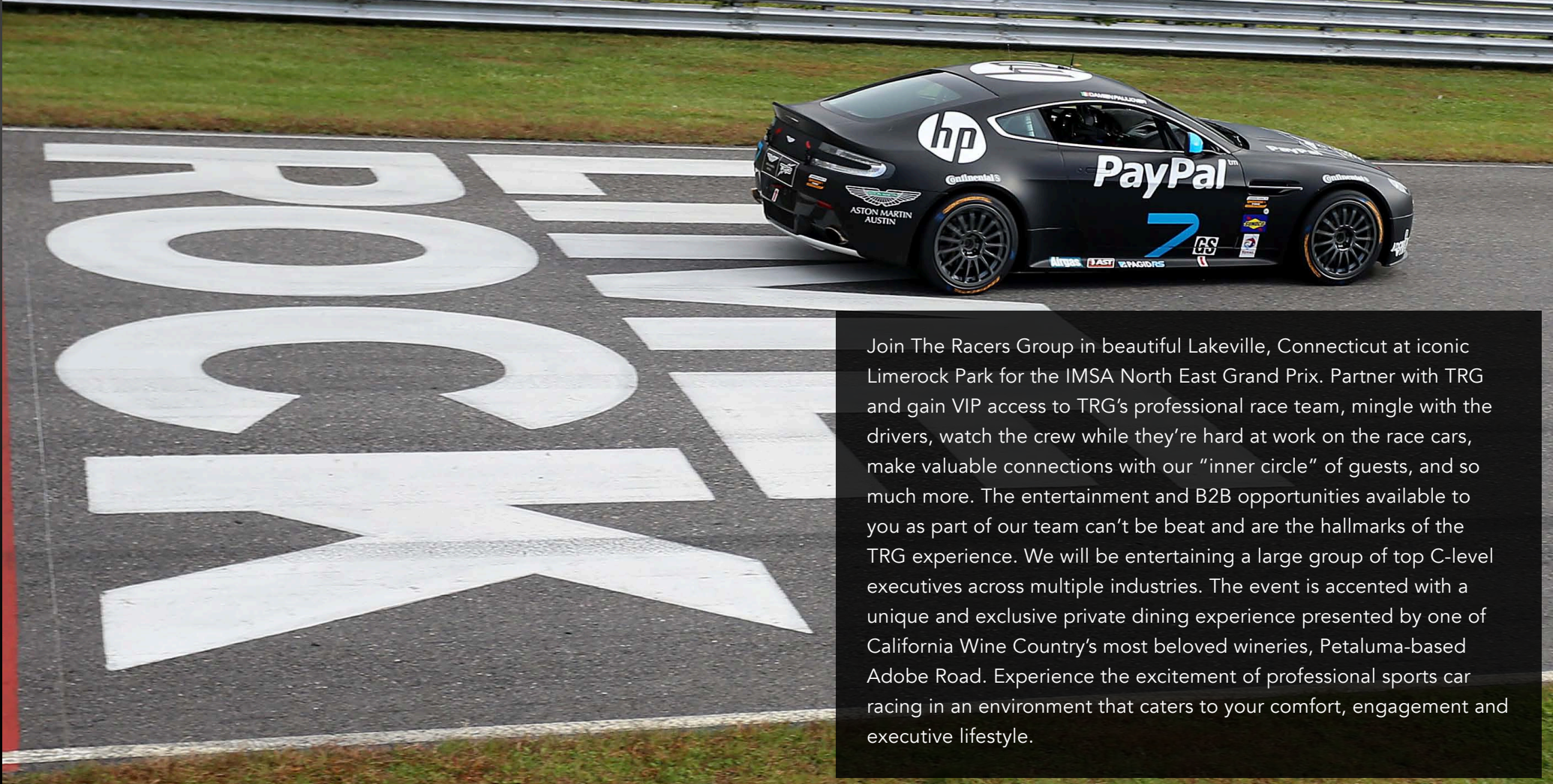




NORTH EAST GRAND PRIX AT LIMEROCK PARK
2017 PARTNERSHIP ACTIVATIONS

JULY 21 - 22





Join The Racers Group in beautiful Lakeville, Connecticut at iconic Limerock Park for the IMSA North East Grand Prix. Partner with TRG 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 race cars, make valuable connections with our "inner circle" of guests, and so much more. The entertainment and B2B opportunities available to you as part of our team can't be beat and are the hallmarks of the TRG experience. We will be entertaining a large group of top C-level executives across multiple industries. The event is accented with a unique and exclusive private dining experience presented by one of California Wine Country's most beloved wineries, Petaluma-based Adobe Road. Experience the excitement of professional sports car racing in an environment that caters to your comfort, engagement and executive lifestyle.





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

NORTH EAST 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 the Winvian Farm Luxury Resort. Adobe Road Winery will be pouring its award-winning wines alongside elegant courses prepared by their resident chef. 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 and the Continental Tire SportsCar Challenge.

ENJOY THESE FEATURES AND AMENITIES

- IMSA Hot Pit Passes for race weekend
- National Media Coverage on Fox Sports
- TRG VIP Hospitality for Race Weekend
- Private Race Paddock Access
- Tune in with team scanner and headsets
- Professional photography from event
- Introductions of all B2B guests
- Social Media, Website, and PR integration
- Digital guest guide
- TRG branded swag
- Two luxury wine dinners hosted by award winning boutique winery Adobe Road
- Branding on race cars, transporters, and pit boxes



2017 IMSA NORTH EAST GRAND PRIX AT LIMEROCK PARK PARTNERSHIP

\$100,000 includes

- Bucket List experience on and off the track
- Primary Level Branding on Race Car and Pit Box (First priority on branding placement, with options for full vehicle livery)
- Local appearance at your company with the team, transporter and drivers
- National visibility on Fox Sports Live broadcast
- 20 TRG VIP Motorsports Experience Passes
- 20 Adobe Road Wine Dinner Passes for Friday's Dinner
