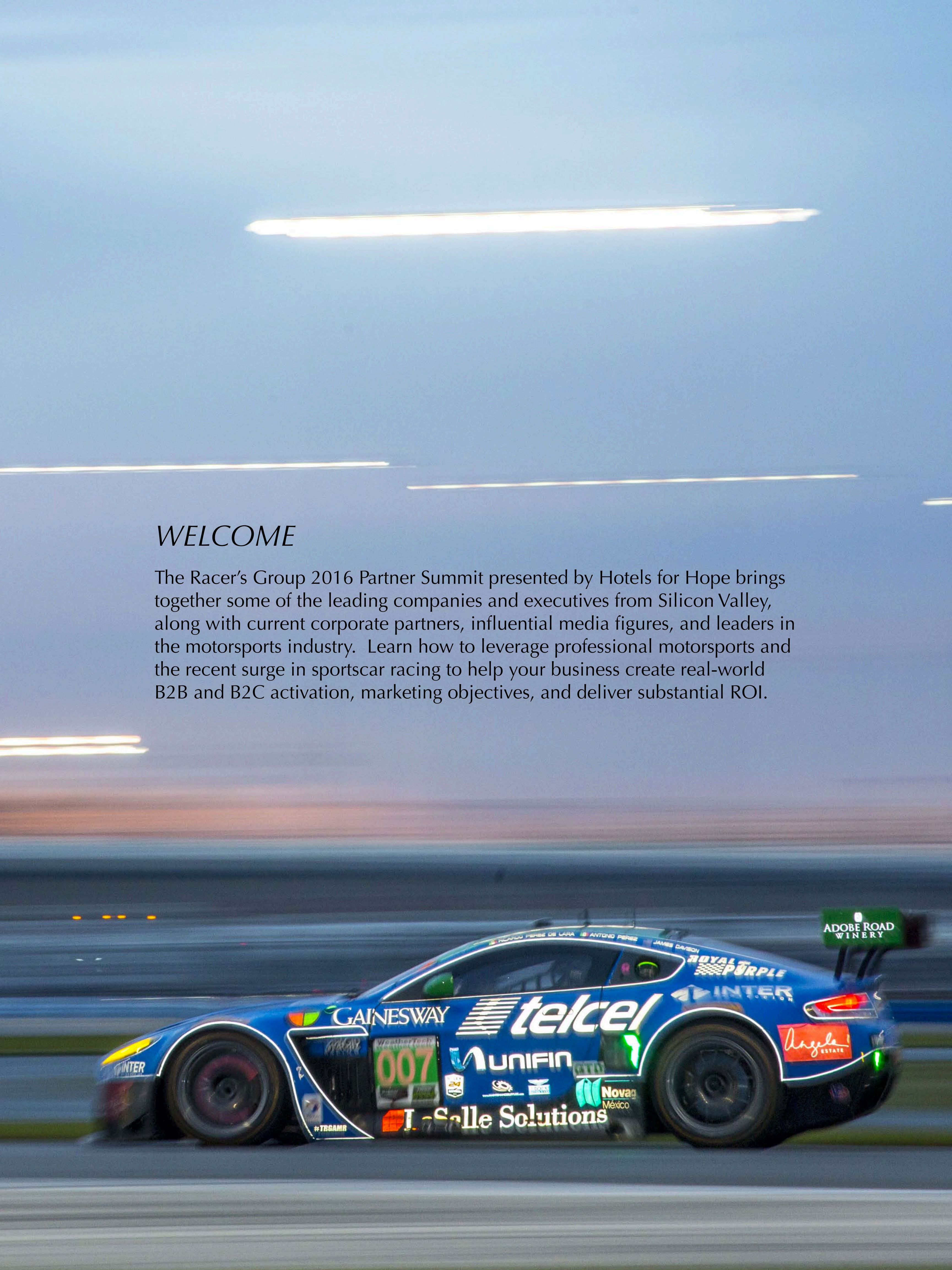
2016 TRG PARTNER SUMMIT

HIGH SPEED NETWORKING

MOTORSPORTS SPONSORSHIP AND EXPERIENTIAL MARKETING IN 2016

Presented by

hotels for hope



WELCOME

The Racer's Group 2016 Partner Summit presented by Hotels for Hope brings together some of the leading companies and executives from Silicon Valley, along with current corporate partners, influential media figures, and leaders in the motorsports industry. Learn how to leverage professional motorsports and the recent surge in sportscar racing to help your business create real-world B2B and B2C activation, marketing objectives, and deliver substantial ROI.

