



## **2025-2026 Business plan**

This business plan has been established for those who are inclined to establish a relationship between themselves and IMA Racing.

This document is submitted on a confidential understanding that it is to be used by a limited party solely in consideration for providing a debt-based funding, or the purchase of shares in the company described here in the amount of \$30 million.

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## Executive Summary

IMA Entertainment Holdings is a C Class Corporation, incorporated in the state of Nevada. IMA Racing is an international company that is based in Las Vegas, Nevada, United States. The Principles of IMA Racing have a rich history of the successful development of content in the entertainment and racing industries.

IMA Racing is an entity developed by IMA Entertainment Holdings that provides a unique opportunity for investors, sponsors, and advertisers to participate in a proprietary venture that involves Race Car driving, music, as well as reality television. The Bondurant/IMA Racing entity for the sole purpose of integrating the worlds of racing, music, and television.

## Current Situation

IMA Racing is interested in selling up to 15% of its class B non-voting stock to the recipient of this business plan. IMA Racing's attorney is ready and available to facilitate any and all documents in order to solidify this transaction.

Las Vegas provides a prime opportunity for IMA Racing's business interest to grow meeting revenue expectations. Furthermore, Las Vegas will attract talent who would contribute to IMA Racing's vision, creation of platforms, and provide an engaging atmosphere that lends to the company's marketing plans.

IMA Racing is currently seeking either debt or equity funding in the form of a convertible note, a bridge loan, or other investment vehicles as negotiated for the benefit of all parties in the amount of \$30 million.

**Brandon J Gibson** will oversee all aspects of the funding for the various projects and will coordinate with the Board of Directors in the event that funds are required to be allocated towards a specific project. Take into account everything is budgeted out according to the IMA Racing team requirements.

## Business Overview

### **Vision Statement**

The vision of IMA Racing is to become a globally recognized Auto Racing, Music, and Television superhouse within the next 5 years.

### **Mission Statement**

IMA Racing's mission is to offer a bridge between your traditional auto racing, music, and television worlds.

## Market Overview

### **Digital advertising revenues**

The revenue of the global Digital Ad Platforms market is expected to increase to \$664.7 billion by 2025, representing a 2019-2025 CAGR of 11.29%. The Digital ad is becoming the lion's share in the whole pie of media advertising. (Market Watch, December 5, 2019) According to data from Statista, the US outspends all other countries on digital advertising. The next highest spending country is China who has spent less than half the amount. The US alone spent \$197.47 billion in 2018. The total spent for the next 9 countries on the digital advertising spend list was \$227.58 billion. Of that total amount of digital advertising, Google's share in 2018 was \$116 billion. Facebook accounted for \$55.01 billion in 2018 and \$67.37 billion in 2019, and is expected to surpass \$80.93 billion in 2020.

## Marketing Plan

### **S.W.O.T. Analysis**

#### Strengths

One of IMA Racing's greatest strengths is its unique positioning in the NASCAR ARCA Series.

This positioning will:

Provide sponsors and potential advertisers the exclusive ability to advertise products and services on the car.

- Provide best in class opportunities for advertisers to produce higher levels of engagement by being able to place advertisements as app content rather than as a distraction from other content.
- Random Rewards provides fans with the opportunity to be randomly selected to win cash and prizes.
  - Hang out with James Bondurant for the day!

#### Weaknesses

- Although the company has acquired distribution in both music and television sectors, it still lacks the ability to produce the product to a quality controlled, efficient final stage.

#### Opportunities

- A current absence of advertisement with brands when it comes to the NASCAR ARCA Menards Series.
- Expanding content with integrating the worlds of Racing, Music, and Television in a way that's never been done before.

#### Threats

- Insufficiency of financial resources to be able to optimize current opportunities that are presented due to the need of development, marketing spend, operational infrastructure, employees, etc.
  - Delay in fans receiving quality content.

## Marketing Strategy

The company's marketing strategies serve as the fundamental underpinning of the marketing plans that are designed to reach the company's marketing objectives. The plans and objectives will be consistently tested for measurable results. The company's marketing strategies have been developed as multi-year plans, with an initial 1 year tactical plan detailing the specific actions to be accomplished within that year. It must be recognized that marketing strategies are dynamic and they are both partially planned and unplanned. The company's overall marketing strategy is a long-term view designed to effect the acquisition, revenue per customer and churn rate. The company's marketing strategy has involved the careful ability to bring Racing and Entertainment to the forefront. In the world of traditional racing there has never been a moment when the "driver" brings original music along with a reality show to the table. A key component of the company's marketing strategy is to keep marketing in line with the company's mission statement. The strategic plan was constructed to identify business alternatives, establish challenging goals, and determine the optimal marketing mix to attain these goals. The final step has been to monitor progress and establish a set of contingencies if problems arise in the implementation of the plan. In yesterday's market types there were just a few Race Teams, Traditional Cable TV channels, some radio stations, a handful of top magazines, a newspaper or two in each market. Reaching consumers was easy, so companies that were able to craft a compelling message could move products. Today there are a whole slew of TV channels, millions of websites, and hundreds of thousands of "Apps". What used to be a matter of identifying needs and communicating benefits now requires us to build immersive experiences that engage consumers. The primary focus of marketing promotion used to be to create compelling advertising campaigns that would grab the consumer's attention and drive awareness. Once potential customers were aware of the product, direct sales and retail promotions could then close the deal. Today, effective promotional campaigns are less likely to lead to a sale and more likely to result in an Internet search, where consumers' behavior can be tracked and then in many cases retargeted by competitors. Simply building awareness and walking away is more likely nowadays to enrich our competition rather than ourselves.