- Featured in all Press Releases
- Social Media tagging and PR support
- Access to high resolution image collateral
- Full Race Paddock Access
- Full TRG Hospitality Services at track
- 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

\$50,000 Includes

- Associate Level Branding on Race Car and Pit Box (graphics approx. 14 - 24 inches)
- National visibility on Fox Sports Live broadcast
- 10 TRG VIP Motorsports Experience Passes
- 10 Adobe Road Wine Dinner Passes for Friday's Dinner
- Inclusion in all Press Releases
- Social Media tagging and PR support
- Access to high resolution image collateral
- Full Race Paddock Access
- Full TRG Hospitality Services at track
- 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

\$25,000 Includes

- 5 TRG VIP Motorsports Experience Passes
- 5 Adobe Road Wine Dinner Passes for Friday's Dinner
- Inclusion in all Press Releases
- Social Media tagging and PR support
- Access to high resolution image collateral
- Full Race Paddock Access
- Full TRG Hospitality Services at track
- Support Level Branding on Race Car and Pit Box (graphics approx 8 - 12 inches)
- National visibility on Fox Sports Live broadcast

\$10,000 Includes

- 2 TRG VIP Motorsports Experience Passes
- 2 Adobe Road Wine Dinner Passes for Friday's Dinner
- Inclusion in all Press Releases
- Full Race Paddock Access
- Full TRG Hospitality Services at track
- Social Media tagging and PR support
- Access to high resolution image collateral
- Support Level Branding on Race Car and Pit Box (graphics approx 8 - 12 inches)
- National visibility on Fox Sports Live broadcast

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

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 



OTHER EXPERIENTIAL MARKETING TOOLS FROM TRG

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.



LEVERAGING BRAND POSITION

ELEVATE YOUR BRAND AMONG COMMERCIAL BUYERS.

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
- 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



MAXIMIZING YOUR SALES PIPELINE

GENERATE NEW SALES LEADS AND DEVELOP EXISTING LEADS INTO SALES OPPORTUNITIES.

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





A UNIQUE PLATFORM FOR INCENTIVIZING

INCREASE PRODUCT SALES.

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



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