



THE MOTOR CITY BIRTHED HIM

DRAFT RACING RAISED HIM

EDUCATION ETCHED HIM

BUSINESS BROOCHED HIM

THE RYM SHAPED HIM

THE WORLD IS WAITING...



BrianO™



BECOMING A CHAMPION MEANS KNOWING YOU'RE ONE FIRST!



Brian Olatunji: President & CEO • Ian Lewis Moore: Vice President of Marketing & Design
2668 Bay Dr., West Bloomfield, MI 48324 • (313) 282-6251 • info@leadfootmedia.com
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BRIAN O: FULFILING THE RACING DREAM

Even before his riveting entrance into this world, Brian Olatunji was already engulfed in a history full of racing. This young Detroit native has a passion for fast cars, and rightfully so, since most of his childhood was spent at a race track. Brian O's racing history stems from his family's involvement as management of the now default Detroit Dragway and Motor City Dragway. **Growing up in the challenging neighborhoods of the Motor City, his passion for the pursuit of speed motivated him to push forward towards racing stardom. The next evolutionary step in this quest is competing in NHRA Nitro Funny Car!**

Brian O's progression as a driver landed him in the seat of a 230 mph methanol breathing beast, also known as an NHRA Top Methanol Funny Car. His hard work, integrity, dedication and education are the cornerstones on which Brian O has established himself not only as a threat on the asphalt, but also as a great spokesperson and ambassador for those chasing a dream.

Formally educated at Kettering University (previously General Motors Institute) located in Flint, MI, **Brian earned a Bachelor of Science in Mechanical Engineering in 2005.** Fostered in the General Motors co-op program, Brian worked his way from co-op student to successful engineer. Eventually Brian O was promoted to program manager of a \$400 Million dollar seating account. He was **the youngest in Faurecia Automotive Company history to hold the position.**

Brian O is much more than a driver. His entrepreneurial spirit is shown as President and CEO of his own marketing company, Leadfoot Media™, which operates a NHRA Super Gas race team. Together they procured corporate powerhouse Pepsi as a primary sponsor. In 2010, the U.S. Army got behind Brian's NHRA Super Gas drag racing efforts. Impressed with his dedication on and off the track, Olatunji was asked to be a spokesman for the U.S. Army. Brian has competed in the fast and furious world of NHRA drag racing for the past 15 years in various categories.

For the 2012 season, **Brian Olatunji faced his most challenging racing season to date - without a major sponsor.** After years of successful partnership with Pepsi and the U.S. Army, Brian O and his team battled against the odds and the clock to compete for championship glory. Adding to the drama were camera crews that chronicled every second of Brian's life. **Olatunji will star in a brand new prime time reality show on SPEED in 2013,** giving fans a chance to peak behind the curtain and take a look back at Brian O's 2012 season. **Olatunji is currently in hot pursuit of opportunities for racing destiny in NHRA Nitro Funny Car, the sport's loudest and most popular class.**

Brian O is also current Vice President of 100 Black Men of Greater Detroit and the youngest executive member in the chapter's history. Michigan FrontPage recently recognized Brian Olatunji as one of its Top 30 Under 40. 2011 was mark a landmark year when Kettering University honored Olatunji as alumni Entrepreneur of the Year!

Understanding the best part of receiving is giving, Brian has set forth numerous charitable goals. **As chairman his Leadfoot Foundation's mission is to empower underprivileged youth by providing support in the form of educational programs and mentoring.**

Brian O's competitive nature revolves around winning in life and on the racetrack. Now his sights are set on the top. A cool blend of invigorating energy, excitement and experience...

Presenting "The Leadfoot," Brian Olatunji!



Brian Olatunji



Juan Carlos Blum

What: Reality TV series starring Brian Olatunji & Juan Carlos Blum

Title: Dreams 2 Champions

Network: SPEED Channel / FOX Sports

Producer: Chet Burks Productions

Time Slot: Half hour (22 min) weekly prime time, exact day & time TBD

Duration Season One: 10 Weeks - Launching in January 2013 with new programming line up on SPEED / FOX Sports

Filming: Began in May 2012

Summary: Two different young drivers, Brian Olatunji and Juan Carlos Blum. Each from two different places with the same goal in mind... to become champion race car drivers!