Successful brands are becoming platforms and need to do more than just drive consumers to make a purchase; they must inspire them to participate in an experience. That means that the Company must think less in terms of USP's (Unique Selling Propositions), and GRP's (Gross Rating Points) and more in terms of how to connect with the consumer on a more personal level.

Focus groups are giving way to accelerators and creation to co-creation.

In the digital age, brands have grown beyond being mere corporate assets to be leveraged, becoming communities of belief and purpose. Some brands are not widely known, others have trouble converting awareness to sales, and still others need to encourage consumer advocacy. While every business needs all three, it is important to focus on one primary objective, or our strategy will degrade into disorganization. IMA began an initial marketing campaign through social media and word of mouth during the Beta testing phase. This was accomplished by creating engaging social media posts on instagram and encouraging friends and family to tune in and enjoy a positive atmosphere.



## Pre-launch

As the race team launches December 1, 2024, James Bondurant debuts in Daytona Beach Florida in the Menards Arca Series in February 2025. This is significant because Daytona is one of the biggest races in the NASCAR Series.

The first single release with James Bondurant Aka J Bizzle "Get In My Ride " Feat Gasner The Artist and Brandon Jay will be released with a featured music video attached. The concentrated markets for this song are Country Mainstream / Rhythmic. Having a crossover single brings that "Ole Town Road" element to the stage. This single has already been tested with various Program Directors in the South East with iHeartRadio. We've already secured top 10 charting for the single, with a unique TikTok Campaign that will roll out the song. Our marketing efforts will be primarily focused on Social Media, Digital Content, Streaming utilizing our direct relationships with Apple & Spotify playlists across the globe. Let's not forget Radio will still play a significant role in this process. The video will be serviced to multiple outlets not limited to BET Jams, MTV

Live, VHI, Revolt, CMT, Music Choice and many more worldwide.

Connecting with the fans is everything. The reality show will highlight the day- to-day life of James and the team members which makes Bondurant / IMA Racing so special.

Never has this ever been documented and displayed for the general public to view. Watching a premier race car driver debut on the track and balance music and television at the same time will simply be remarkable. Exclusive footage of James preparing as a recording artist, practicing on the track, working out and training in the gym and gearing up to close some of the biggest deals that Bondurant /IMA Racing has ever embarked upon.

## Word of Mouth

Word of mouth is trusted by 86% of consumers and is universally recognized as the most trusted form of marketing. (*Under the influence: Consumer trust in advertising*)

59% of consumers enjoy telling others about new products and their experiences and they do so in over 3.3 billion brand mentions in 2.4 billion brand-related conversations everyday in the US. (*Empowering marketers with digital creative at scale*)

Customers and users acquired through word of mouth spend 200% more than the average customer and make twice as many referrals themselves. (*Veerasamy Stats and studies about the effectiveness of word-of-mouth*)

49% of US consumers say friends and family are their top sources of brand awareness. (*Jack Morton Worldwide*)

A consumer is up to fifty times more likely to buy or use a product if it is recommended by a close friend or family. (*Bughin and Doogan A new way to measure word-of-mouth marketing*)

The greatest thing about word of mouth marketing is that it keeps on spreading. It takes just 1,000 users to generate half a million conversations about a brand. (*Data proves word-of-mouth marketing works – infographic | ACI*)

“People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. A trusted referral is the Holy Grail of advertising.”

-Mark Zuckerberg

## Music and Television Distribution

Music Distribution: IMA Music Group is digitally distributed by Sony Orchard. IMA truly has the ability to release music at their leisure.

Television Distribution: IMA Television has solidified relationships with Apple TV NBC Universal, ABC, Fox, NBC Universal, Amazon Prime, CW, Hulu and Viacom. IMA has secured not only Television Distribution, but Film Distribution as well. Every project caters to a different demographic and market. We truly feel that the reality show will cater to Apple Tv and Amazon Prime.

Facebook/Instagram/Google Ad posts: Creating engaging static and video ads to distribute on Facebook, Instagram and Google Ads provides an amazing opportunity to reach targeted audience users. All platforms offer target opportunities that enable our ads to dial into our direct user base without wasting ad dollars.

