

Media Kit



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[twitch.tv/frracingonline](https://www.twitch.tv/frracingonline)



[F-R Racing](https://www.youtube.com/F-R Racing)

F-R Racing competes in the iRacing (<https://www.iracing.com>) series and is creating the playbook for starting your eRacing team from scratch.

[WWW.FRRACINGONLINE.COM](https://www.frracingonline.com)



ABOUT F-R RACING

F-R (Fluck-Richardson) Racing was co-founded in 2021 by D.J. Fluck and Erik Richardson. Originally a concept created in 2008, but funding and experience limitations put the project on hold until the popularity of the iRacing platform gave them an opportunity to develop the team.

VISION STATEMENT

F-R Racing's vision is to create a transparent playbook for developing an eRacing team to inspire others to follow our path. This is done through a combination of blogging, video creation, and streaming.



F-R RACING DALLARA IR-18 INDYCAR



F-R RACING GEN 6 CHEVY CAMARO

BLOG SAMPLES

- [Finding eRacing Sponsors As a Startup Team](#)
- [Experience of iRacing using a PS4 Controller](#)
- [We Decided To Start an iRacing Team](#)

VIDEO SAMPLES

- [D.J.'s First Race](#)
- [Erik's First Race & Twitch Stream \(No Sound\)](#)
- [Daytona NASCAR Time Trial](#)

TEAM GOALS

- Achieve Pro Licenses in iRacing
- Be transparent about what is going well and what isn't
- Provide guidance to future racers for how to improve their on track skills
- Create a business template including LLC formation, sponsorship, and marketing templates
- Enjoy what we do

TEAM OWNERSHIP

D.J. FLUCK

D.J. is a native of Kokomo, IN and graduate of Purdue University (West Lafayette, IN). D.J. is an Electrical Engineer by trade and the co-founder of StadiumScene.TV. D.J. lives with his wife and twin daughters just outside of Phoenix, AZ.

ERIK RICHARDSON

Erik is a native of Kokomo, IN and a graduate of University of Evansville (IN). Erik has been coaching swimming for the past 13 years and is currently an Assistant Coach at Olivet College. Erik lives with his wife in Lansing, MI.

