birthday in 2004, he raced a Honda CRF 150cc to third place in the Junior Red Riders Supermoto Challenge for competitors aged 12-16 in Reno, Nev.

That qualified him for the national Red Riders Challenge Final in Las Vegas, where he finished ninth.

With that encouraging finish, Michael went into 2005 aiming to win the Supermoto championship.

He won several races in Supermoto championships, including (1st place Canadian Supermoto Series on 85cc, 1st place NasMoto Series champion in the 450cc).

He also ran in dirt-track competition that year, (1st place North East Regional National Champion on 85cc and 250cc).





Michael's Story

The Day everything changed

On August 13, 2005, 12-year-old Michael Johnson took part in a dirt-track competition at Hiawatha Horse Park in Sarnia, Ontario.

Making his move into the lead going into the last lap at the half-mile dirt track, Michael ran out of tearoffs and was wiping his helmet shield when he hit a rut, and veered off the track.

His 250cc bike went between hay bales and crashed through a fence, sending the rider over the handlebars.

Michael broken his collarbone, right ribs, left ankle and left leg. He had also fractured the T5 and T6 vertebrae in his back that caused paralysis from the waist down.

Michael was taken by ambulance to a hospital in Sarnia, then transferred to Children Hospital in Detroit. Two days later, he underwent an 11-hour surgery, and he still has four rods and 15 screws in his back.

Nevertheless, he resolved to one day resume racing, setting a goal to become the first paralyzed driver participating in an IndyCar race".





Michael's Story

Road to Recovery

During Michael's stay at Children's Hospital, he and his family attended a lecture by Dr. Carlos Lima of Portugal, a neurologist doing pioneering work in the regeneration of the spinal cord.

Dr. Lima's work involves harvesting stem cells from a patient's nasal cavity and transplanting them to the sites of the spinal cord break in an effort to help regrow lost neural connections. The stem-cell transplant procedure was performed on Michael on Sept. 11, 2009.

After surgery, Dr. Lima suggested Michael continue the recovery process at Walk the Line, a physician-directed training program for patients with spinal-cord injuries.

Michael went three days a week to Walk the Line, where certified trainers work with him in an exercise-based program designed to activate muscles and nerves below the level of injury.

Most exercises are done in weight-bearing positions so that the spinal cord can begin to recognize signals and work again.

So far progress is encouraging: "In terms of racing, it would be very helpful if Michael could get feeling back into his back and hip area so that he can feel the vibrations in the race car better and he can race more efficiently." Michael continues to go to therapy 2 days a week at a rehab facility in Flint, MI and works out 3 days a week with his personal trainer.





Michael's Story

Racing Again

Michael spent about a year going through treatments, including skin grafts for pressure sores, before doctors gave him the okay to again participate in physical activities.

His father was able to get a go-kart and secured hand controls originally developed by CRG for CART champion Alex Zanardi, who lost his legs following a 2001 accident. On Christmas Eve in 2006, Michael first got into the go-kart and drove it around the parking lot of the paint-coating business that his father owns.

Michael raced the go-kart in 2007 at the East Lansing (Mich.) Kart Track, taking first place in the Junior SuperCan class and earning "driver of the year" status at the track.

The following year, he finished first in the Rotax Junior class in Michigan and qualified for the Rotax nationals in Wisconsin. Then in 2009, Michael moved up to the Great Lakes Pro Series and scored six first-place finishes in the Rotax class, as well as twelve podium finishes in the Tag and Pro classes.

Michael says his experience with motorcycles helped him adapt to hand controls. "It's not too different, since I had to use my hands for the clutch and throttle on the bike. I can feel some parts of the kart, but I can't feel the front when it starts to push. I have to get extra seat time, and then I usually figure things out."





Michael's Story

2012 First year in a professional IndyCar sanctioned series

After almost two years of planning, negotiations, testing and preparations IndyCar approved Michael in January of 2012 and issued him a IndyCar drivers license to compete.

