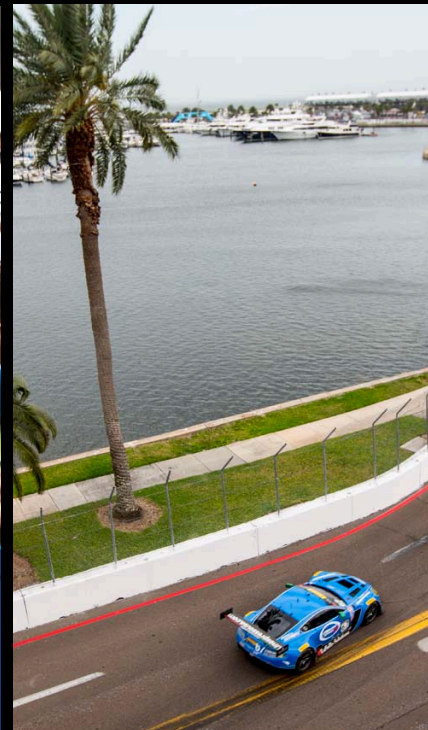
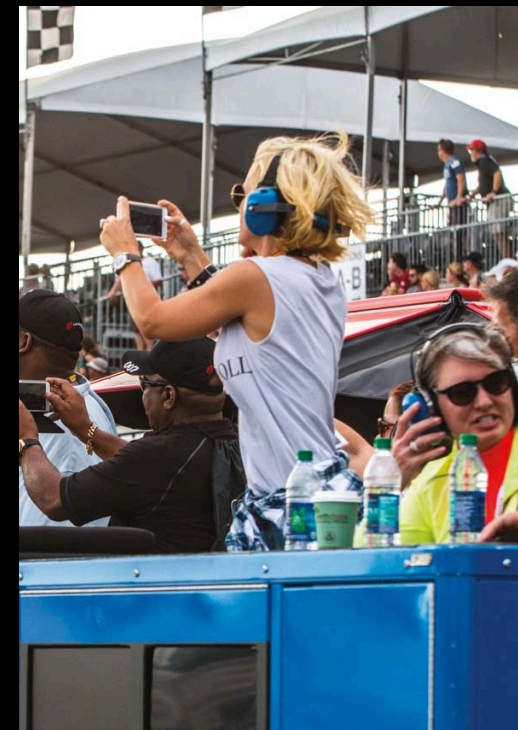


# PARTNERSHIPS AND EXPERIENTIAL NETWORKING OPPORTUNITIES



PIRELLI

**WC**  
World Challenge

2018 GRAND PRIX OF ST. PETERSBURG

MARCH 9 - 11

**TRG**  
THE RACERS GROUP



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

- 7 Series Championships
- 4 victories at the Rolex 24 Hours of Daytona
  - Overall winner (2003); only time in history for a GT car
  - 12 podiums in last 13 Rolex 24 Hours of Daytona races
- 24 Hours of Le Mans (2002) -- GT Class Winner
- 2 Pirelli World Challenge Championships
- 2 series championships – Grand Am series (2005, 2006)
- Series Champion: Inaugural Pirelli World Challenge SprintX GTS Team Championship (2016)
- 2nd place Championship – IMSA Tudor United SportsCar Challenge GTD Class (2015)
- 3 consecutive wins – ALMS (2011) including back-to-back 1st – 2nd finishes
- 2nd place Championship – IMSA Tudor United SportsCar Challenge GTD Class (2015)
- Rookie of the year honor in NASCAR Sprint Cup 2011
- 1st and 2nd place finishers – Porsche World Cup (2002)
- 1st and 2nd place finishers – Daytona (2009)
- More than 175 podium finishes in 20 years



One of the coolest events on the motorsports calendar is right around the corner in beautiful St. Petersburg, Florida. Join us as we race on the streets of St. Petersburg, March 9 - 11 (in conjunction with IndyCar).