MODERATOR

Bob Varsha
Broadcast Host - FOX Sports

Bob Varsha has built a 30-year career in broadcasting from an out-of-nowhere opportunity. He graduated in 1973 from Dartmouth College, where he was an all-Ivy League runner and later competed twice in the U.S. Olympic Trials marathon. After earning his degree at Emory University School of Law, Varsha was a practicing attorney in Atlanta in 1980 when Turner Broadcasting invited him to apply his athletic expertise to a TBS broadcast of the Peachtree Road Race, a massive local July 4th running tradition. His performance led to a part-time opportunity at Turner delivering news and sports, as well as hosting a topical interview program. By 1986, Varsha accepted an offer from ESPN to host Formula One, Indy Cars, motorcycles, rally and sports car racing coverage, along with a variety of other sports including gymnastics, figure skating and track & field. He moved to Speedvision, now integrated into FOX Sports, in 1999, adding the Barrett-Jackson collector car auctions to his resume. His current assignment portfolio includes IMSA sports cars, MotoGP, Formula E, and the World Endurance Championship.

Bob and wife Karen, a photographer, live in Atlanta and have three adult children.

KEYNOTE SPEAKER

Steven Robb
President - LaSalle Solutions

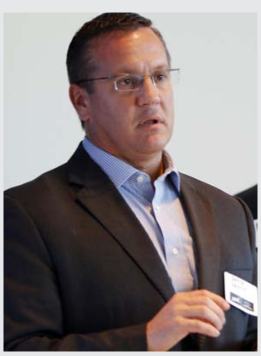
Steven Robb joined LaSalle in 2004 with over 20 years' experience in the IT and Networking arena. Mr. Robb is responsible for the development of LaSalle's LAMP product which is a cloud based application centered on Lifecycle Management of Assets, Maintenance Contracts and leasing. In 2010 LAMP moved into the mobility space with Apps available on the Apple App Store as well as the Android Marketplace.

Prior to joining the company, his positions included Sr. Vice President of Sales at Comdisco, Central Regional Sales Director for Westinghouse Communications and Fiberlink Communications. Mr. Robb is a graduate of Illinois State University with a B.S. degree in economics.

Neil Goldman

CEO & Founder - Hotels for Hope

Neil Goldman is a driven entrepreneur committed to innovation and stakeholder first business practices. He has expertise in hotels, consumer events, meetings, brokerage services, technology, cause marketing and conscious capitalism. In 2010, Neil parlayed his industry knowledge to create Hotels for Hope's business model. The goal was to not only made a difference in the lives of children, but also transform the hospitality industry. The concept was simple, for every actualized room night, hotels make a $1 donation, and Hotels for Hope matches that donation, resulting in a $2 contribution to improve the health and happiness of children. Today, global brands align with Hotels for Hope for their brokerage services, white-label technology and niche crowdfunding platform - RoomFunding. Hotels for Hope has twice been recognized in Inc 5000's list of fastest growing privately held companies and currently is the 6th fastest travel & hospitality company. Neil maintains this growth by always putting his stakeholders first and growing a brand that provides tremendous value.



David Pettit

Vice President Marketing - IMSA

David Pettit is vice president of marketing for IMSA, after previously heading up marketing efforts for GRAND-AM Road Racing. His responsibilities include the oversight of marketing and promotion including advertising, digital strategy, track partner relations, international development, TV partner integration and automotive partnerships.
Pettit joined GRAND-AM Road Racing in 2009 and was head of brand and consumer marketing before being named director of marketing.

Prior to joining GRAND-AM, Pettit was the National Promotions Manager for Pontiac and GMC. In that position he was responsible for promotional strategy, development and execution of key marketing platforms for each division including major sports properties such as the NFL, NCAA College Sports, NHRA, and GRAND-AM Road Racing.

Pettit's motorsports experience dates back to 2001, when he was charged with securing sponsorship for General Motors auto racing programs including Cadillac, Corvette, IndyCar, and NHRA.

