



JOSH HANSEN

JHR HANSEN RACING

LAMBORGHINI SUPER TROFEO NORTH AMERICA

2024 MARKETING DECK



In the IMSA Lamborghini Super Trofeo Championship 2024, I, Josh Hansen, embark on a journey of unwavering commitment and triumph. Racing, for me, is not just a competition but a relentless pursuit fueled by a passion that intensifies with each lap. The season is my canvas to illustrate dedication and determination through meticulous preparation and mastering every track's nuances. Every lap is a testament to years of hard work, resilience, and the belief that success is earned. As I step onto the grid, 2024 holds a clear vision - a podium adorned with success, a championship earned through skill and an unyielding commitment. It's not just a race; it's my legacy, a dedication that propels me towards the sweet taste of victory in the IMSA Lamborghini Super Trofeo Championship.

FUTURE GOALS & VISION

THIS IS MY VISION.

ABOUT ME. JOSH HANSEN

Josh Hansen, a dedicated race car driver since age 5, brings a proven track record of success across diverse levels. Experienced in various race cars and tracks, he excels as both a meticulous analyst, enhancing car performance, and a coach, imparting valuable insights. In the Spec MX-5 Challenge series, Josh clinched a win, 2 podium finishes, and 3 top-5 positions last year, showcasing his prowess. With an unwavering work ethic and outgoing personality, Josh is poised to elevate his racing career and serve as a dynamic ambassador. Sponsorship with Josh Hansen offers a prime opportunity to align your brand with a seasoned and accomplished presence in motorsports.



04

TOTAL RACE WINS!

16

TOP 10 FINISHES!

09

PODIUM FINISHES!

24

TOTAL RACE STARTS!

LAMBORGHINI SUPER TROFEO NORTH AMERICA

IMSA RACING SERIES.

The Lamborghini Super Trofeo North America, integrated with five IMSA Championship Series races, unfolds on iconic U.S. circuits. Renowned as one of the world's most competitive one-make championships, it has hosted top GT racers, gentlemen drivers, and motorsport champions at prestigious tracks like Laguna Seca, Circuit of the Americas, Sebring, and Watkins Glen. Each season culminates in the Lamborghini World Final.

Sponsorship in the IMSA Lamborghini Super Trofeo Racing series isn't just about visibility; it's a strategic investment that aligns your brand with the pulse of motorsports, creating lasting impressions, forging connections, and amplifying your presence across the nation. Secure your place in the fast lane of success with us in the 2024 season.



71% MALE



29% FEMALE



110.000

AVERAGE HOUSEHOLD INCOME



RACEDAY TV RATINGS
256.000 VIEWERS

*Average Number of Total Viewers worldwide Tuned in Per Minute Per Event

5 INDIANAPOLIS
20. - 22. SEPTEMBER 2024

3 WATKINS GLEN
27. - 30. JUNE 2024

1 SEBRING INTL.
13. - 16. MARCH 2024

4 CIRCUIT OF THE AMERICAS
30. AUGUST - 01. SEPTEMBER 2024

2 LAGUNA SECA
10. - 12. MAY 2024

2024 RACE SCHEDULE.

BENEFITS. BENEFITS. BENEFITS.
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SPONSORSHIP BENEFITS.

Elevate your brand with IMSA Lamborghini Super Trofeo sponsorship - Gain unparalleled visibility at iconic race events, connect with a global audience through extensive media coverage, and cultivate exclusive partnerships within the elite motorsports community. Maximize brand exposure, engage fans, and position your brand at the forefront of precision and performance. Join us for a thrilling journey where sponsorship transcends mere visibility, creating lasting connections and enhancing your brand's prestige in the fast lane.

ASSOCIATE PACKAGE

- Social Media Activation
- Hot Pass Access
- Driver Appearance at Events

PRIMARY PACKAGE

- Lamborghini VIP Hospitality
- Hot Pass Access
- Autograph Sessions
- Grid Walk
- Driver Meet & Greet
- Race Car Branding
- Interview Recognition
- Content Creation
- Brand Ambassador Marketing





20 YEARS OF MOTORSPORT MASTERY: PRECISION PERFORMANCE MOTORSPORTS

Celebrating 20 years of excellence, Precision Performance Motorsports (PPM) seamlessly transitioned from NASCAR to Lamborghini sports cars in IMSA and SRO America. Fueled by core values and unmatched experience, PPM boasts a dynamic roster of both young, fresh perspectives and seasoned veterans.

