



*Devin Cunningham*

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## DRIVER BIO

Devin started racing go-karts in 1995, in Jurong, Singapore at the age of eight and proceeded to win races in Singapore, Malaysia, Canada, the Philippines and India. In 2003, he raced his way to the finish line at the Rotax Max World Finals in Egypt.

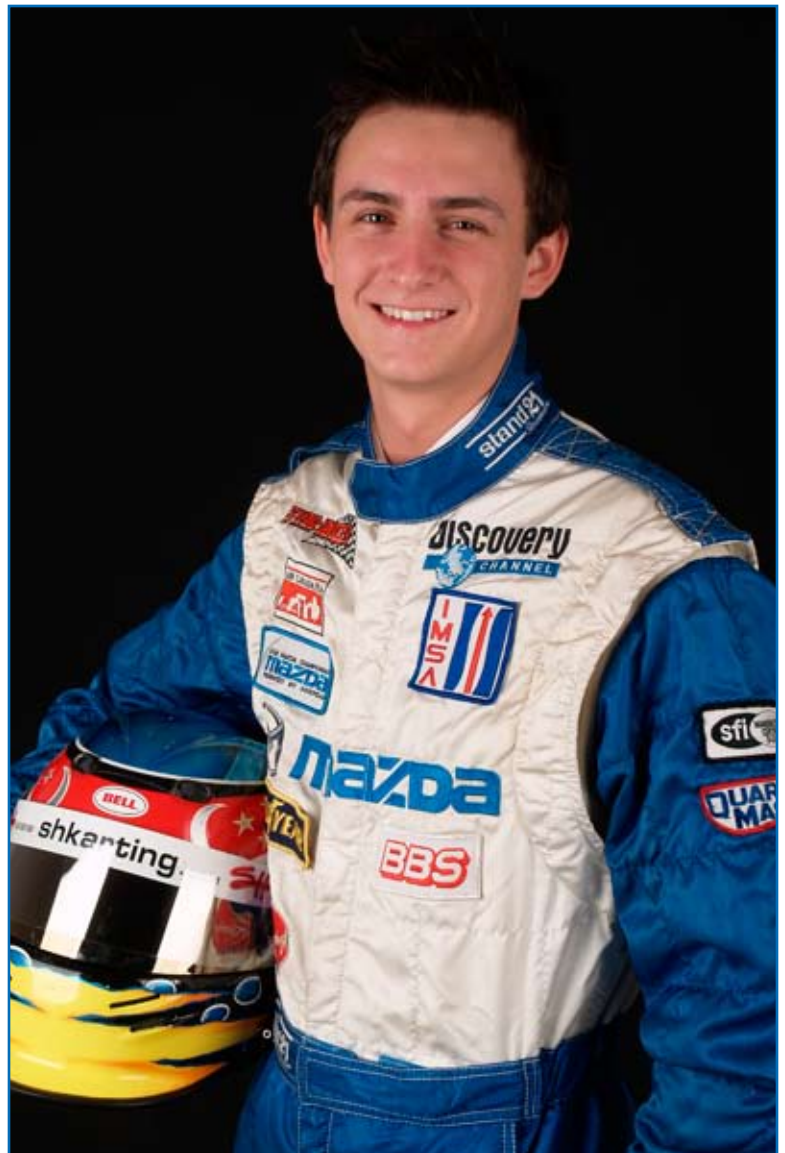
Returning to Canada, Devin attended a 6-day course at the Jim Russell racing school.

Devin went on to win a full school season with Bridgestone F2000 as part of the Sunoco Team Ultra 94 scholarship.

Chosen from thousands of drivers throughout Canada for 18 spots to compete in an 8-week competition, Devin was crowned Star Race Winner of the *Star Racer* hosted by the Discovery Channel.

The next full year was spent with the Star Mazda series alongside the AIM racing team, sponsored by Discovery Channel and Silver Screen / Insight Productions.

'Out of an average field ranging from between 25 and 35 drivers, Devin made the podium three times, including an all important win in Portland, Oregon. He finished his rookie year in seventh place overall.

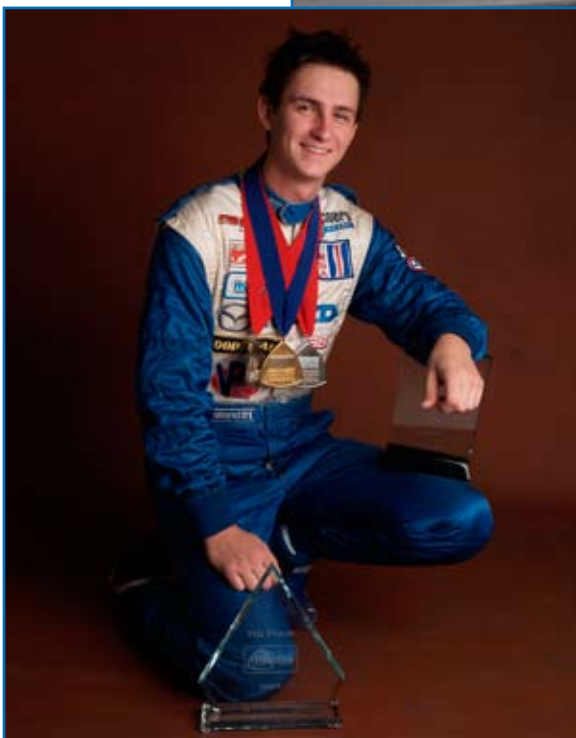


Home Town: Saint-Bruno-de-Montarville, Quebec

Years Racing: 12

Age: 20

# *Devin Cunningham*



We are looking for a company, or individual, to share in Devin's dream and future successes.