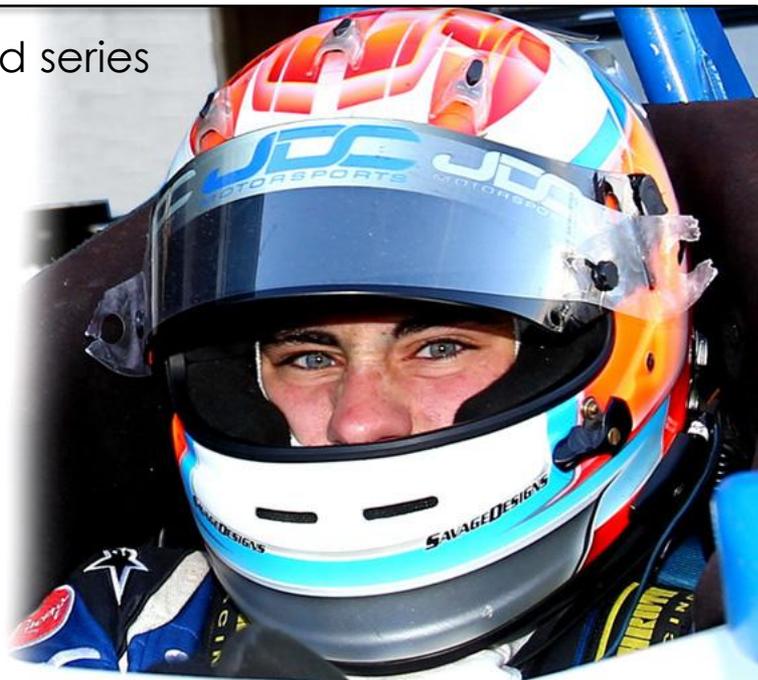
With the support and help of his family his team JDC MotorSports spend all summer of 2011 developing the hand control set up and converting the racecar Michael was racing in 2012.

In his first year of professional competition, Michael constantly improved throughout the year with several top ten finishes in a number of practices, qualifying and races.

His best qualifying position was 6th out of 29 drivers. His best race result was 10th out of 29 entries. He received the "hard charger" award in one of the races for the driver making up the most positions during a race passing 18 competitors.

During the final official series test of the 2012 season, Michael was quickest for the first time in an official practice session out of 28 drivers and posted the second fastest lap of the entire test only 0.014 sec behind first place.

With the improvements and performances he showed at the end of the 2012 season he is considered a front running candidate in 2013.





Meet Michael





Current Program Partners

Official 2013 Program Sponsors



Official 2013 Program Suppliers



Official 2013 Program Partners



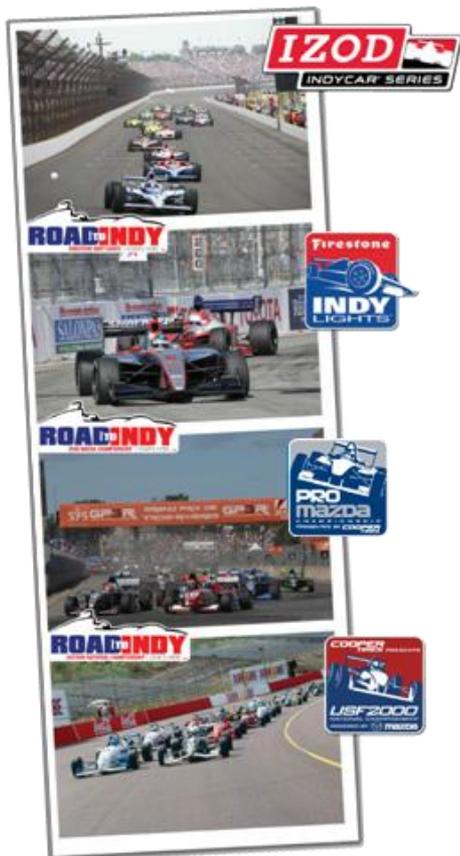


Program Information

Michael's plans are to become the first paralyzed driver participating in the Indy 500, one of the largest motorsport event in the world as part of the IZOD IndyCar Series.

He plans to make a first attempt to qualify for the Indianapolis 500 as early as 2015 most likely 2016.

In preparation for such goal, in the years to come Michael will participate in the developmental series which are part of the 2010 introduced "**Road to Indy**", development ladder system that includes series such as the Firestone Indy Lights, The Star Mazda Championship presented by Goodyear and the USF2000 National Championship powered by Mazda series he is running right now and again in 2013.





Program Overview



The Road to Indy (RTI) is a three-step ladder program developed by IndyCar and is designed to advance career-minded drivers to the IZOD IndyCar Series and Indianapolis 500. It functions to solve the following:

- Streamline competition rules and regulations so that drivers competing in each series are familiar with industry standards.
- Develop and advance drivers, mechanics, teams and sponsors to the next level.
- Removes confusion in the marketplace. A driver knows he or she will need to race USF2000 prior to Star Mazda and so on...
- Provide public relations and marketing support through unique programs such as the RTI Summit in May.



Program Structure



Cooper Tires Presents the USF2000 National Championship powered by Mazda is the initial step on the Road to Indy. The series prepares drivers to make the jump to the Star Mazda Championship, with its races contested on a mixture of road/street and oval courses with cars capable of reaching speeds of 150 mph.