## Projects that require distribution

### **James Bondurant “A Race to History”**

James Bondurant is a third generation race car driver, grandson to Bob Bondurant, and son to Bobby Bondurant. Bob Bondurant was an American driver who raced for Shelby American, Ferrari, and Eagle teams. Bob was one of the most famous drivers to emerge from Southern California road racing scene in the 1960s.

Bobby Bondurant is a former race car driver who competed in Trans Am Racing,.

The reality show will document the rich history of the Bondurant family. From his grandfather to his father and focuses on James as he races for his place in history.

We would create a reality series following James Boundurant's behind-the-scenes showing what it takes to prepare for a race, the team, company, and the fans and support.

Tv Series Drive Inviting celebrity guests each week to an in-depth look into the world of racing and discuss their favorite cars and their profession, and their dedication, as each celebrity guest takes a ride in a race car. The TV series will be filmed in different cities and on world-famous tracks such as the Indianapolis Motor Speedway, Daytona International Speedway, Homestead-Miami Speedway, and others across the country. When it comes to securing celebrities will oversee this task alongside Vic Johnson and Brandon J Gibson.

### **Summary:**

The documentary and docu-series would allow IMA Racing to make James and all our supporting brands a household name. While winning on the track.

### **“The Making of a Driver” - Docuseries**

“The Making of a Driver” created by IMA Films and Executive Producer Brandon “Jay” Gibson, and Chris Hatchett is a 10 Episode Docu Series that highlights the making of a Groundbreaking innovative Nascar Auto RaceTeam IMA Racing. For the first time ever you will see the working dynamic of a Race Car Driver James Bondurant, along with his entire pit crew and crew chief living all under one roof. This production will feature ground breaking footage of every moment on and off the track not just highlighting the driver but the entire team. Imagine participating in the race without physically having to be there. This will capture a true story of a driver overcoming obstacles and triumphing for the ultimate seat time on the track competing for a win in the Nascar Arca Menards & IndyNxt Series.

### **Sponsorship**

Sponsorship marketing will be utilized for promotional purposes, to generate publicity, or to obtain access to a wider audience.

Sponsoring is generally perceived as a good thing. When a company sponsors an event, community group, or cause that their prospects like, the prospects are more likely to like the sponsor. And they are more likely to trust those they like. The biggest questions have been who and what should the Company sponsor and how will we know if we are getting a suitable return on that sponsorship?

Sponsorship is broken down into three categories:

- Cause - a charity, community group, or social issues.
  - Event - a fundraiser, gala, or community event
- Group - a social group, team, or business association

Sponsorship can be secured for all sectors including racing, music, and the reality show. Packages can be tailored to meet the requests and demands for the brand. Bondurant/IMA Racing plans on utilizing influencers on TikTok and Instagram to create an increase in engagement on social media platforms.

Events and sponsorships are tools for experiential marketing that focus on customer/consumer experiences and treat people as emotionally and rationally driven within a holistic framework of experience. Experiences consist of sensory, emotional, cognitive, behavioral, and relational elements that replace or enhance functional (product) values. Event marketing uses promotional activities designed to communicate with attendees and add value to the experience; events provide an opportunity to engage with a company, its brands, and the community and/or industry. Events also create a business and social setting for attendees and help raise their involvement level.

Marketing wisdom tells us that the attendees are apt to be more receptive to marketing messages and images associated with the event than they are to those presented via other methods. Event engagement includes a unique combination of both branding and emotional elements that can create significant positive outcomes, for ourselves and sponsor/marketing partners. Viral videos create an opportunity to reach broader audiences solidifying a full return on investments from sponsors/marketing partners.

### **Sponsorship budget**

The company will allot a percentage to marketing based on the level of sponsorship dollars from companies. An example consists of the following: Goodyear tires provides \$5,500,000 to the Race team for the sole purpose of receiving branding attached to the car for the entire race season of 2025 in both NASCAR Arca Menards & IndyNxt Series.

## Public Relations

Public relations (PR) involve the cultivation of favorable relations for organizations and products using a variety of communication channels and tools. Traditionally, this meant public relations professionals would work with members of the news media to build a favorable image by publicizing the organization or product through stories in print and broadcast media. Today the role of PR is much broader and includes:

- Building awareness and a favorable image for a company or client within stories and articles found in relevant media outlets.
- Closely monitoring numerous media channels for public comments about a company and its products .
  - Managing crises that threaten a company or product image.
  - Building goodwill among an organization's target market through community, philanthropic, and special programs/events.

PR offers several advantages not found with other promotional options. Firstly PR is often considered a highly credible form of promotion. One of PR's key points of power rests with helping to establish credibility for a product, company, or a person (e.g., spokesperson) in the minds of targeted customer groups by capitalizing on the influence of a third-party, i.e. the media.

Audiences view many media outlets as independent sources that are unbiased in their coverage, meaning that the decision to include the name of the company and the views expressed about the company is based on the media outlet's judgment of what is important rather than payment (i.e., advertisement).