## SPONSORSHIP

Racing at key venues across North America, alongside the world's biggest racing series, the Star Mazda Championship works as a training ground for the next generation of racing stars.



# Devin Cunningham



## Develop new race driving talent through sponsorship.

Founded in 1991, the professionally organized Star Mazda Series has provided the most popular format for sponsors, spectators, and upward bound drivers, a success evidenced by fields of 30 to 40 cars at many races.

The annual schedules for the Star Mazda Series have included high profile events where Formula Mazda cars appear as the “opening act” to some of America’s top drawing racing series.

In addition to the Star Mazda Series, the Formula Mazda race cars may be seen at the amateur or club racing level in the Sports Car Club of America. In National competition, drivers can ultimately qualify to race for a National Championship at year’s end.

With a 12-Race championship schedule across the United States and Canada supporting American LeMans Series, ChampCar and Formula One events, as well as one-hour television broadcasts of each event in the United States and United Kingdom, the Star Mazda Championship presented by Goodyear provides excellent exposure and marketing opportunities for businesses.

- Major event weekend exposure for fraction of cost of main event sponsorship.
- Events in key regions across North America
- Television coverage on Speed Channel in US and SKY Sports in UK.
- Relationships with the next generation of racing stars.

## STAR MAZDA CHAMPIONSHIP

### SERIES PROFILE

- Star Mazda series grew out of racing school-based formula created during 1980s
- Relunched in 2004 with state-of-the-art chassis powered by Mazda RX-8 rotary engine
- Popular 'opening act' for America's leading road racing series with 35-car fields
- 2006 total attendance at 2007 venues of over 960,000 averaging 80,000 per race
- 2 one-hour broadcasts of each race on Speed Channel plus one-hour season review
- 2006 race broadcasts drew over 1.3 million viewers with an average rating of .12
- Multi-year, multi-million dollar commitment to series by Mazda and Goodyear
- Series-focussed Mazda television and press advertising valued at \$1.5 million annually





## STAR MAZDA CHAMPIONSHIP

### AUDIENCE PROFILE

#### Star Mazda Spectators

Aged 18-34/35-44	30%/23%
Male	61%
Married	54%
Executive/professional	57%
College degree	65%
Average income	\$70K
Income \$35K-\$75K	40%
Income over \$75K	49%
Income over \$100K	23%

#### Speed Channel Viewers

Aged 18-34/35-44	21%/20%
Male	83%
Married	52%
Executive/professional	25%
College degree	30%
Median income	\$58K
Income \$30K-\$75K	51%
Income over \$75K	40%
Subscribers in millions	68

### BRAND BUILDING

- Ideal medium for launching, elevating, and repositioning product or service brands
- Direct brand exposure via international television, radio, internet, and print coverage
- Possible exposure in Discovery Channel Canada's Star Racer driver search reality series
- Prominent identification of partner brand(s) on all team livery elements:
  - Race/show cars
  - Driver suits/helmets
  - Pit/garage equipment
  - Car transporter/vans
  - Crew uniforms
  - Headquarters displays
- Car and driver branding may be varied during season to suit partner requirements
- Partner identification in team press releases, photography, and website pages
- Rights to exploit team and driver images in partner publicity and advertising materials

## PARTNER OPPORTUNITIES

### PROMOTIONS

- Leverage appeal of racing to promote customer sampling, purchases, and loyalty
- Consumer or trade contests with prizes of race trips, driving days, and merchandise
- Trackside opportunities include product advertising, demonstrations, and merchandising
- Access to drivers and team executives for publicity and promotional activities at races
- Driver appearances in media or at public and partner venues, e.g. retail stores
- Personal appearances by team engineers to support technology-oriented partners
- Replica show car displays at corporate and public events, e.g. trade shows
- Extensive rights to produce and distribute team- and driver-branded merchandise

### BUSINESS DEVELOPMENT

- Insider access and exciting atmosphere make races attractive venue for client events
- Race hospitality proven to increase marketing productivity by accelerating sales cycle
- Powerful tool for reaching key audiences: customers, staff, suppliers, investors, media
- Team guest passes, grandstand seat tickets, and hospitality access supplied at cost
- High-quality hospitality catering available via trackside marquee and suite facilities
- VIP track days including rides and instruction in racing techniques with team drivers
- Business-to-business opportunities with other team and series partners (e.g. Mazda)
- Possibility of access to partner customers for product or service promotions
- Potential for new distribution outlets, e.g. oil company partner convenience stores



GALLERY



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CONTACT INFORMATION

Thank you for your time and consideration.

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