



ASTON MARTIN

MOTORSPORTS FESTIVAL



Monterey, CA August 29th - 31st, 2014



SPONSORSHIP AND CORPORATE PARTNERSHIPS



ASTON MARTIN

MOTORSPORTS FESTIVAL



**AUG
29-31
2014**

MAZDA RACEWAY LAGUNA SECA

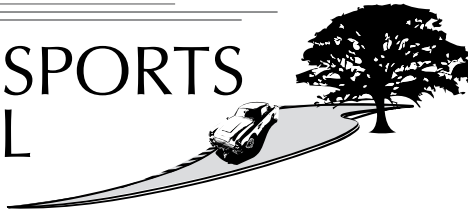
ENJOY AN ALL ASTON MARTIN EVENT FEATURING:
Aston Martin Owners Track Drive on famed Laguna Circuit
See vintage Aston Martin Racecars on track
Aston Martin GT4 Challenge Series races
See the latest Aston Martin line-up
Ride along with Professional Aston Martin Drivers
Enjoy the finest in food, wine, and entertainment





ASTON MARTIN

MOTORSPORTS FESTIVAL

An illustration of a white race car with a black stripe, driving on a grey track that curves around a large, dark green tree.

Monterey, CA August 29th - 31st, 2014

The 2014 Aston Martin Motorsports Festival will be open to all owners, racers, and enthusiasts alike, offering the opportunity to see road and race cars while also enjoying entertainment, tours and a special gala dinner as part of the festivities.

The festival concept has been designed to attract a wide and international audience including current and historic Aston Martin owners, Aston Martin dealer partners, owner and enthusiast clubs, as well as sponsors and corporate partners. TRG-AMR will showcase the current lineup of race and track day models with Aston Martin displaying examples from the current range of exciting road cars.

The event will also offer existing Aston Martin owners the opportunity to drive the famous Mazda Raceway Laguna Seca circuit, as well as offering enthusiasts the once-in-a-lifetime chance to ride with professional drivers and potentially even drive an Aston Martin GT race car at one of motorsports' most storied locations.





PRIMARY PRESENTING SPONSOR

\$50,000

Assume a branding association that affords incredible exposure while positioning your company as the primary player in this prestigious weekend. The Primary Presenting Position provides incredible ROI opportunities leading up to the prestigious weekend as well as onsite at festival.

Company name in the title: The “Aston Martin Motorsports Festival presented by XYZ”

Status as the “Official [Category] Partner” of the Aston Martin Motorsports Festival

Signage: At-track signage throughout the Festival

Display area in Fan Zone for consumer engagement, product sampling, etc.

Branding on the official ticket stock of the Aston Martin Motorsports Festival

Recognition and available branding and signage at the Festival Dinner

Tickets to the official Festival Dinner on Friday night

Announcement in the official media release

Website logo & link

Social media outreach

Inclusion in all digital advertising campaigns

Inclusion in the TRG-AMR email newsletter distribution

Festival / Race tickets & VIP Corporate Hospitality

Rotating logo on Jumbotron throughout weekend with live PA reads on Track sound system

6 VIP Guest rides, at speed, with a professional driver in the GT4

2 VIP Drives for select guests, to drive the GT4 on the track at speed

OFFICIAL [CATEGORY] SPONSOR

\$25,000

Assume an exclusive position within your industry to create an association that affords incredible exposure while positioning your company as one of the primary players in the Aston Martin Motorsports Festival weekend.

Recognition as an official category sponsor of the Aston Martin Motorsports Festival

Brand name associated with event

Display area in Fan Zone for consumer engagement, product sampling, etc.

Company name on official ticket stock

Signage: At-track signage throughout the Festival

Announcement in official media release

Website logo & link

Social media activation

Inclusion in all digital advertising campaigns

Recognition and available branding and signage at the Festival Dinner

Tickets to the official Festival Dinner on Friday night

Festival / Race tickets & VIP Corporate Hospitality

Rotating logo on Jumbotron throughout weekend with live PA reads on Track sound system

4 VIP Guest rides, at speed, with a professional driver in the GT4

1 VIP Drive for select guest, to drive the GT4 on the track at speed



FAN ZONE SPONSOR

\$10,000

Become the focal point of the festival with a fan activity zone presence that provides entertainment, music, interviews, fan Q&As with industry dignitaries, celebrities and charity auctions.