For example Bondurant/IMA racing, a positive story about SoReal in the business section of a local newspaper may have a much greater impact on readers than a full-page advertisement for it since readers perceive the news media as presenting an impartial perspective of the product. Secondly, a well constructed PR campaign can result in the target market being exposed to more detailed information than they would receive with other forms of promotion. That is, media sources often provide more space and time for a fuller explanation of a product.

Thirdly, depending on the media outlet, a story mentioning a company may be picked up by a large number of additional media, thus spreading a single story to many locations. Finally, in many cases, PR objectives can be achieved at relatively low cost when compared to other promotional efforts. This is not to suggest public relations are not costly - it may be, especially should we hire PR professionals to handle the work; however, when compared to the direct cost of other promotions, in particular, advertising, the return on promotional expenses can be high.

While public relations hold many advantages as a marketing method, the company is also aware that there are concerns when using this promotional technique.

While public relations uses many of the same channels as advertising, such as newspapers, magazines, radio, TV, and internet, it is likely to differ significantly from the planned, structured promotional activity the company will undertake in that the company will not have direct control over whether the message is delivered and where it is placed for delivery.

Whilst other promotional messages are carefully crafted and distributed as written through a predetermined placement in a media vehicle, public relations generally conveys information to a member of the news media who then re-crafts the information as part of a news story or feature.

Consequently, the final message may not be precisely what the company planned. Even though a PR campaign has the capability to yield a high return on promotional expenses, it also has the potential to produce the opposite if the news media feels there is little value in running a story the company pitched.

Lastly, with PR there is always a chance that a well-devised news event or release will get “bumped” from planned media coverage because of a more critical breaking news story, which include but is not limited to, wars, severe weather, major scandal, or serious crime. As the brand grows good PR and PR management will become a critical element to the success of the brand.

### **Public Relations Budget**

The Company has allocated 25% of its annual marketing budget to Public Relations (PR) , equating to \$250,000, in the first year.

Our PR team is led by our CEO Brandon, someone with incredible knowledge in the Entertainment, Sports and Technology sectors. Brandon, will spearhead the PR campaigns of the various projects underneath the IMA Umbrella.

### **Website**

The website has been designed to be a main focal point for consumers and users to learn about the Company's prizes and rewards portfolio, any information that is relative to the brand, Sponsorship events, and the organization in general.

Additionally, it is the Company's intent to utilize the website for content sharing, games and the promotion of Sponsorship events that are designed to keep the fans engaged and loyal to the brand. All such activity will automatically link through to all the Company's social media channels in real time.

### **Website Budget**

The Company has allocated 5,000 of its annual marketing budget to the continuing development and maintenance of the Company's Website equating to the first year.

### **Digital Marketing and Social Media**

2010 was the first year in which advertisers spent more on digital marketing and online advising (32.5%) than on the 30.3% print advertising. (source: Annual Advising and Marketing Study 2010: Total US and B2B Advertising by Chuck Richard, VP & Lead Analyst; Sheila King, Director of Primary Research Outshell Ltd.).

The social media marketing dollars will be allocated based upon hard impressions. Hard impressions can be tracked and verified. This will also allow the company to target select demographics for the brand.

An average of 30% of this budget will be used for the content needed on these social media streams such as professionals, photos, graphics, and video.



The main social media outlets have been identified as:

1. TikTok
2. Instagram
3. YouTube
4. Facebook

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

Social networking sites also include a vast amount of data about what products and services prospective clients might be interested in. Using new Semantic Analysis technologies, the company can detect buying signals, such as content shared by people and questions posted online. Understanding those buying signals will help the company's marketers run micro-targeted campaigns.

Social media is the most widely used form of marketing media utilized today. It can be used to gain regional, national, and international exposure to a brand and gain loyal supporters of the products and vision. It is by far the easiest and fastest way to keep loyal followers informed about every aspect of the business. Social Media advertising such as advertisements on Facebook is also deemed to be a key ingredient to the company's marketing success. The company has implemented Facebook code interrogation on its website ([www.cremerewards.com](http://www.cremerewards.com)) allowing comments, pictures, and news from the website to be automatically displayed on Facebook.com and in all the Facebook followers Facebook streams.

As the brand grows, the company will increase its usage of Google Hangouts with celebrities on Google+, Instagram promotions, and highlighting the Company's social work on all applicable social platforms. The Social Media budget will be focused upon Search Engine Optimization, Google AdWords, and maximizing reach and impressions on Facebook and other social media platforms.

The company has allocated 200,000 of its annual marketing budget to Digital Marketing and social media equating to the personnel employed in the Digital Marketing Department.

## **COMPETITION**

### **ARCA Menards race teams**

1. Joe Gibbs Racing
2. Pinnacle Racing Group
3. Venturini Motorsports
4. REV Racing

### **INDY NXT race teams**

1. Andretti Global
2. Abel Motorsports
3. HMD Motorsports
4. Juncos Hollinger Racing

## Operations

### **YEAR 1**

The ARCA Menards series is the first step in our walk toward the top of NASCAR racing.

