



LONG BEACH GRAND PRIX

2017 PARTNERSHIP ACTIVATIONS

APRIL 7 - 9



Join The Racers Group on the streets of Long Beach to take in the 2017 Long Beach Grand Prix. Partner with the TRG team, and gain VIP access to TRG's professional race team, mingle with the drivers, watch the crew while they're hard at work on the racecars, make valuable connections with our "inner circle" of guests, and so much more. Additionally, the entertainment and B2B opportunities are immense and we will be entertaining a large group of executives across multiple industries. The Long Beach Grand Prix is one of the most successful motorsports events in the world and is North America's "Monaco". The venue is just stunning and fantastic for entertainment.





WE ARE ONE OF THE MOST STORIED
TEAMS IN SPORTS CAR RACING,
BUILT ON A TRADITION OF WINNING.

- 2nd place overall finish – IMSA Tudor United Sports Car Challenge GTD Class (2015)
- 5 podiums – IMSA TUDOR United Sports Car Challenge GTD Class (2015)
- 1st place finishers – Pirelli World Challenge GTA Class (2015)
- 5 wins – Pirelli World Challenge in GTS Class (2015)
- 4 victories - Rolex 24 Hours at Daytona (2002, 2003, 2009, 2011)
- Overall winner – Rolex 24 (2003); only time in history for a GT car
- GT Class win – 24 Hours of Le Mans (2002)
- 3 consecutive wins – ALMS (2011) back-to-back 1st – 2nd
- 2 series championships – Grand Am series (2005, 2006)
- 1st and 2nd place finishers – Porsche World Cup (2002)
- 1st and 2nd place finishers – Daytona (2009)
- 12 podiums in last 13 Rolex 24 Hours of Daytona races

LONG BEACH GRAND PRIX PARTNERSHIP & ACTIVATION OPPORTUNITIES

Affiliate your brand with one of professional sports car racing's most successful teams. Experience a taste of the good life with exceptional hospitality throughout the weekend, including an exclusive wine dinner at Los Angeles' Porsche Experience Center. Adobe Road Winery will be pouring its award-winning wines alongside elegant courses prepared by Porsche's 917 Restaurant. Gain full access to the inner workings of this fast paced sporting event. Enjoy this unique racing experience like a true insider. This race experience weekend grants access to all racing events happening during the weekend including the WeatherTech SportsCar Championship, Pirelli World Challenge, and Indy Car races.

ENJOY THESE FEATURES AND AMENITIES

- IMSA Hot Pit Passes for race weekend
- TRG VIP Hospitality for Race Weekend
- Roof Top SUPER VIP Package from Hyatt Hotel -- the best seat in the house!
- IMSA private Paddock tour by Kevin Buckler
- Meet and greet with the Long Beach Grand Prix president, Jim Michaelian
- Scanner and Headsets available for guests
- Complete Photography package post race
- Full Credentials for IMSA / PWC / Indy Car
- Organized Pre-event briefing by TRG Staff
- Introductions of all B2B guests. Meet top executives in a low-key and productive environment
- Event guest guide
- Access Credentials/Lanyard/etc.
- TRG branded swag



IMSA WEATHERTECH SPORTSCAR CHAMPIONSHIP



IMSA's Weather Tech SportsCar Championship is the premier sports car racing platform in North America. Features the most technologically advanced and consumer relevant race cars in North America. Unites North America's greatest endurance races, the Rolex 24 At Daytona and the Mobil 1 Twelve Hours of Sebring, with a direct connection to the 24 Hours of Le Mans. More official partnerships with premium automobile and tire manufacturers than any other major auto racing platform in the world.