**This is not five-star...it's SIX Star!** Don't miss your opportunity to attend this race weekend, which is also a high net-worth client B2B/corporate entertainment VIP activation opportunity!

St. Petersburg is recognized as one of the **"most respected races of the 2018 calendar."**



# MARKET DEMOGRAPHICS



- 1.9 million households
- In excess of 160,000 visitors attend this annual event
- Live Network TV broadcast (online streaming and social media exposure)
- Streamed live on MotorTrendOnDemand.com and World-Challenge.com
- Median income: \$67,200
- Top employment industries: Finance and insurance: #4 (7.9%)
- Grand Prix of St. Petersburg: Largest attended annual event
- Car ownership: 2 cars per household, average
- Corporate branding associated with the 007 Aston Martin

More Demographics: <https://datausa.io/profile/geo/st.-petersburg-fl/#economy>



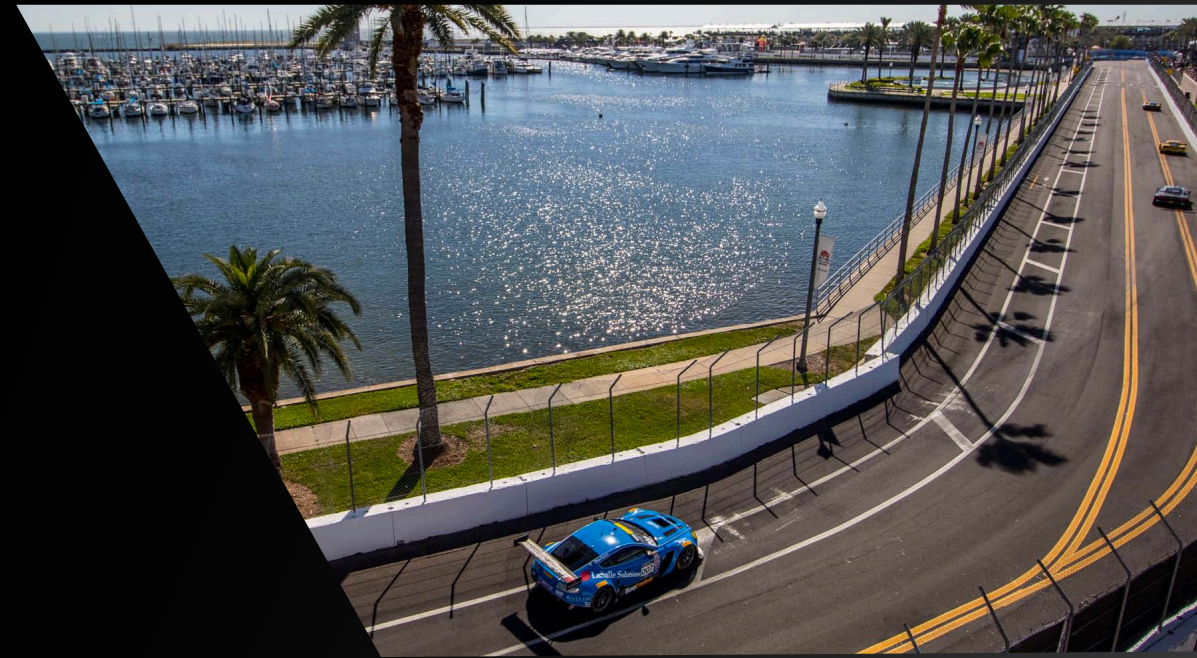
# ACTIVATING WITH OUR DEALERSHIP NETWORK

- Connect at the highest level with dealership principals
- Take advantage of prominent motorsports displays featuring show cars, transporter and more...
- Enjoy Adobe Road Winery wine receptions and luxury lifestyle experiences to engage business contacts, customers and more hosted at dealership location
- Meet the drivers, team and winemaker at exclusive events
- Create key business development opportunities designed to put you behind the wheel to drive new relationships in the paddock and beyond
- These are just some of the ways in which you can take advantage of a full calendar of effective activation opportunities all across the country throughout the year