- Sponsor, Marketing partners. We will be building relationships with sponsors for long term relationships. As we get different level sponsorships for the number one car and get fully funded for the season, then we will look to be adding a second car. There will be multi level marketing campaigns with sponsors depending on their financial commitment to the team. This includes social media campaigns, car/ trailer wraps, pit crew uniforms, merchandising, VIP track events, and charity go kart events.
- Multi car race team. We are building a team of excellent crew members and drivers. As we start with James in 2025, we will look to expand into a 2 car team sometime during the season in 2025. We will need to acquire and develop young talent as well as build their brand strength through IMA Entertainment. We are going to be looking at bringing on a female driver from the dirt circuit as a possible candidate to drive for us in 2025.
- Expanding to the next level of NASCAR. As we get the ARCA team running and operational, we will be taking steps toward the next level of NASCAR, which are the truck series and the Xfinity series.

### **YEAR 2**

2026 we will race full time in the NASCAR Xfinity series.

- Engine manufacture partnership. We will want a solid relationship with an auto manufacturer involved in NASCAR racing. This is important as we move into the Xfinity series as we search for a team to potentially partner with in 2026. There is a great amount of resources and support that comes with having an auto manufacturer within NASCAR racing & IndyNxt.
- Cars and pit crew. The Company will need to either build or acquire cars for the Xfinity series. We will need a full pit crew as we will be doing live pit stops. Pit stop crew members are usually retired professional athletes.

## START UP COSTS THROUGH 2025

### **1. Race shop/12 month lease:**

**Address:** 2850 Synergy St, North Las Vegas, NV

**SF** = 10,050

**Price per month** = \$13,065

**12 month lease** = \$156,780

### **Team house/12 month lease:**

**Address:** 5536 Breecher Ave., Las Vegas, NV

**SF:** 3,661/ **Bedrooms:** 5/ **Bath:** 4

**Price per month** = \$6,000

**12 month lease** = \$72,000

**Shop utilities through 2025** = \$20,000

**Total** = \$248,780

### **2. Trucks and Trailers:**

**Semi truck and hauler** = \$250,000

**Dually truck tow vehicles** = \$65,000

**Practice trailer/2nd trailer** = \$75,000

**Go Kart travel trailer** = \$50,000

**Economy trucks** = \$50,000

**Track and trailer full coverage insurance** = \$15,000

**Maintenance** = \$10,000

**Total** = \$515,000

**3. Tools, Equipment, & Office:**

Pit box/Tool boxes  
Generator/ air compressors  
Tire carts/ fuel carts  
Scales/ measuring devices  
Wrenches, sockets, pliers, hammers, etc.  
Air tools, airlines, power tools, computers  
Desks & chairs  
Conference table  
Computers  
Artwork/ decorating  
Filing cabinets  
Trash cans/ cleaning supplies, oils, and lubricants  
Office furnishings  
**Total = \$150,000**

**4. Travel/ racing costs:**

Fuel  
Flights  
Hotel  
Entry / licensing  
Pit passes  
Tires / race fuel  
**\$20,000 per race**  
**44 races total = \$880,000**

This is an approximate number. This is an average cost of 44 races across 20 states.

### 5. Race Team Salaries

<b>Brandon Jay (CEO)</b>	<b>\$120,000</b>
<b>James Bondurant (CRO)</b>	<b>\$120,000</b>
<b>Victor Johnson (managing director)</b>	<b>\$100,000</b>
<b>David Cox SR. (COO)</b>	<b>\$100,000</b>
<b>Iheart / publicity PR = \$60,000</b>	<b>\$60,000</b>
<b>Frank Siharah (competition director)</b>	<b>\$120,000</b>
<b>Crew Chief</b>	<b>\$120,000</b>
<b>Lead Engineer</b>	<b>\$120,000</b>
<b>ARCA Car Chief</b>	<b>\$100,000</b>
<b>INDY NXT Car Chief</b>	<b>\$100,000</b>
<b>Mechanic</b>	<b>\$90,000</b>
<b>Truck driver</b>	<b>\$90,000</b>
<b>Pit crew member</b>	<b>\$60,000</b>
<b>Spotter</b>	<b>\$50,000</b>
<b>Receptionist</b>	<b>\$30,000</b>
<b>Bookkeeper</b>	<b>\$10,000</b>
<b>Total = \$1,390,000</b>	

**6. Driver gear/cross training:**

Helmets, gloves, shoes, suits, neck restraint, cool suit, fresh air, communication devices, etc.	<b>\$15,000</b>
Go karts, shifter kart stands, etc.	<b>\$30,000</b>
Practice stock car	<b>\$50,000</b>
Racing simulator	<b>\$20,000</b>
Drift car	<b>\$50,000</b>
Track rental, travel, etc	<b>\$15,000</b>
<b>Total = \$180,000</b>	

**7. ARCA/IndyNXT Race cars :**

10 complete ARCA race cars

4 complete Indy NXT cars

**Total cost = \$1,500,000**

**8. Marketing:**

Website

Social media

Artwork

Uniforms

Merchandise

Race car, truck, and trailer wraps

Charity work

**Total cost = \$75,000**

**Total race team 2025 cost = \$4,938,000**

**James Bondurant Music/TV shows**

Music = \$2,500,000

Reality TV Series:

10 episodes at a cost of \$600,000 per episode = \$6,000,000.