MOTORSPORTS AS A MARKETING PLATFORM



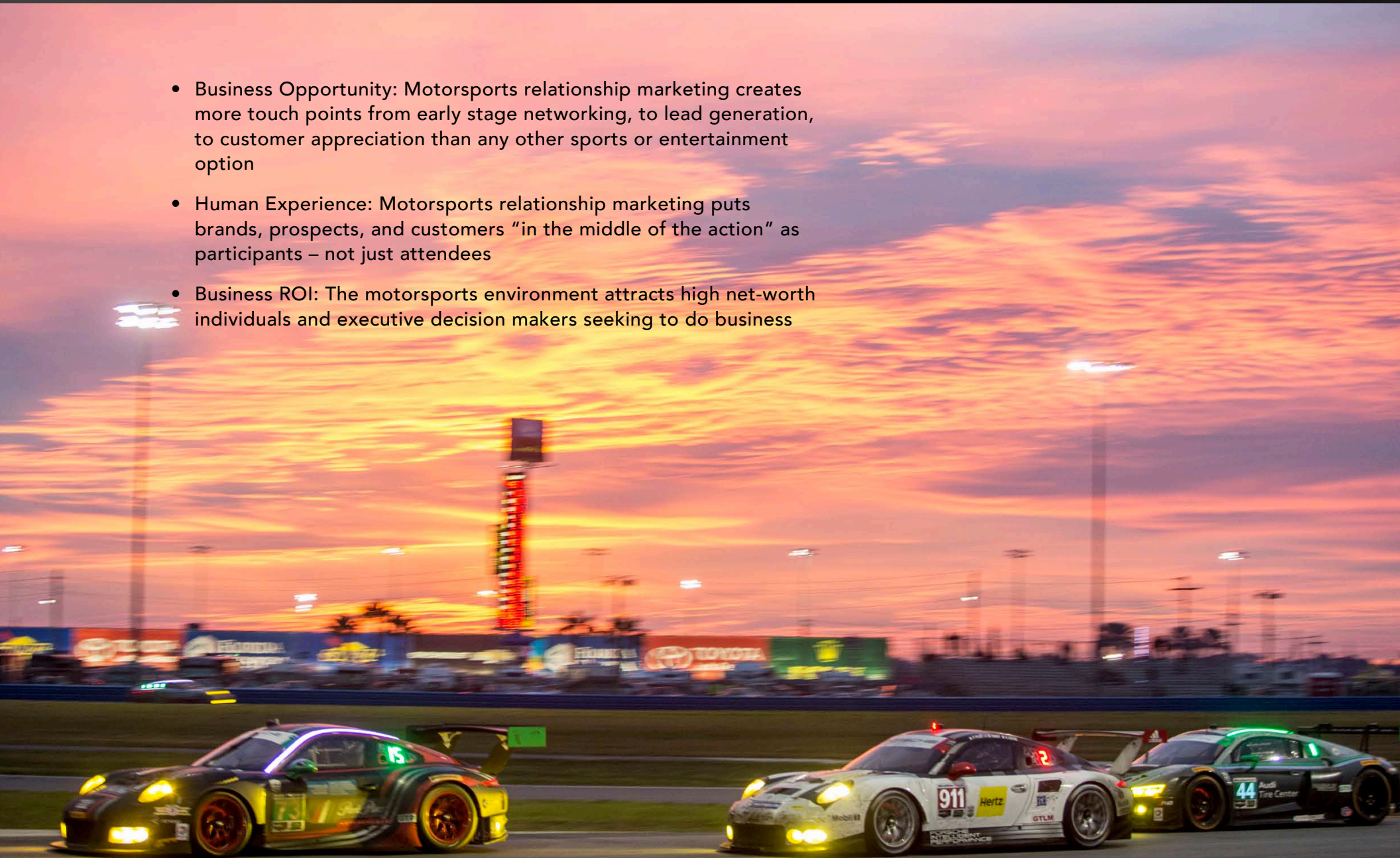
TRG HAS DEFINITIVE EXPERIENCE USING THE MOTORSPORTS PLATFORM AS A MARKETING TOOL TO CREATE SUSTAINABLE BUSINESS OUTCOMES.

Understanding the business needs of the customer, leveraging strong personal relationships to move the needle, and delivering on our objectives are all key elements of our business acumen.

- We have an expansive and powerful network to be leveraged for generating the desired business outcomes
- We are experts at activating programs in a way that appeals to a high-level demographic
- The TRG brand has broad appeal within motorsports - based on legacy and performance the brand is powerful with drivers and fans alike

SPORTSCAR RACING BUSINESS CASE

- Business Opportunity: Motorsports relationship marketing creates more touch points from early stage networking, to lead generation, to customer appreciation than any other sports or entertainment option
- Human Experience: Motorsports relationship marketing puts brands, prospects, and customers “in the middle of the action” as participants – not just attendees
- Business ROI: The motorsports environment attracts high net-worth individuals and executive decision makers seeking to do business



SPORTSCAR RACING MARKET DATA



75% are likely to try a sponsor's product or service.

73% are likely to consciously support a sponsor's product or service.