The PRO Mazda Championship presented by Goodyear is in its 21st year of competition. Building on skills developed in USF2000, participants pilot vehicles traveling at speeds up to 160 mph at more diverse and challenging venues.



Firestone Indy Lights is the final step in the Road to Indy ladder prior to the IZOD IndyCar Series. The series prepares drivers by subjecting them to speeds reaching 190 mph, a strong offering of oval events and participation at the Indianapolis Motor Speedway.

Michael Johnson

First Paralyzed Racer on His



Series Information



2012 Series Introduction

Cooper Tires Presents the USF2000 National Championship powered by Mazda Series

The Cooper Tires Presents the USF2000 National Championship powered by Mazda series is the initial step on the "Mazda Road to Indy" driver development three-step ladder program. The series prepares drivers to make the jump to the Star Mazda Championship, with its races contested on a mixture of road/street and oval courses with cars capable of reaching speeds of 150 mph.

Many top drivers in the IZOD IndyCar Series and endurance sports car racing honed their skills in F2000, and the USF2000 National Championship powered by Mazda is an important training ground for rising stars.

Debuting in 2010, it is the revival of the very popular USF2000 series of 1990 through 2006.

The series is one of only three series that are part of both the IndyCar's Road to Indy ladder system and the prestigious MAZDASPEED Motorsports driver development program.

Seven weekends, 14 race schedule, competing mostly on major race weekends with the IZOD IndyCar and American LeMans Series.



2013 Schedule and Markets

<u>Date</u>	<u>Track</u>	<u>Market</u>	<u>Affiliation</u>
Feb. 4-5	Sebring Int'l Raceway (three races)	Florida	Winter Series Pre Season Championship
Feb. 8-9	Palm Beach Raceway (three races)	Florida	Winter Series Pre Season Championship
March 14	Sebring Int'l Raceway	Florida	with ALMS (American Le Mans Series)
March 15	Sebring Int'l Raceway	Florida	with ALMS
March 23	Streets of St. Petersburg	Florida	with IndyCar
March 24	Streets of St. Petersburg	Florida	with IndyCar
May 25	O'Reilly Raceway Park	Indiana	with IndyCar / Indy 500
July 13	Grand Prix of Toronto	Ontario CAN	with IndyCar
July 14	Grand Prix of Toronto	Ontario CAN	with IndyCar
Aug. 3	Mid-Ohio Sports Car Course	Ohio	with IndyCar
Aug. 4	Mid-Ohio Sports Car Course	Ohio	with IndyCar
Aug. 4*	Mid-Ohio Sports Car Course	Ohio	with IndyCar (*two races on the 4 th)
Sept. 6	Mazda Raceway Laguna Seca	California	with GrandAm
Sept. 7	Mazda Raceway Laguna Seca	California	with GrandAm
Oct. 5	Grand Prix of Houston	Texas	with IndyCar
Oct. 6	Grand Prix of Houston	Texas	with IndyCar



IndyCar and "Mazda Road to Indy" Venues and Markets





Series Demographics

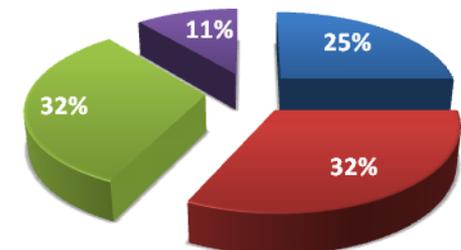
The USF2000 Championship is made up of a diverse and desirable audience that is attractive to marketers.

- Early adopters of innovation and technology
- Well-educated adults with greater discretionary income
- More brand loyal than average consumer
- Heavy consumers of TV, print, and radio media
- 1 in 5 U.S. adults are INDYCAR fans
- Interested in multiple sports, not simply “gear heads”