Print & Advertisement for the reality tv series = \$1.85M

**IMA Racing Tour**

30 Shows at a cost of \$500,000 Per Show a total of \$15,000,000 for the entire tour IMA

Artists plus a featured artist will be on each show

**IMA Racing PR Campaign**

\$250,000

**Grand Total = \$30,538,000**



30 races across 19 states all broadcasted live television and/or streaming  
2025 ARCA racing schedule has not been released Usually releases late November  
early December

### Potential 2025 ARCA schedule

1. Daytona Speedway	Daytona Beach, FL
2. Phoenix Raceway	Glendale, AZ
3. Irwindale Speedway	Irwindale, CA
4. Kern County Raceway	Bakersfield, CA
5. Dover Motor Speedway	Dover, DE
6. Nashville Fairgrounds	Nashville, TN
7. Kansas Speedway	Kansas City, KS.
8. Charlotte Motor Speedway	Concord, NC.
9. Portland International Raceway	Portland, OR
10. Sonoma Raceway	Sonoma, CA
11. Irwindale Speedway	Irwindale, CA
12. Mid Ohio Road Course	Lexington, OH
13. Pocono Raceway	Long Pond, PA
14. Indianapolis Raceway Park	Indianapolis, IN
15. Michigan International Speedway	Brooklyne, MI.

16. Watkins Glen International	Watkins Glen, NY.
17. Evergreen Speedway	Monroe, WA.
18. Portland International Raceway 19. Kansas Speedway	Portland, OR. Kansas City, KS.
20. Bristol Motor Speedway	Bristol, TN.
21. All American Speedway	Roseville, CA
22. Watermelon Speedway	Cordele, GA.
23. Las Vegas Motor Speedway	Las Vegas, NV.
24. Milwaukee Mile	West Allis, WI.
25. Phoenix Raceway	Glendale, AZ.
26. Talladega Superspeedway	Lincoln, AL.
27. Berlin Raceway	Marne, MI.
28. Elko Speedway	Elko New Market, MN.
29. Iowa Speedway	Newton, IA.
30. Toledo Speedway	Toledo, OH

## Potential 2025 Indy NXT schedule

Streets of St. Petersburg	ST. Petersburg, FL
Barber Motorsports Park	Birmingham, AL
Indianapolis Motor Speedway Road Course race 1	Indianapolis, IN
Indianapolis Motor Speedway Road Course race 2	Indianapolis, IN
Streets of Detroit	Detroit, MI
World Wide Technology Raceway	Madison, IL
Road America	Elkhart Lake, WI
Mid-Ohio Sports Car Course	Lexington, OH
Iowa Speedway	Newton, IA
Weathertech Raceway Laguna Seca Race 1	Monterey, CA
Weathertech Raceway Laguna Seca Race 2	Monterey, CA
Portland International Raceway	Portland, OR
Milwaukee Mile	Milwaukee, WI
Nashville superspeedway	Lebanon, TN

## Executive Information

### **Brandon J. Gibson - Chief Executive Officer**

Brandon is a creative, talented, and diverse entrepreneur with business interests that span over technological development, content creation, music, television, and films.

He has worked with numerous major corporations including but not limited to Universal Music Group, Warner Music Group, Warner Bros Pictures, Warner Media, Sony Music, Sony Television, HBO, Blumhouse, Disney+, Paramount, Fox, Fashionnova, Chase Bank, Getty Images, 20th Century Fox, TMZ, The Voice, XFactor Australia, Reebok, Verizon, Daily Mail, MTV, Pop Chips, Ncredible Entertainment, American Idol, Grammy's, Viacom, One Hope Wine, Smart Water, Zappos, OK Magazine, Star, SXSW, Victor Ortiz Cologne Sears, iHeart Media, Clear Channel, CBS Radio, TikTok, Billboard, Nielsen, Media base, Soundscan, Cashbox Magazine, Hits Magazine, Azoff management, 5050/Hits Management, Cumulus, Alpha Media, Sirius XM, Peak PR Group, Ngrooves, American Red Cross, Unicef, American Cancer Society, and more.

As the leader of the company, Brandon has developed long-lasting business relationships in North America, United Kingdom, India, Middle East, China, and Japan. Launching artists worldwide through a variety of proprietary methods that IMA has developed including the integration of musical and visual content.