63% are likely to recommend a sponsor's product or service.

83% state sponsorship of race series makes them feel good about a product.

Sources: The Nielsen Company / IPSOS Active Fan Research / U.S. Census

A BROADCAST PLATFORM THAT DELIVERS




- Live TV coverage on FOX Sports in the U.S., available in more than 90 million homes.
- Over 90 hours of TV coverage for IMSA SportsCar Championship (FOX, FS1, FS2).
- International TV - Live full races, cut-downs and highlight shows available in 160 countries and territories to more than 345 million homes.
- Live International stream of fully produced, full length broadcast.
- Races are available on IMSA.com & YouTube after TV airing.

WIDE REACHING BROADCAST PLATFORM

 **10.7**
MILLION
UNIQUE TV VIEWERS
TUNED IN

2.3 MILLION
PEAK VIEWERS ON
FOX
PETIT LE MANS


243,000
AVG BROADCAST
VIEWERS

You 
OVER 787,000 VIDEO
VIEWS SINCE JAN. 1

OVER
207,000
HOURS
WATCHED THIS YEAR

 OVER HALF
A MILLION
UNIQUE LIVE
STREAMS ON 



TRACK SIDE HOSPITALITY

TRG's commitment to executive level VIP hospitality is second to none. With a full time hospitality staff, we deliver the best experience possible for you and your guests. TRG will handle the entire experience from end to end – all you have to do is show up and enjoy.



CORPORATE EVENTS

TRG transforms routine corporate events into memorable experiences. Leverage the exclusive brands, our racecars, drivers, hospitality, and simulators to spice up your conferences, seminars, press conferences, team building, product launches, award ceremonies, and executive retreats to name a few.



ADOBE ROAD WINE DINNER

TRG and award-winning Adobe Road Winery will create a unique one of a kind experience tailored to meet your needs. Enjoy wine and food pairings, presented by winery owner Kevin Buckler, in the most exclusive settings or presented as part of a corporate outing.



ARRIVE & DRIVE EXPERIENCE

Bring your best clients, partners, or prospects to some of the most exhilarating road race tracks in North America. Spend a full day of instruction with TRG's expert staff and drivers – complete with technical data, photos, and videos for each participant. It's an experience you and your guests will never forget.

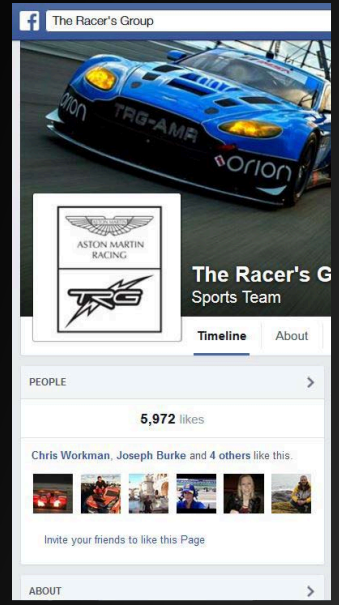
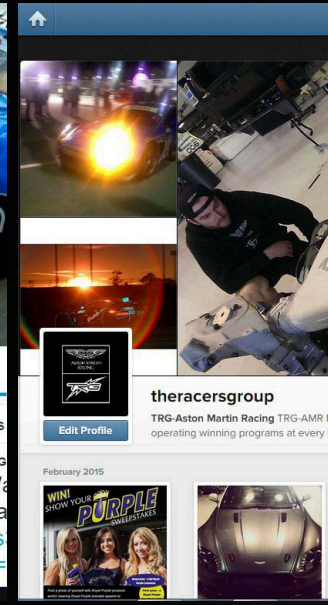


TRACK SIDE HOSPITALITY OPTIONS



- Guest information guide
- Team pit open access
- Team garage/paddock access
- Team lunch
- Private wine dinner option
- Award-winning Adobe Road wine tasting
- Golf cart use
- Pre-race strategy session
- Use of TRG radio headsets (during race)
- Photo with drivers/team owner
- Honorary pit crew position(s)
- Guided tour of garage/paddock
- Introductions to network TV talent
- Tour of on-site TV production facility
- B2B opportunities with corporate partners & VIP guests
- Multimedia experience summary (photo / video)

MEDIA, DIGITAL & PUBLIC RELATIONS



DIGITAL VIDEO & CONTENT PRODUCTION

Fully customizable weekend documentary style video with broadcast quality HD cameras Team/driver interviews and reality video shots. Fully integrated weekend social media campaign with tracking Digital ad reel, Content for social posts, etc. Up to \$100,000 in production credit (varies by sponsorship level).