Name in title: The “XYZ” Fan Zone

Significant branding and exposure on centrally-located, premier fan activity location

Option to create a Custom Party Deck for your company

Recognition and available branding and signage at the Festival Dinner

Tickets to the official Festival Dinner on Friday night

Consumer Engagement opportunities

Book and control all on-stage activities

Announcement in official media release

Website logo & link

Social media outreach



VENDOR BOOTH SPONSOR

\$500 - \$1,500

Present, promote and sell your “specialty product” in the Fan Zone to one of the most engaging and discerning automotive audiences in North America. Perfect for Branded Destination and/or Product Sampling.

10 X 10 - \$500

10 X 20 - \$750

20 X 20 - \$1,500

Tented on all sides*

6-foot table, chairs, electricity available*

Press release announcing association

Social media outreach



BEER GARDEN SPONSOR

\$2,500

Join a group of other select craft breweries in an environment made for the new generation of beer lovers.

Dedicated space with branding

Pouring rights

Promotional rights (right to use the official festival name for marketing and promotional purposes)

Tapper truck, kegs, bottles/cans

Patron seating area

Beer purchased by Promoter



PARTISAN SPONSOR

\$400

Present, promote and sell your “specialty product” to one of the most engaging and discerning automotive audiences in North America. Perfect for Branded Destination and/or Product Sampling.

Logo on select sign locations

(Track barrier or Grandstand Flag)

Ticket to themed Friday welcome dinner

Bottle of Adobe Road wine

TRACK SIGNAGE SPONSOR

\$100 - \$15,000

Put your company's brand front-and-center to one of North America's most passionate and discerning audiences.

\$15,000 (Corkscrew billboards – 4 – 12' x 24');

\$8,000 (Turn 7 Wire Bridge – 2 – 8' x 60')

\$8,000 (Turn 11 Billboards – 8 – 12' x 24')

\$8,000 (Hospitality Tower – 12 – 4' x 16' x 4')

\$7,000 (Trackside Billboard – 1 – 7' x 40')

\$100 (Track Barrier – 1 – 30" x 12')

\$100 (Grandstand Flags – 300)

\$20 (Perimeter Spectator Signage, per foot)



TURN 2 BILLBOARDS



TURN 3 BILLBOARDS



TURN 3 BILLBOARDS



WIRE BRIDGE



CORKSCREW BILLBOARDS



HOSPITALITY TOWER



TRACKSIDE A-FRAMES



BARRIER SIGNS

MEDIA PARTNER

Become the Aston Martin Motorsports Festival's primary media partner, offering a promotional and publicity campaign that targets readers, subscribers and advertisers. In-kind trade to include:

Digital ads on website

Print ads in publications

Feature article about festival

Onsite coverage of festival

Social media

Discount offer to subscribers; guest

Packages to clients/advertisers

Sponsorship opportunities for advertisers



ASTON MARTIN MOTORSPORTS FESTIVAL TICKETS

Friday, August 29 - Open to participants and sponsors

Saturday -August 30 - Admission and Preferred Parking \$20

Sunday, August 31 - Admission and Preferred Parking \$20

Saturday Admission and Preferred Parking w/ Car Corral \$25

Sunday Admission and Preferred Parking w/ Car Corral \$25

To Order Tickets: www.mazdaraceway.com

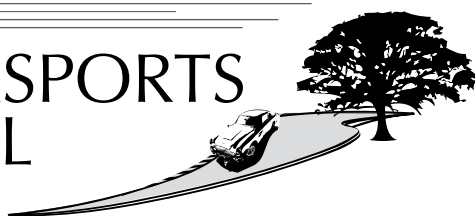
For information on complete packages including VIP hospitality, the festival dinner, tours etc. please go to:www.trg-astonmartinracing.com/ammfest





ASTON MARTIN

MOTORSPORTS FESTIVAL



TRG-AMR North America, LLC
1995 S. McDowell Blvd.
Petaluma, CA 94954

Festival@trg-amr.com

Office: (707) 935-3999
Fax: (707)935-5889

Kevin Buckler
Chief Executive Officer
kevin@trg-amr.com
(415) 860-7223

Bob Dickinson
Chief Operating Officer
bob@trg-amr.com
(707) 775-9725

John Clamme
VP of Corporate Partnerships
john@trg-amr.com
(510) 220-9077