Brandon has merged 2 time grammy award winners, Multi-Platinum songwriters and contestants from FOX/ABC American Idol and X Factor Australia. Not to mention from a content perspective Brandon has interviewed numerous celebrities such as, Jamie Lee Curtis, Nick Cannon, Fergie, Backstreet Boys, Paris Hilton, Josh Duhamel, Kat Graham, Tracey Edmonds, 50 Cent, Tommy Davidson, Travis Greene, B Howard, Emilia McCarthy, Aaron Carter, and many more.

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Email: [Brandon@IMAEntertainment.com](mailto:Brandon@IMAEntertainment.com)

## **James Bondurant - Chief Racing Officer**

James developed a passion for racing from both his father and grandfather. He won the California state championship in downhill mountain bike racing before moving into auto racing.

He is an accomplished race car driver who has traveled the world competing professionally.

He has competed in the top 16 of professional drifting, main events in sprint car racing, and finished with awards at endurance road racing.

He is the grandson of Legendary world champion race car driver Bob Bondurant . He was coached and mentored by his grandfather Bob for many years at the Bondurant school of high performance driving.

James was the family instructor for senator John McCain and personally coached both wife Cindy and son Jack McCain.

James also worked with special forces government officials, NASCAR cup series drivers, and even celebrity Michelle Rodriguez of the famous Fast and Furious movies.

He has been taught by Japanese professional drifter Nobushigue Kumakubo in the mountains of Japan.

He drove for Team Lexus in Formula D and raced sprint cars with his own team in the USAC and King of the West series.

James has several years of experience in multiple professional auto racing industries, management positions, and teaching environments.

Making him a great leader for the day-to-day racing operations.

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Email: [Brandon@imaentertainment.com](mailto:Brandon@imaentertainment.com)

### **Victor Johnson - Managing Director**

Talented Manager, A & R, and Business Owner of Quickvic Entertainment. Born and raised in Miami, Florida, Attended the University of California (USC) where he studied Criminal Law, Business Law and Broadcasting and communication. After college Victor had a brief stint with several NFL teams, not making it past the practice teams, Victor went on to work for Homeland Security, where he would become a high ranking officer and would go on to manage over 50 to 100 Federal officers each day.

In 2015, Victor decided to pursue his passion in the entertainment world. Music, Sports training, and Movies. Victor has worked with some prominent people in the entertainment business such as Platinum producer, and songwriter Bill Pettaway, Baseball legend and Hall of Fame Andre Dawson, and David Ortiz, just to name a few.

In his spare time Victor volunteers to mentor the inner city youth in Miami, and several other charities such as the breast cancer awareness walk, Feeding America, and Habitat for Humanity. Being a leader for the next generation, and giving back to the community is something Victor takes pride in.

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Email: [Brandon@IMAEntertainment.com](mailto:Brandon@IMAEntertainment.com)

**David Cox SR. - Chief Operating Officer**

1. As a Pioneer in the realm of financing, David has over 30 years of experience in the Financial arena to include Personal Finance, Corporate Finance and Financial Literacy.

He currently holds a Supply Chain Manager's position with Penske Logistics for the past 18 years as well as Pastor at Temple of Faith Baptist Church in Detroit, MI.

**Professional Board Experience**

Vice Chairman of Trustee for GuideStone Financial Resources of SBC.

Board of Trustee for GuideStone Mutual funds.

Board Member, IMA Entertainment Holdings

President of the Board of Directors for Educating U-4 Life, CDC (2014 -2020)

Vice President for the Michigan African American Fellowship

Treasurer for Greater Detroit Baptist Association. Education and Certificates

Florida A&M University

Office: (310) 435-2011

Email:

[Brandon@IMAEntertainment.com](mailto:Brandon@IMAEntertainment.com)

## **Financial Projections and Assumptions**

The following assumptions were made in the production of these final projects.

### **Staffing**

A breakdown of staff, planned hiring dates, and salaries are set out below:

1. Contact ARCA Menards racing officials on any 2025 rule changes to cars, etc.
2. Contact several ARCA and NASCAR teams for quality racing equipment and tips on quality employees/crew members.
3. Make a strong social media campaign searching for employees.
4. James has a strong relationship with Frank Siharah, atop tuner for Ferrari racing, Brian Deegan Truck Racing, and more. He will be the heartbeat and future behind the scenes at Bondurant/IMA Racing.
5. The immediate intent is to build a team to debut at Daytona Speedway.



### **Salaries for complete race team:**

Brandon Jay/CEO \$120,000

James Bondurant/CRO \$120,000

Victor Johnson/Managing director \$100,000

David Cox SR./COO \$100,000

Iheart PR \$60,000

Frank Siharah/Competition director \$120,000

Crew Chief \$120,000

Lead engineer \$120,000

ARCA Car Chief \$100,000

Indy NXT Car Chief \$100,000

Mechanic \$90,000

Truck Driver \$90,000

Pit crew member \$60,000

Spotter \$50,000

Receptionist \$30,000

Bookkeeper \$10,000

**Total \$1,390,000**

### **SALARY HIRED EXECUTIVE**

Brandon J Gibson- CEO \$ 120,000 Oct-23

David Cox SR. - COO \$ 100,000 Oct-23

Victor Johnson - Mkt. \$ 100,000 Oct-23

James Bondurant CRO \$ 120,000 Oct-23

Iheart PR \$60,000 Oct-23

### **Cost of Living Increase**

Provision has been made for the company's costs, both direct and indirect, to increase by the following percentages each year.