WEB, SOCIAL MEDIA & PUBLIC RELATIONS

Beyond creating content, we help you distribute that content to engage prospects: website, video, social media, and public relations channels. Our team of experts will help your marketing team develop and execute the right strategy.

@TheRacersGroup    

BRAND POSITIONING



OBJECTIVE

- Elevate your brand among commercial buyers.

STRATEGY

- Build a strategic relationship with TRG to reinforce key positioning messages among commercial buyers.

TACTICS

Product placement:

- TRG VIP hospitality paddock at each race
- Private VIP wine dinner events (video sizzle reels)
- TRG headquarters
- Special event venues

Advertising/brand integration:

- TRG drivers and cars available for ad campaigns
- TRG drivers and cars available for PR and thought leadership campaigns

OBJECTIVE

Increase attendance and engagement at trade shows and events.

STRATEGY

Integrate TRG show presence and in-market VIP experiences to increase buyer engagement with sales teams.

TACTICS

Show floor presence:

- Race car display
- Driver appearances
- Digital content capture/creation
- Aston Martin Racing content for playback on displays
- Social media interviews with TRG

In-market experiences:

- Private team wine dinners with key prospects/customers
- GT4 race car hot laps for press, prospects and customers
- "Top Gear" autocross competitions for prospects/customers

SALES PIPELINE



OBJECTIVE

Generate new sales leads and develop existing leads into sales opportunities.

STRATEGY

Sponsorship of TRG to gain access to B2B networking and lead development opportunities.

TACTICS

Sponsor TRG plus activate in-market VIP experiences to build sales relationships:

- TRG VIP hospitality paddock at each race
- Private VIP wine dinner events in targeted markets
- Adobe Road Winery tasting room for Silicon Valley VIPs
- Private track day events with sales leads in target markets

SALES INCENTIVES



OBJECTIVE

Increase product sales.

STRATEGY

Use VIP “bucket list” race car experiences to reward direct sales force and channel partners.

TACTICS

Create quarterly schedule of experiences that can be awarded for meeting/exceeding sales goals:

- GT4 passenger experience - right seat hot laps in race cars by professional drivers,
- GT4 driving experience - left seat driving day in race cars at race track or motorsport club
- Private team wine dinners and receptions
- Driver/car appearances to channel or customer sites
- VIP race hospitality packages
- “Top Gear” style GT4 autocross competitions

2017 IMSA LONG BEACH GRAND PRIX PARTNERSHIP

\$100,000 includes

- Primary Level Branding on Race Car and Pit Box
- The race is covered LIVE on Fox
- 16 TRG VIP Motorsports Experience Passes
- 16 Adobe Road Wine Dinner Passes
- Inclusion in all Press Releases
- Social Media tagging and PR support
- Access to high resolution image collateral
- Private Paddock Tour by TRG Owner
- Access to pre-race team meetings
- Meet and Greet with Driver and team owner Kevin Buckler
- TRG Team Swag and Apparel
- With Podium Finish - Group photo w/ Trophy, Driver, and Car
- Opportunity to meet w/ Fox commentator

\$50, 000 Includes

- Associate Level Branding on Race Car and Pit Box
- 10 TRG VIP Motorsports Experience Passes
- 10 Adobe Road Wine Dinner Passes
- Inclusion in all Press Releases
- Social Media tagging and PR support
- Access to high resolution image collateral
- Access to pre-race team meetings
- Meet and Greet with Driver and team owner Kevin Buckler
- TRG Team Swag and Apparel
- With Podium Finish - Group photo w/ Trophy, Driver, and Car
- National visibility on Fox Sports Live broadcast

\$25, 000 Includes

- 4 TRG VIP Motorsports Experience Passes
- 4 Adobe Road Wine Dinner Passes
- Inclusion in all Press Releases
- Social Media tagging and PR support
- Access to high resolution image collateral
- Secondary Level Branding on Race Car and Pit Box
- National visibility on Fox Sports Live broadcast

\$10,000 Includes

- 2 TRG VIP Motorsports Experience Passes
- 2 Adobe Road Wine Dinner Passes
- Inclusion in all Press Releases
- Social Media tagging and PR support
- Access to high resolution image collateral





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