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COMPETITION MEMO

IMPC #26-06

To: All IMSA Michelin Pilot Challenge Participants, Social & Comms
From: IMSA Competition
Date: June 18, 2026
Re: IMSA Digital Media & Content Presentation, June 25th, 2026 @ 12:45pm

IMSA is hosting a brief, educational meeting for competitors on digital and personal branding, as well as the evolution of IMSA Digital Media & Content. Presented by Doug O'Donnell, who leads IMSA Brand & Digital Strategy and Rob Hunt who leads IMSA Social Media.

IMSA has made significant investments in digital platforms, social media, and original content resulting in meaningful fan growth in audience reach, engagement, and sponsor value. This presentation will provide a concise overview of what has been achieved and how these efforts translate into tangible benefits for you and your teams.

The presentation will also outline IMSA's content and distribution strategy, including practical guidance for teams and drivers on how to better maximize their own social media performance. The goal is to share best practices, align efforts where possible, and highlight ways IMSA can support teams in helping themselves—particularly in an environment where sponsor visibility, storytelling, and measurable digital value are increasingly critical.

IMSA requests attendance from at least one team representative from each team. The topics covered are directly relevant to team marketing efforts, sponsor activation, and the collective growth of the sport. Elevating performance across the paddock benefits everyone.

Details:

- Time: Thursday, June 25th 12:45pm
- Location: WGI Driver Meeting Room
- Doug O'Donnell & Rob Hunt – 30-Minute Presentation
- Followed by Q&A
- Total Time Commitment – no more than 50 minutes

We appreciate your time and look forward to sharing and strengthening the audience performance of IMSA and its competitors.

IMSA Contact : Douglas O'Donnell / dodonnell@imsa.com

Field Code Changed