This ground breaking **lifestyle** show is the first of its kind which will follow and chronicle Brian O an aspiring **NHRA Drag Racing** nitro driver from Detroit and JC Blum an aspiring **NASCAR** driver who hails from Dallas by way of Mexico. Each week the audience will join Brian O and JC during the trials, tribulation and triumph of chasing their dreams, at and away from the track, and ultimately achieving racing glory.



PARTNERSHIP OPPORTUNITIES WITH BRIAN OLATUNJI:-

- Race Team Branding
- Racing Facility Branding
- Product Placement
- Social Media Leverage
- On-Site Experiential Marketing Activations
- TV Advertising Commercials
- Likeness & Image Leverage
- Driver Appearances & Speaking Engagements
- Website Branding
- On-Site Market Data Procurement

VIEW THE BRIAN O TRAILER:-

<http://youtu.be/QzBUqqKwCKs>





AUDIENCE INFO

Fueled by adrenaline, SPEED is the destination for engaged, passionate viewers. SPEED immerses viewers in the exciting world of motor sports and car culture with comprehensive race coverage and unique original entertainment. SPEED delivers a one-of-a-kind mix of lifestyle programming, news, expert insight and world class racing.

From classic car collectors to race fanatics, from experienced gearheads to weekend mechanics proud of their ability to change their oil in the minivan, SPEED taps the passion of a predominately male audience. Each SPEED original is designed to feed the raw emotions that define young men by delivering high stakes, edgy characters and human drama. SPEED takes them where the action is.

Total Number of Households: 87 million

DEMOS

Male 80.9%
Female 19.1%

INCOME

Median Household Income \$87,584

EDUCATION

Have College Degree or More 65.9%

OCCUPATION

White collar, professional, managers 32.3%

AGE

18-49 59.9%
25-54 65.9%

HOME OWNERSHIP

Own Their Own Home 69.1%

Source: Scarborough Research 2010-2012

DREAMS 2 CHAMPIONS

Expected Average Weekly First Run Viewers per Episode: ~ 500,000 to 600,000

Expected Average Weekly First Run "New" Viewers per Episode: ~ 125,000 or 25%

Forecast Total Viewers for Season One: 550,000 x 10 episodes = 5,500,000

Source: SPEED 2012, Nielsen 2011-2012





Brian Olatunji™

RACE CAR DRIVER

- Licensed NHRA Top Alcohol Funny Car (TAFC) Driver - 230 MPH
- 15 Seasons of NHRA Competition (All Motor, Super Gas & TAFC Divisions)
- 2006 - 2009  Originals Driver & Spokesperson
- 2009 - 2011  Racing Driver & Spokesperson
- 2010 - 2011  Driver & Spokesperson

BUSINESS MAN & ENGINEER

- Bachelor of Science in Mechanical Engineering
Kettering University 2005 Graduate
- 2011 Kettering University Alumni Entrepreneur of the Year
- 2012 Crains Business Detroit - Twenty in their 20's Award
- Experienced Program Manager & Engineer
- 10 Years Of Corporate America Practice
- Owner of Private Marketing Firm - Leadfoot Media™
- Team Owner of Drag Racing Assets

PHILANTHROPIST

- Chairman - Leadfoot Foundation, Inc. (Charitable Organization)
- Community Mentor to Inner-City Youth
- Vice President - 100 Black Men of Greater Detroit (Charitable Organization)
Youngest executive member in the chapter's history
- Ambassador - Urban Youth Racing School (Charitable Organization)

BRIAN OLATUNJI: RACE CAR DRIVER, BUSINESS MAN, ENGINEER...

PHILANTHROPIST

In addition to his racing and business activities Brian Olatunji is committed to many charitable organizations, including Chairman of his personal charity the Leadfoot Foundation, Inc.

For over six years his foundation has provided a medium to gather and distribute school supplies to over 1,000 under privileged youth in his home town of Detroit. Brian has given motivational speeches to inner-city youth of all ages in Detroit, New York, Washington, DC and Florida. Olatunji has also been the keynote speaker for several summer youth engineering programs. In addition to being a community mentor he is an ambassador to the Urban Youth Racing School in Philadelphia, PA



and elected as the youngest Board Member in the history of the 100 Black Men of Greater Detroit, Inc.



When you partner with Brian Olatunji you can count on him to deliver his message of educational empowerment and the importance of pursuing

dreams. Brian O will speak, hold Q&A's and sign autographs for the attendees in an effort to support your charitable objectives.