UNRIVALED TRIUMPHS:

The drivers that have raced for PPM are accomplished in multiple areas of motorsports. Including victories in iconic races like the Daytona 24, Petit Le Mans, totaling up to over 20 IMSA championships. This gives PPM a blend of talent from NASCAR and proven winners from the road racing realm. Achieving world championships, SRO Intercontinental GT Challenge 2nd Place, and setting lap records, PPM defines success on every track!



THE TEAM

PRECISION PERFORMANCE MOTORSPORTS

TEAM ACHIEVEMENTS.



31

TOTAL RACE WINS!



23

TOTAL PODIUMS!



10

TOTAL CHAMPIONSHIPS!



19

TOP 10 RACE FINISHES!





**UNLEASH YOUR
BRANDS POTENTIAL!
THE LAMBORGHINI SUPER TROFEO SERIES**



THE LAMBORGHINI SUPER TROFEO SERIES: 5 REASON TO BECOME MY PARTNER.

BENEFITS.BENEFITS.BENEFITS
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BENEFITS BENEFITS BENEFITS

MARKETING BENEFITS.



1 GLOBAL VISIBILITY & BRAND EXPOSURE

The IMSA Lamborghini Super Trofeo series provides a high-profile platform with a global audience, allowing sponsors to showcase their brand to a diverse and passionate fan base.



2

PRECISION & PERFORMANCE ASSOCIATIONS

Aligning your company with Lamborghini's precision and performance in the IMSA Super Trofeo series creates a powerful association, emphasizing your brand's commitment to excellence and cutting-edge technology.



3 EXCLUSIVE NETWORKING OPPORTUNITIES

Sponsoring a driver in this elite series offers unique access to exclusive networking opportunities within the motorsports community, connecting your brand with industry influencers, partners, and potential clients.



4 ENGAGEMENT WITH RACING ENTHUSIASTS

Sponsorship provides a direct channel to engage with motorsports enthusiasts, creating a loyal and passionate fan base for your brand. This engagement extends from race-day activations to online interactions, fostering a community around your product or service.



5

STRATEGIC MARKETING & PRODUCT PLACEMENT

Sponsoring a driver in the Lamborghini Super Trofeo series offers strategic marketing opportunities, including prominent logo placements on the race car, driver uniforms, and team paraphernalia. This visibility can significantly enhance brand recall and consumer trust.

FOLLOW MY JOURNEY:



INSTAGRAM

@JJHANSEN_RACING



FACEBOOK

JOSH HANSEN



LINKEDIN

JOSH HANSEN



YOUTUBE

JJHANSEN RACING



EMAIL

JJHANSEN RACING@GMAIL.COM



CONCLUSION.

ACCELERATE SUCCESS:

ELEVATE YOUR BRAND WITH A PARTNERSHIP IN IMSA RACING

In conclusion, aligning your esteemed brand with the IMSA Lamborghini Super Trofeo series is not just a sponsorship; it's a strategic partnership that promises to elevate your brand to new heights. With a global audience, exclusive networking opportunities, and a platform synonymous with precision and performance, this collaboration is poised to set your brand apart in the competitive landscape.

As we embark on this exciting journey together, envision the roar of the engines, the thrill of each race, and the unwavering loyalty of motorsports enthusiasts rallying behind your brand. Your sponsorship in the IMSA Lamborghini Super Trofeo series is an investment in an experience that transcends the track, creating lasting impressions, forging valuable connections, and amplifying your brand's presence on a global stage.

I am confident that our partnership will not only contribute to the success of the IMSA Lamborghini Super Trofeo series but will also position your brand as a trailblazer in the world of motorsports. I look forward to the prospect of representing your esteemed company on the track and working collaboratively to achieve shared success.



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