A native of Grayling, Mich., Pettit graduated from Ferris State University with a degree in Automotive Management. He currently resides in Port Orange, Fla. with his wife Lori and has three children: Ashley, Nicole and Tim.

SPEAKERS & PANELISTS

Jeff Bonforte
Senior Vice President of Communication Products at Yahoo!

Jeff Bonforte is Senior Vice President of Communication Products at Yahoo. He leads the team responsible for Yahoo's core communications products - Mail, Messenger, Groups, Calendar and Contacts. Jeff has 20 years of experience in Internet and technology product development. A long-time entrepreneur, he has founded or led pioneering start-ups including i-drive, Gizmo5, and Xobni, which Yahoo acquired in 2013. Bonforte also previously worked at Yahoo as Vice President of Social Search and Vice President of Messenger.

Bonforte is an active angel investor. Outside of the tech industry, he has over 400 skydives and is a partner and investor in Aston Martin Racing North America. Jeff earned his BA in Classical Civilizations from UCLA.

Sean Gibbons
Senior Vice President Product and UX at SiriusXM

Sean Gibbons started racing late in life but always had a strong passion for sports cars along with the focus, drive and determination it takes to succeed as a driver. Sean graduated for the Skip Barber racing schools MX-5 cup program and entered his first race in 2012 in the highly competitive Spec Boxster class. He won rookie honors that weekend, finishing in 2nd place in his first race. He has won more than more than 18 races, including class wins at Daytona, Sebring, Thunderbolt, Monticello and Summit Point. He has also put his car on the podium nearly 70% of the time he has raced and has set a number of track records in both PCA and NASA. He most recently raced his first PWC races at St. Pete, breaking into the top 10 for both and also winning the Hard Charger award.

Sean is an executive at SiriusXM Radio, Inc responsible for Product and User Experience and has been with the company for more than 15 years. While at Sirius he played a small role in helping to launch the company, started the first product management organization and has responsibility of all products and user experience.

Steve Patti
CMO and Consultant

International marketing executive and entrepreneur with nearly 30 years of experience — including 4 years living in the UK and 20 years doing business in Europe. Steve spent the first decade of his career in corporate roles acquiring a comprehensive understanding of marketing, sales, and operations including co-managing a $1 billion technology product line. In 1997, Steve founded an international marketing firm that he grew to $20 million in revenue in its first three years by helping global brands grow sales. Since 2010, Steve has held multiple CMO positions and CEO advisory roles helping companies accelerate revenue growth. Since joining TRG-AMR in 2015, Steve is responsible for strategy, marketing, and business development.

Steve is an avid sports car collector and racer. In his 2002 debut in Porsche Club Racing, Steve entered 9 races and finished with 5 class wins and 8 podiums — earning him National Rookie of the Year Finalist. Steve later went on to become a TRG Porsche GT3 Cup race customer and has competed in over 60 races across the US and Canada in PCA and SVRA with over a dozen class wins.

Steve holds BBA from Texas A&M University and a MBA from the University of Houston, and is an active blogger and speaker.

Derek DeBoer
General Manager TC Chevrolet and TRG Driver

Derek DeBoer grew up in a family where racing and the love of cars was very much at the forefront of everyday life. His grandfather raced in the local dirt car circuit and his father followed suit, but in the form of Top Alcohol dragster racing. DeBoer's family owns an auto group in the Pacific Northwest, with Derek playing a large role in the day-to-day operations. Not a stranger to competition, Derek also spent 12 years as a professional wakeboarder riding for the Liquid Force factory team. His driver development began behind the wheel of a Formula Dodge at what is still his favorite track; Laguna Seca in Monterey, CA. He is a native of Southern Oregon and has traveled extensively for the past fifteen years racing in Formula Renault, multiple efforts at the 25 hour of Thunderhill, and in the GRAND-AM ST and GS Classes. DeBoer first tested in the V8 Vantage GT4 and raced at Sebring in 2013, before moving into multiple Pirelli World Challenge and Continental Tire Sportscar Challenge races in 2014, helping cement his place as part of the TRG-AMR team. DeBoer is running the full Pirelli World Challenge season in 2014 behind the wheel of an Aston Martin V8 Vantage GT4.