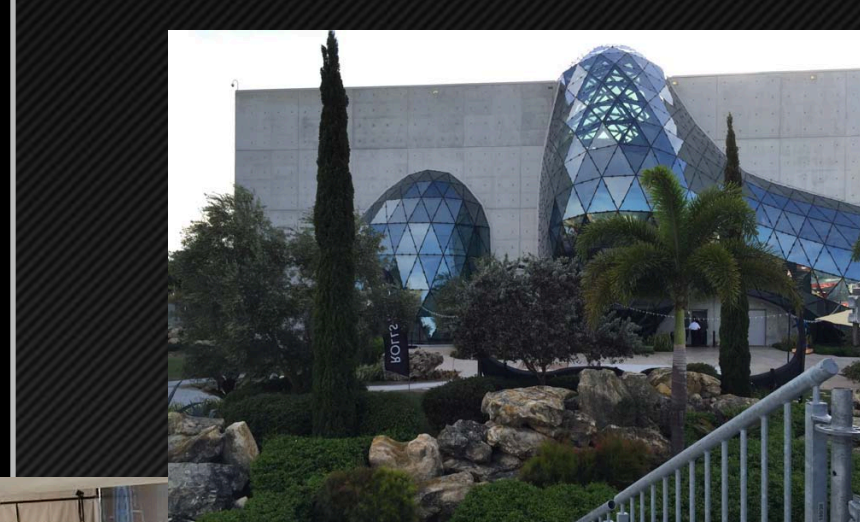
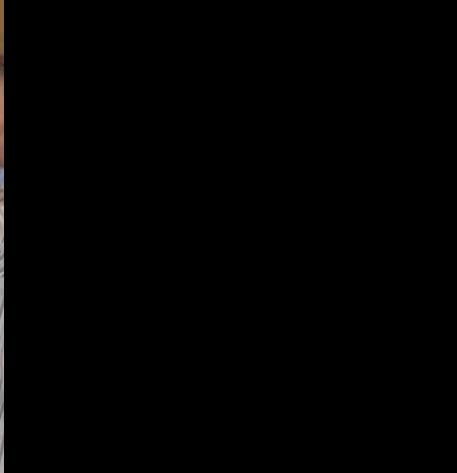
## PIRELLI WOLD CHALLENGE THE FIRESTONE GRAND PRIX OF ST. PETERSBURG

Taking place on the waterfront street course in downtown St. Petersburg, The Firestone Grand Prix of St. Petersburg is among the most respected motorsports events in North America and features a week-long festival-like atmosphere that includes some of the fastest racing on the planet, celebrity athletes, live entertainment and interactive activities. Join TRG for the Pirelli World Challenge races. Watch them battle for the win and the season long championship as they race to the front of the pack. Enjoy world-class VIP hospitality, B2B networking, and exclusive access that only TRG can provide.



## STUNNING VANTAGE POINT

TRG's invited guests enjoy an exclusive vantage point from The Dalí Museum on Saturday and Sunday. This location is a sought-after race viewing venue on the famous street circuit, and will include private grandstands and a live feed of the race on multiple TVs so our guests never miss a minute of the Grand Prix. Perks include beverages and light fare to be served throughout the day. Trips to the TRG Paddock area for an up-close view of our race cars and meetings with the drivers will be provided. This private event with fellow race aficionados is sure to be the envy of all Grand Prix attendees.