*Information based on INDYCAR demographics

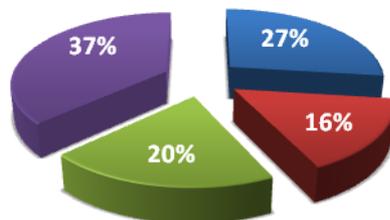
Education Distribution

- College/Grad School
- Some College
- High School
- Some High School



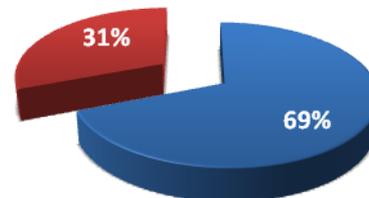
Income Distribution

- \$100,000+
- \$75,000-\$99,999
- \$50,000-\$74,999



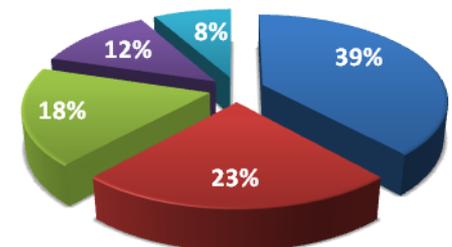
Gender Distribution

- Male
- Female



Age Distribution

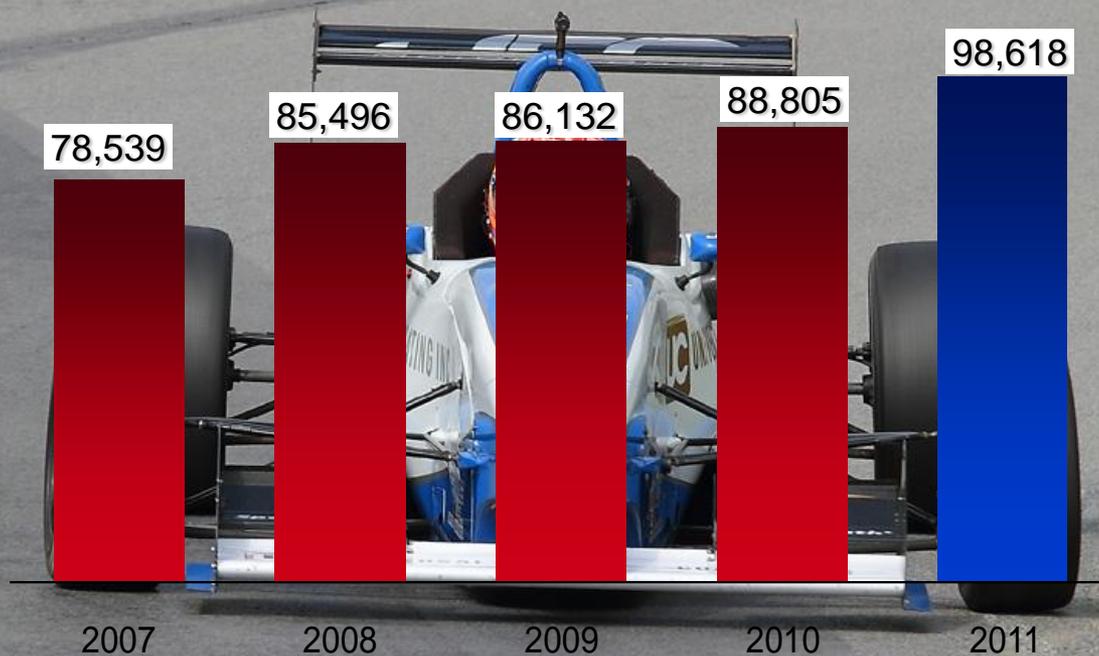
- 55+
- 45-54
- 35-44
- 25-34
- 18-24





Series Attendance

All of Michael races are run together in conjunction with IZOD IndyCar and/or American Le Mans Series events. Usually the "Road to Indy" races such as the USF2000 series Michael is competing are run before the main IZOD IndyCar series race event.





Television

For 2013 all USF2000 Championship races will be aired again on Velocity network. Broadcasting schedule to be announced.



The magazine style show called "Mazda Motorsport Hour" will feature all races in full length with additional background highlights on drivers, teams and sponsors. In 2012 the hourly long show aired usually on Saturday's following each race venue.

Velocity, an upscale male lifestyle network, will feature more than 400 premiere hours of new and returning series and specials showcasing the best of the automotive, sports and leisure, adventure, and travel genres.

By offering world-class production values and picture quality, Velocity will continue HD Theater's reputation for stunning visuals, established when it became the first-ever all-HD network in 2002.

Velocity's programming is character-driven, dramatic and engaging. From multi-million dollar auctions and incredible auto makeovers, to high-stakes gaming and insider guides to "the good life," Velocity touches on all the subjects that appeal to the upscale man.

The on-air look and feel of Velocity is both timeless and timely, from its neo-classic logo and graphics package, to its prominent usage of rock and roll music.



