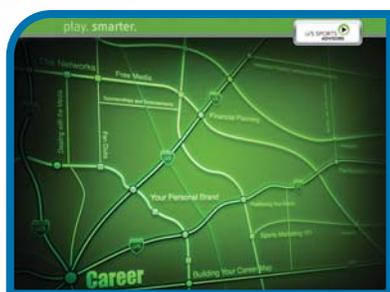
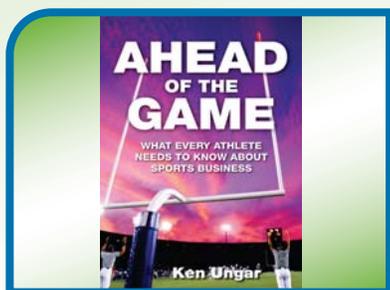


# AHEAD OF THE GAME

WHAT EVERY ATHLETE  
NEEDS TO KNOW ABOUT  
SPORTS BUSINESS™

Seminar Series



In racing today, being fast is important, but it is simply not enough. Without adequate preparation for the winner-takes-all industry of motorsports business, drivers risk derailing an otherwise promising career with a single misstep. To better equip the rising stars of motorsports for the off-track challenges that lie ahead, U/S Sports Advisors is offering a unique seminar, the Ahead of the Game Seminar Series - Motorsports Edition.

In this seminar, you'll learn key concepts to immediately apply to your career including:

## ▶ Defining Your Brand

While Nike, Red Bull and Gatorade are famous corporate brands, people have brands too. Your personal brand communicates "who you are" and "what you stand for" to fans. Knowing how to define and communicate your brand is essential to achieving commercial success; this session introduces you to ways to define your own personal sports brand.

## ▶ Promoting Your Career

Promotion is the key to a successful off-the-track career. Mastering techniques to tell your story and to make an impression on future fans is important to maximizing your success in professional racing. This session will show you how to put a plan for career promotion into effect.

## ▶ Finding Your Sponsors

Sponsorship drives motorsports. Having adequate sponsorship is the difference between having a shot at a career in racing or not. This seminar will teach you how to identify potential sponsors, create and deliver effective proposals, and how to "close the deal". These skills are paramount to anyone pursuing a career in motorsports. We will even give you a complete written proposal and the documents necessary to create a customized "door opening" proposal.

## ▶ Questions & Answers

While the seminar will be interactive, we know that there are always more questions than time. So after the formal presentation of the three segments above, we will host an additional hour of Q&A. We want to answer as many of your specific questions as possible, addressing your specific needs.

## ▶ Who

The seminars are appropriate for drivers 16 years of age and up and parents of talented young drivers preparing for a racing career.

## ▶ When and Where

Wednesday, May 20th, 10 a.m. to 2 p.m. Includes working lunch.

Indianapolis Motor Speedway, Brickyard Crossing, Parlor A

This is Community Day at the IMS and garages will be open to people of all ages.

Gate Admission for Community Day (\$7) not included, but not required for Brickyard Crossing.

Wednesday, July 22nd, 2 p.m. to 6 p.m.

Autobahn Country Club, Joliet, IL, Members Club

This is move-in day for the Star Mazda and Formula Atlantic Series.

## ▶ Background

The seminars will be led by Ken Ungar, President of U/S Sports Advisors, a sports business consultancy. The materials for Ahead of the Game Seminar Series have been developed over many years in the sports industry through the collaboration of U/S Sports Advisors with athletes, teams, agents, sponsors, the media and many others. Ungar's business expertise has been highlighted in numerous national outlets including ABC World News Tonight, Good Morning America, ESPN News, Fox Business News, CNBC, Sports Illustrated, and the Sports Business Journal. In 2007, Ungar published Ahead of the Game: What Every Athlete Needs to Know About Sports Business, a complete primer for the challenges that athletes face off the field.

## ▶ REGISTRATION

Please visit [www.AheadoftheGameSeminar.com](http://www.AheadoftheGameSeminar.com) to register for these and other seminars.

Cost: For less than a set of tires, you can begin to create a game plan that will keep your career on track: \$495.00 per driver. Drivers under the age of 18 may be accompanied by a parent or guardian at no additional charge. The registration fee includes a three-hour seminar, one-hour of Q&A, a copy of Ahead of the Game Book by Ken Ungar, and complete electronic files of a written proposal, graphics, and template for a customized door-opening proposal.