Jason Alexandridis
Owner and President Rebounderz and TRG Driver

Jason began his racing career in early 2011 racing with NASA in the NorCal Spec E30 class. After a few seasons and some top 10 finishes in SpecE30, Jason moved up to a BMW E46 M3 and began competing in the Unites States Touring Car Championship Series. By the end of the 2014 season in USTCC Jason secured 4 podium finishes in 7 races, 2 for 1st place. That same year he also placed 2nd in the NASA Western States Championships in the GTS-3 class. Jason first tested the V8 Vantage GT4 with TRG-AMR at Sonoma Raceway in 2015. He had his professional debut in the Pirelli World Challenge in 2015 and continues to race with TRG-AMR for the 2016 season.

Jason has a competitive spirit. In his early years he put himself through college by entering the US Navy. While there he was trained as a hospital corpsman, worked in the cardiology clinic, and played on the All-Navy Volleyball team. He went on to college at San Diego State where he continued to play indoor and beach volleyball. These experiences helped shape the determined and broad-skilled person he would become.

Professionally, he worked in Silicon Valley in the tech industry for such giants as Excite@Home, eBay Inc., Autodesk Inc., and Salesforce.com for a total of 15 years. Simultaneously, he had a passion for real estate investing and remodeling and purchased apartment buildings, condos and single family homes in which he managed all aspects of renovations on every property he owned.

With that same drive and passion that spearheaded Jason's past, always wanting to start his own business, Jason opened Rebounderz Trampoline Park and Family Fun Center in Rohnert Park, CA in early 2015. He and his wife Maggie have two children, Jace (4 years) and Cassie (1.5 years) and he realized once he became a father he wanted to have a business that would allow him to spend more time with his family. Rebounderz was just the thing.

Duncan Ende
TRG Driver

Duncan began his sports car racing career in IMSA Lites in 2006, winning five times in his six outings. Following several seasons in the Continental Tire Sportscar Challenge and a partial American Le Mans Series season in 2010 culminating in a GTC class victory in Petit Le Mans, Duncan Ende graduated to the premier level of American sports car racing in 2011. Ende scored numerous podium finishes and five more victories in the GTC and PC classes over the following three seasons, as well as runner up honors in the 2011 GTC championship, and was a regular front runner in the inaugural Tudor United Sports Car Championship. 2016 is Duncan's third season in the Pirelli World Challenge.

Ideas For Getting Started

If you are a VC or PE firm seeking fresh ideas to use for recruiting/entertaining new money investors or new portfolio companies, imagine if your firm building relationships with the next $1B “unicorn” portfolio company. Imagine delivering a pair of Aston Martin Vantage race cars to the corporate office of your next portfolio company prospect and hosting a “Top Gear” style fast lap competition for the employees in their parking lot.

The benefits of a VIP experience partnership with Aston Martin Racing North America extends to not just the VC or PE firm - but also growing their portfolio companies. Your portfolio companies gain access to a menu of VIP experiences to close more deals and recruit/retain top talent: 20+ VIP race hospitality weekends (IMSA, PWC series), private track days in 40+ markets in the US & Canada, private team wine dinners and business networking, trade show appearances & on-site driving experiences, “Top Gear” style fast lap competitions in-market, sports car rallies and celebrity VIP events, and more. Everything is customized to support the sales & marketing efforts of the portfolio companies.

How VC & PE Firms Can Close More Deals

If you are a principal at a venture capital or private equity firm you've likely noticed lately that the playing field has gotten crowded -- REAL crowded.

You used to be able to track the "usual suspects" (competitor firms) when competing to attract new portfolio companies but now you are losing deals to unknown funding sources. Attracting and retaining top talent was somewhat routine. You even had a reliable process for attracting new money into your funds. So what happened?

THE BALANCE OF POWER IS SHIFTING

Smart money is now searching for new places to invest. Not only are more private funds popping up, but more angel investors are operating in the background too -- happy to remain "on the down low" out of conspicuous eye of the big dogs. Ditto for companies seeking funding -- they have more choices than ever for funding and have more leverage in shaping their terms. Life has changed considerably in the last few years for fund managers and partners.

Many of the VC firms have three primary goals: (i) attract new money, (ii) add new/quality companies to their portfolio, and (iii) grow the value of their existing portfolio companies. What we've discovered with some of our VC partners is that many are lacking a truly unique way to engage entrepreneurs and investors to cut through the clutter and accelerate their deal pipeline. Enter VIP experiences.