## TRG HOSPITALITY

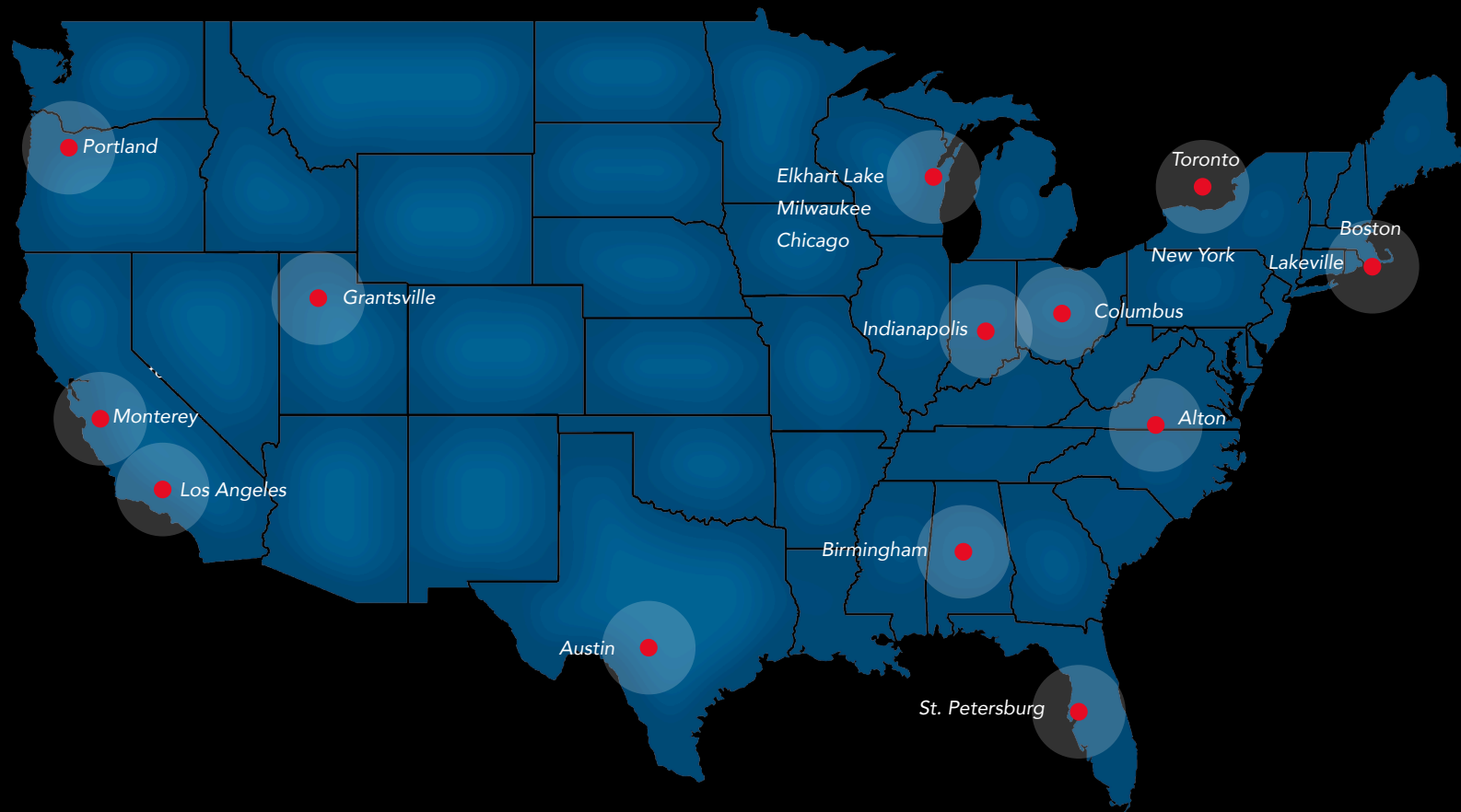
Throughout the race weekend, enjoy top notch racing hospitality provided by TRG's seasoned staff. Mingle with the friends and colleagues you've made at the race while enjoying food, and Adobe Road Winery wines in these sumptuous surroundings.