USF2000 Media Coverage



**In 2013 all USF2000 races will be broadcasted again on Velocity network.
Detailed broadcasting schedule to be announced.**

Additional the USF2000 championship garnered quality media coverage for its drivers, teams and sponsors, including television, radio, internet broadcasts, electronic news outlets, newspapers, magazines and more. Examples include:

- Live HDNet race broadcasts
- Live Fox 59 Indianapolis Morning News feature
- Live streaming video of races on indycar.com, starmazda.com and USF2000.com
- Radio interviews and coverage on 106.7 The Fan, CBS Radio, Washington, D.C. and ESPN 1070 The Fan Radio, Indianapolis
- Web interviews and coverage on racefanradio.com, autosportradio.com, and openwheeltoday.com
- Magazine coverage in Racer, Road and Track, Sports Illustrated Kids and more
- Newspaper coverage in USA Today, Tampa Tribune, Indianapolis Star, St. Petersburg Times, Atlanta Journal Constitution and more.



USF2000 Media Coverage



USF2000 Online coverage includes:

- Apexspeed.com
- Autoracing1.com
- Autosport.com
- Autoweek.com
- Catchfence.com
- Crash.net
- Eformulacarnews.com
- Ekartingnews.com
- Foxnews.com
- Flagworld.com
- F1network.com
- F1prospects.com
- goracingTV.com
- Indycar.com
- Indycarrevolution.com
- Indyinformer.com
- Indymotorspeedway.com
- Insidetracknews.blogspot.com
- Junioropenwheeltalent.com
- Leighvalleylive.com
- Morefrontwing.com
- Motorsport.com
- Nationalspeedsportnews.com
- Openpaddock.net
- Paddockreport.com
- Paddocktalk.com
- Popoffvalve.com
- Pressdog.com
- Racer.com
- Racingnation.com
- RIS-news.com
- Roadandtrack.com
- SpeedTV.com
- Tampabay.com
- Ten-tenths.com
- Theautochannel.com
- Trackforum.com
- Tracksideonline.
- USF2000.com



JDC MotorSports – eleven championships in five years

Involved in formula car racing since its inception in 1994, Minnesota-based JDC MotorSports has established itself as one of the leading junior open-wheel teams in North America, winning eleven championships in the last five years in IndyCar's Mazda Road to Indy development series.

In 2006, JDC MotorSports expanded its efforts in the Star Mazda Championship. JDC MotorSports quickly became one of the top teams in the series, JDC captured both the driver and team titles in 2007, as well as the Rookie of the Year honors, with Dane Cameron scoring a series-high three wins. JDC MotorSports won the overall Star Mazda driver championship again in 2009 and 2011.

Following its past and current success JDC MotorSports also plans a expansion its current race operation into the Indy Lights and the IZOD IndyCar series in the future.

- 2007 Star Mazda Driver Champion
- 2007 Star Mazda Rookie Champion
- 2007 Star Mazda Team Champion
- 2008 Star Mazda Masters Champion
- 2009 Star Mazda Driver Champion
- 2009 Star Mazda Team Champion
- 2009 Star Mazda Rookie Champion
- 2009 Star Mazda Masters Champion
- 2009 F2000 Driver Champion
- 2010 Star Mazda Rookie Champion
- 2011 Star Mazda Driver Champion
- 2012 2nd Place Star Mazda Driver Points



Opportunities of Involvement and Activation

Examples for program activation opportunities

Brand Exposure

Team sponsor brands are seen by millions of loyal consumers each week, on everything from pit boxes and team uniforms to the cars and trucks themselves. Wherever any series is seen, sponsor brands gain valuable exposure as active participants in the action.

Driver Endorsements and Appearances

Drivers become ambassadors for the company's brand and their likeness and endorsement can be used to enhance the sales process.

Advertising and Promotions

Many program partners incorporate their sponsorships into their general marketing programs. Promotions, sweepstakes and targeted communications all allow program partners to attract fans (and non-fans alike) in exciting new ways.

Team Hospitality

Program partners are entitled to access to the IndyCar Series Paddock each race weekend. Such a program simply can be seen as a "tradeshow on wheels" for potential new customers and business partners



Opportunities of Involvement

Annual Budget levels for a one car entry in Michael's 2013 USF2000 Program

Involvement in the program includes exposure areas on the race vehicle, team transporters, equipment and team cloth as well as driver suit. The program is split into different budget levels as followed:

(Shown budgets are baseline examples and may change based on partner requirements)

Title Partnership

Starting at US\$ 345,000

* No other sponsors involved

Primary Partnership

Starting at US\$ 150,000

* Example placement Universal Coating

Major Partnerships

Starting at US\$ 95,000

* Example placement SpeediCath

Associated Partnerships

Starting at US\$ 50,000

* Example placement Allied



Detailed proposals outlining all deliverables for program partners upon request.



Contact

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