SUCCESSFUL PEOPLE DESIRE EXCLUSIVITY

We've been fortunate to work with multiple private banks and private wealth management companies over the past 18 months to construct VIP experiences that have helped them accomplish all three goals outlined above.

The way to build relationships with successful people is to offer them something they cannot easily obtain. Exclusivity fuels intrigue and thus a willingness to engage. Successful people are drawn to being able to access privileges designed for the elite few (think American Express Centurion card).

Nobody remembers the score of the ball game they attended at the last vendor event, but people do remember driving an Aston Martin race car on a professional race circuit followed by private wine tastings, business networking, and a custom menu dinner experience with the race team.

Why VIP Experiences are Essential for Account-Based Marketing

If you are a B2B marketer, you have been on a roller coaster for the past decade in search of the "secret sauce formula" for attracting high-quality leads to feed the sales pipeline. Like changing fashion trends, MarTech startups like to tell us that our current approach is broken so they can introduce their new tool as the solution to better leads. So now we turn our short attention span to ABM.

The end of outbound marketing was over-hyped in the late 2000's, the inbound marketing movement (led by Hubspot's Mike Volpe) declared "outbound marketing is dead" and inbound marketing was the methodology of choice for smart marketers to build a quality lead pipeline. Following Mike's declaration was an onslaught of content marketing books, workshops, and speakers declaring that "marketers are now storytellers" and that marketing departments should be structured like publishers to support lead nurturing, SEO, etc.

While there is no doubt that inbound marketing and content have a role to play in B2B marketing, marketers that abandoned their outbound marketing efforts soon realized that putting "all their eggs in the inbound basket" was a mistake.

Jon Miller (former Marketo founder and current Engagio CEO) surprised many on a recent (February 2016) ABM webinar when he described his own lead generation revelation while CEO of Marketo. Jon shared that while inbound marketing worked well for lower-value, shorter sales cycle leads it did not work for high-value, longer sales cycle enterprise accounts. Thus, Marketo turned to an outbound strategy -- namely, ABM to build relationships and close enterprise accounts. Jon went on to say that VIP experiences are an essential part of a successful ABM strategy to engage executive decision makers.
Jon - we couldn't agree more.

HOW VIP EXPERIENCES FIT INTO AN ABM STRATEGY

Marketers that we talk to seem to think that ABM is largely an exercise in IP-targeted personalization (website, digital display ads). While these are important tactics within an ABM strategy, they are only a small part of a much bigger picture. ABM blends both inbound and outbound marketing techniques and some of the most powerful include "old school" techniques such as personalized correspondence (direct mail) and intimate executive gatherings to engage high-level decision makers. Jon does an outstanding job of detailing this in his Clear & Complete Guide to ABM. In particular, pay attention to the role of events (pages 64-66) and high-quality "touches" (page 80) for engaging high-value executive decision makers.

Since the goal of ABM is to support account-based selling efforts a key component must be connecting sales people to executive decision makers. While digital tactics are effective early in the buying cycle, creating deeper engagement with executive level decision makers requires more than clever digital ads and intriguing white papers -- it requires relationship building.

Trust is a prerequisite for closing a sale and trust is a process -- not an event.

When competing for the attention of executive decision makers, an invitation to dinner, a golf outing or sporting event simply isn't compelling enough to justify their time as these are readily obtainable/accessible. To capture their attention, you need to offer a "bucket list" experience available to an exclusive few.

Whereas high attendance events are appropriate for engaging early stage prospects, narrowly attended VIP/bucket list experiences are recommended for later-stage opportunities. Whether or not you like the BANT approach to lead scoring, the fact remains that unless the executive decision makers and budget owners are engaged -- your sales team is unlikely to close the sale. Securing the attention span of these executive decision makers is incredibly difficult and that's why your event strategy MUST evolve beyond over-used golf outings, dinners, and sporting events. Ask yourself this: how many executives struggle to golf, dine, and attend sporting events?

NETWORKING REACH: unlike a dinner or sports luxury box, sports car racing offers unparalleled networking. Whereas you wouldn't sit down at a stranger's dinner table in a restaurant or walk into a stranger's luxury box and begin handing out business cards, you can access multiple business networks at track and in-market.