  
**ADOBE ROAD**  
**WINERY**



# 2018 EVENT CALENDAR

## OTHER PARTNERSHIP OPPORTUNITIES



3/9 - 3/11	St. Petersburg, FL
3/23 - 3/25	Austin, TX
4/13 - 4/15	Long Beach, CA
4/27 - 4/29	Alton, VA
5/18 - 5/20	Ontario, CAN
5/25 - 5/26	Lakeville, CT
6/22 - 6/24	Elkhart Lake, WI
7/13 - 7/15	Portland, OR
8/10 - 8/12	Grantsville, Utah
8/31 - 9/2	Watkins Glen, NY
10/19 - 10/21	Monterey, CA



## PARTNERSHIP FEATURES & PRICING

# \$50,000 - 2018 Grand Prix of St. Petersburg Partnership

### 15 tickets for SUPER VIP Hospitality

- + Private Grand Stand Seating at The Dalí Museum
- + Live coverage of full race grid on multiple displays in grand stand
- + Hot pit access
- + One on one engagement with TRG drivers, key personnel and experts
- + Full TRG hospitality access
- + Headset and scanner to listen to onboard radio
- + Lanyard/event card
- + On-site B2B introductions
- + Dealership pre-race cocktail event invitation
- + Race day photography
- + Cobranded Team Apparel (polo shirts and hats) with your logo
- + Race day lunch
- + Pre event guide
- + Goodie bags

### 15 tickets to 5-star Adobe Road Winery dinner:

- + Amazing food and wine served in private penthouse
- + Rare networking engagement
- + Special presentations by team and winery owner Kevin Buckler

### Brand exposure for your organization

- + Social media campaign across multiple channels
- + Branding on event guest guides, hero cards, press releases and posters
- + High exposure graphics on race cars and pit boxes



## PARTNERSHIP FEATURES & PRICING

# \$25,000 - 2018 Grand Prix of St. Petersburg Partnership

### 8 tickets for SUPER VIP Hospitality

- + Private Grand Stand Seating at The Dalí Museum
- + Live coverage of full race grid on multiple displays in grand stand
- + Hot pit access
- + One on one engagement with TRG drivers, key personnel and experts
- + Full TRG hospitality access
- + Headset and scanner to listen to onboard radio
- + Lanyard/event card
- + On-site B2B introductions
- + Dealership pre-race cocktail event invitation
- + Race day photography
- + Cobranded Team Apparel (polo shirts and hats) with your logo
- + Race day lunch
- + Pre event guide
- + Goodie bags

### 8 tickets to 5-star Adobe Road Winery dinner:

- + Amazing food and wine served in private penthouse
- + Rare networking engagement
- + Special presentations by team and winery owner Kevin Buckler

### Brand exposure for your organization

- + Social media campaign across multiple channels
- + Branding on event guest guides, hero cards, press releases and posters
- + High exposure graphics on race cars and pit boxes



## PARTNERSHIP FEATURES & PRICING

# \$10,000 - 2018 Grand Prix of St. Petersburg Partnership

### 4 tickets for SUPER VIP Hospitality

- + Private Grand Stand Seating at The Dalí Museum
- + Live coverage of full race grid on multiple displays in grand stand
- + Hot pit access
- + One on one engagement with TRG drivers, key personnel and experts
- + Full TRG hospitality access
- + Headset and scanner to listen to onboard radio
- + Lanyard/event card
- + On-site B2B introductions
- + Dealership pre-race cocktail event invitation
- + Race day photography
- + Cobranded Team Apparel (polo shirts and hats) with your logo
- + Race day lunch
- + Pre event guide
- + Goodie bags

### 4 tickets to 5-star Adobe Road Winery dinner:

- + Amazing food and wine served in private penthouse
- + Rare networking engagement
- + Special presentations by team and winery owner Kevin Buckler

### Brand exposure for your organization

- + Social media campaign across multiple channels
- + Branding on event guest guides, hero cards, press releases and posters
- + High exposure graphics on race cars and pit boxes





## CONTACT

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415.860.7223