For more information on Brian's charitable efforts please visit the following websites: www.LeadfootFoundation.org and www.BrianOlatunji.com/charity.







SACRIFICES, BLOOD, SWEAT & SOUL



Brian Olatunji

Owner & CEO

Detroit, MI

Kettering University 2005

Bachelor of Science in Mechanical Engineering

Literally raised at Detroit Dragway by way of his family's (Grandfather John Broaden) involvement as track management, Brian Olatunji decided to take the road less traveled to become a first generation driver.

In his quest he saved the money necessary to earn a TAFC License from Frank Hawley's drag racing school. So determined to accomplish this, Brian sacrificed heat in the dead of Michigan winter during his senior year of college to earn the money necessary to further his dream. While earning his mechanical engineering degree, Brian established Leadfoot Motorsports, LLC as a medium to help him accomplish his goals.

Ian Lewis Moore

VP of Marketing & Design

Seattle, WA

University of Washington 2009

Bachelor of Arts in Marketing

Ian is a lifelong drag racing fan with driving aspirations. These dreams were inspired by his uncle's (Doug Drago) position as an integral crew member on championship winning IHRA and NHRA nitro teams. Ian looked to the business world to make his dreams a reality. Partly due to his exposure to professional teams, Ian understood at a young age that unlocking the keys to business would be his best path to landing a seat in a nitro burner.

A chance encounter on the internet introduced Brian Olatunji and Ian Lewis Moore, which has fostered into six years of hard work, dedication and personal sacrifices to cultivate Leadfoot Media and establish Brian O as a top flight driver. The current economic landscape has provided an opportunity for Brian O and Ian's full-time dedication to their objectives and goals. With success as their guiding principle, the duo reside over 3,000 miles apart. Recent successes notwithstanding, by way of their partnerships with PepsiCo & U.S. Army, the team is standing by their pact made over five years ago. This gentlemen's agreement dictates that they not physically meet or shake hands until Brian O lands a job as professional NHRA racer. Personal sacrifice and faith in one another have been cornerstones to the current and impending success of the full-time volunteer duo.



Brian O RACING HISTORY

- First generation driver, began career at the age of 15
- Founded Leadfoot Motorsports, LLC at the age of 19
- Purchased purpose built Super Gas racing operation at the age of 20



2010-2011



NHRA All Motor
Chevy Monte Carlo
452 Big Block



2009



NHRA All Motor
Chevy Monte Carlo
498 Big Block



2006-2008



NHRA & IHRA Super Gas
Chevy Monte Carlo
468 Big Block



2004



Top Alcohol Funny Car License Earned
at Frank Hawley's Drag Racing School
(On First Attempt)



2002-2005

NHRA & IHRA Super Gas
Chevy Monte Carlo
427 Small Block



1998-2001

NHRA & IHRA Super Gas
Chevy Beretta
FWD, 5-Speed

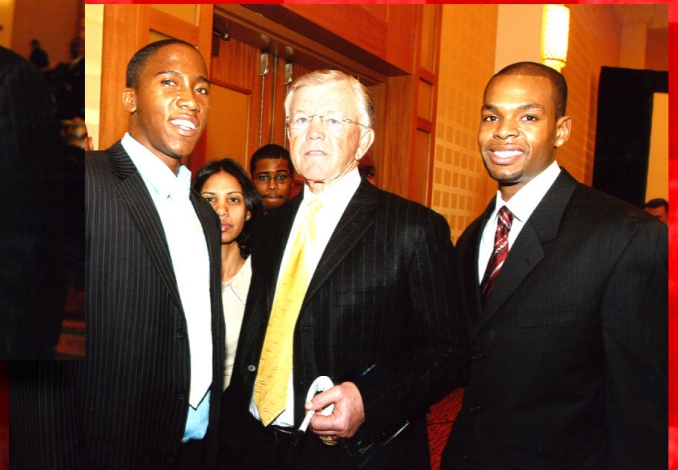


"O" epitomizes the true footprint of America's next generation; smart, witty and experienced with a unique ability to appeal to any demographic!

- James Farmer, Farmer Consulting, Retired Vice President of GMAC



Brian O with Urban Youth Racing School Student Lance Jones and sports legend Joe Gibbs.



Brian O with NHRA Pro Stock Motorcycle champion Reggie Showers and James Farmer.







BrianOlatunji™



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