INTIMATE BUSINESS SETTING: unlike large sporting events and even NASCAR races, the down time in between practice, qualifying, and the races results in lots of time for dining, drinks, and conversations in private meeting rooms, luxury RVs, and VIP hospitality tents. Real business conversations and deals get done.

SPOUSE-FRIENDLY SETTING: unlike sports stadiums or large motorsport events (NASCAR), sports car racing often takes place in "destination" settings (Monterey, Sonoma, St. Petersburg) and offers a wide range of recreational activities, including luxury hotels with spa's and nearby vineyard tours. The track side experience is also a more intimate atmosphere where wives can relax and be served chef-prepared food and beverages.

HOW FORWARD-THINKING COMPANIES USE VIP MOTORSPORT EXPERIENCES

Best practice use of VIP motorsport experiences go beyond "stickers on a car" to drive engagement at each stage of the customer journey to support sales pipeline and revenue goals:

CUSTOMER ACQUISITION - securing valuable "face time" with executive decision makers for high-value Opportunities, especially those that have "stalled" (not responding to sales person). Also effective as part of ABM strategy and MDF initiatives to generate new leads or close pending Opportunities with channel partners.

CUSTOMER RETENTION - relationship building with high-value accounts prior to contract renewal to avoid churn. This is critical for cloud/hosting, SaaS, communications, professional services, and related subscriber business models (CLTV).

SALES INCENTIVES - rewarding direct and indirect sales channels for reaching sales objectives (driving experiences, team/car appearances, etc.)

EVENTS/TRADE SHOWS - reward event attendees or key accounts that take meetings during trade shows with a VIP driving experience at-show in a race car ("Top Gear" autocross in parking lot, nearby on-track experience, show floor demo, etc.)

RECRUITING - entertainment platform for attracting new channel partners or top talent (HR).
Employee engagement - rewarding employees who exhibit desired behaviors or refer talent.
And perhaps the best part is the assisted attribution can be tracked via CRM.

A FEW SUCCESS STORIES

While we have a lot of work to do to continuously perfect our field/experiential marketing efforts, we do have a few data points from the 2015 race season that suggests our approach is working for major brands:
A Fortune 500 wealth management company shared with us that they generated over $50 million in new business and a pipeline approaching $300 million after a single race weekend program with the Aston Martin Racing North America team in 2015 (banner picture in this post from actual 2015 event). It represented a 400% ROI and they are doubling their 2016 investment in VIP experiences.

An LED lighting company was introduced to a single automotive dealership network ($4B in revenue) to retrofit their dealership and parking lot lighting - a sales opportunity representing a 500% ROI on their first year sponsorship.

As if we needed further proof, Marketo founder Jon Miller threw his support into the ring two weeks ago on an ABM webinar when he stated that VIP experiences are critical to ABM strategy. He shared that Marketo's own lead generation efforts revealed that inbound marketing was not effective for high-value, long sales cycle accounts. Instead, outbound ABM efforts were needed that included bucket list experiences to cut through the clutter to engage executive decision makers.
If your brand is looking for out-of-the-box ways to engage executive decision makers, consider re-introducing the human factor to your digital marketing and use bucket list/VIP experiences to engage your best buyers and customers.

Why VIP Experiences are Key to Closing B2B Sales

March marked the first round of the 2016 Pirelli World Challenge race season at the Circuit of the Americas (Austin, Texas). Each race weekend, the team designs a focused 4-day program of private wine dinners, VIP race hospitality, networking receptions, structured executive introductions, and optional race car driving experiences. This season has been no different as companies representing wealth management, property & casualty insurance, SaaS software, cloud technology, and other sectors have enjoyed the VIP experience but also making connections and discussing business opportunities in a setting that is simply impossible to duplicate via digital touch points such as digital advertising, email nurturing, social media, etc.