2024/2025/2026/2027/2028

5% 5% 5% 5% 5%

APPENDIX 1 - SUMMARIES

### **5 Year Summary**

It's understood that the three components of this entity; Auto Racing, Music and the Reality Show each consist of their streams of revenue.

## **IMA Racing**

### **Year 1 2025**

Est. Gross Revenue Year 1 from Racing: \$5,000,000 includes Sponsorship, Est Gross Revenue Year 1

Est Gross Revenue Year 1 from Reality Show \$3,500,000 includes Advertisement, Product Placement

Total Gross Revenue Year 1 \$11,000,000 Total Expenses: 3,500,000 = \$7,500,000 Net Profit

### **Year 2 2026**

Est Gross Revenue Year 2 from Racing: \$12,000,000 2 car team includes Sponsorship, Purse

Est Revenue Year 2 from Music: \$7,500,000 includes Streaming, Licensing/Sync

Estimated Revenue Year 2 from Reality Show \$10,500,000 includes Advertisement,

Total Revenue year 2 \$30,000,000

Total Expenses: \$10,500,000 = \$19,500,000 Net

### **Year 3 2027**

Est. Gross Revenue Year 3 from Racing: \$50M 4 car team

Est. Gross Revenue Year 3 from Music \$21,500,000

Est. Gross Revenue Year 3 from Reality Show: \$25,000,000

Total Gross Revenue Year 3 \$96,500,000

Total Expenses \$28,000,000 = \$68,500,000 Net

### **Year 4 2028**

Est. Gross Revenue Year 4 from Racing: \$50M 4 car team

Est. Gross Revenue Year 4 from Music \$21,500,000

Est. Gross Revenue Year 4 from Reality Show: \$50,000,000

Total Gross Revenue Year 4 \$121,500,000

Total Expenses \$45,000,000 = \$76,500,000 Net

### **Year 5 2029**

Est. Gross Revenue Year 5 from Racing: \$100M 4 car team

Est. Gross Revenue Year 5 from Music \$30,000,000

Est. Gross Revenue Year 5 from Reality Show: \$50,000,000

Total Gross Revenue Year 5 \$180,000,000

Total Expenses \$100,000,000 = \$80,000,000 Net

## **IMA Racing Balance Sheet**

### **Current assets**

<b>Cash</b>	\$29,300,300.00
<b>Accounts receivable</b>	\$2,500,000.00
<b>Inventory</b>	\$1,200,000.00
<b>Prepaid Expenses</b>	\$3,050,000.00
<b>Notes receivable</b>	\$100,000.00
<b>Other current assets</b>	\$0.00
<b>Total current assets = \$10,350,000.00</b>	

### **Fixed assets**

<b>Long-term investments</b>	\$5,000,000.00
<b>Land</b>	\$1.00
<b>Building</b>	\$240,000.00
<b>Accumulated building depreciation</b>	\$12,000.00
<b>Machinery and Equipment</b>	\$1,250,000.00
<b>Accumulated machinery and equipment depreciation</b>	\$187,500.00
<b>Furniture and fixtures</b>	\$20,000.00
<b>Accumulated furniture and fixtures depreciation</b>	\$1,000.00
<b>Other fixed assets</b>	\$0.00
<b>NET fixed assets = \$6,309,501.00</b>	

### **Other assets**

Goodwill	\$10,000,000
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**Total projected assets;**

**\$26,659,501.00**

**Liabilities and Equity**

**Current liabilities**

Accounts payable (A/C)	\$125,000.00
Accrued wages	\$43,750.00
Accrued payroll taxes	\$7,000.00
Accrued employee benefits	\$0.00
Interest payable	\$0.00
Short-term Notes	\$0.00
Current portion of long-term debt	\$0.00
<b>Total current liabilities = \$175,750.00</b>	

**Long-term liability**

Mortgage	\$16,000.00
Other long-term liabilities	\$0.00
<b>Total long-term liabilities = \$16,000.00</b>	

**Shareholders Equity**

Common stock	\$1,000,000.00
Preferred stock	\$0.00
Additional paid-in capital	\$0.00
Retained Earnings	\$0.00
Treasury stock	\$0.00

**Total equity = \$1,000,000**

**Owner's equity**

<b>Paid-In capital</b>	<b>\$1,500,000.00</b>
<b>Net income</b>	<b>\$6,500,000.00</b>
<b>Total equity = \$8,000,000</b>	

**Long-term liability**

<b>Mortgage</b>	<b>\$16,000.00</b>
<b>Other long-term liabilities</b>	<b>\$0.00</b>
<b>Total long-term liabilities = \$16,000.00</b>	