THE MISSING COMPONENT FOR CONVERTING CRM OPPORTUNITIES TO SALES

We were talking with one of the VIP guests at the season opening race whose credentials include successful executive marketing roles with Dell, Rackspace, and other technology firms. He is a car guy and was asking me how a technology company might "go beyond stickers on the car" to connect motorsports VIP experiences to revenue. We began to share some simple truths that Tech CMOs know to be true about long lead-time, enterprise sales:

DIGITAL MARKETING is effective for reaching lower-level members of the buying committee who gather information, evaluate vendor alternatives, and make a recommendation to senior executives. However, it is less effective in engaging senior level executives (ask yourself this: how many C-level exec's are clicking through PPC ads at 10pm)

LEAD NURTURE DATABASES are also typically comprised of the Managers or Directors that represent the "information gatherers" but often lack the executive decision makers that control the budget decision (ask yourself how many C-level executives opt-in to email lists and content offers)

OUTBOUND APPOINTMENT TACTICS such as invitations to golf outings, dinners and sports events typically fail to engage executive decision makers as they have been used by vendor sales reps for decades (ask yourself how many executives making $500K+ struggle to eat/golf wherever they want)

So how do modern marketing and sales organization build relationships with executive decision makers to convert CRM Opportunities into closed sales?

Enter "bucket list" VIP experiences.

CUTTING THROUGH THE NOISE TO ENGAGE EXECUTIVE DECISION MAKERS

Despite spending handsomely on marketing technology many companies are still struggling to convert Opportunities into closed revenue because their digital obsession has crowded out the human factor. At the end of the day, people approve purchase orders and personal relationships dictate who wins the business.

We shared with our executive guests that VIP motorsports experiences, and in particular sports car racing, are powerful because they have several advantages over golfing, dinners, and sports tickets for engaging executive decision makers:

PARTICIPANT (VS. SPECTATOR): sports car racing put VIPs in the middle of the action by integrating them with the actual race team (meals, strategy sessions, car setup, pit lane), putting them behind the wheel (driving race cars on private tracks), and enabling unique in-market activation (driver/car appearances, driving experiences on corporate campuses).

SENSORY EXPERIENCE: unlike a dinner meeting or whispering on the fairway at the US Open, sports car racing engages the senses with high-impact sights and sounds and invites connection at a primal level. There is no equal to the sensory experience of driving a race car at 150 mph or feeling the visceral rush of 30 exotic super cars rushing past

SMALL GROUP EXECUTIVE GATHERINGS

One of the use cases where we see a lot of brands struggle is to attract executive decision makers to small group dialog such as a C-level breakfast, executive round tables, etc. An approach we've tested at Aston Martin Racing North America to support Tech companies is to offer a bucket list VIP experience as an incentive for attendance. For instance, a format we've used is as follows: executive round table/briefing (9am to 11am), catered lunch (11:30am - 1pm), VIP race car driving experience (1pm to 4pm), and private wine reception (4pm to 6pm).

Another example includes private wine dinners with executives where high touch interaction with racing celebrities, race car displays, and luxury experiences can add intrigue. In several instances, C-level executives have hosted private dinners at their home and we've setup an Aston Martin Racing display out front - complete with race cars displayed in their driveway.

STEALING THE SHOW: TRADE SHOWS AND CONFERENCES

Another area where marketers face a steep challenge is attracting and engaging executive decision makers to trade shows, conferences and large-audience events. With big spenders like Marc Benioff hiring rock bands for Dreamforce conferences, how do the rest of us compete?

We spent time in 2015 meeting with Marketing VPs from both CA and IBM to structure a series of VIP experiences that could be used for CA World and IBM Interconnect, respectively. Both technology giants spend handsomely on their annual Las Vegas events where they hope to attract tens of thousands of customers, prospects, and channel partners in the hopes of engaging them in sales conversations. But here's the problem - what's unique about another big Las Vegas tech conference? Not much.

So how do brands like CA and IBM actually get busy executives to attend the conferences and take meetings with brand sales teams instead of sending their lower-level staff? The answer lies in offering the executives a unique VIP experience that they cannot buy/obtain to create a tipping point of curiosity. This is essential as part of an ABM strategy. We designed a bucket list VIP experience for CA and IBM to consider that included renting the Las Vegas Motor Speedway for their respective conference dates. The strategy included three components: (i) wrapping Aston Martin race cars with messaging that reinforced their conference theme (e.g. speed, business agility), (ii) race cars drivers interacting on the show floor, and (iii) pro drivers in six Aston Martin Vantage GT4 race cars waiting at the Las Vegas Motor Speedway for high-speed VIP driving experiences. As a result, both Tech giants were offered an opportunity to integrate a premium brand (Aston Martin), reinforce their brand messaging (speed, agility), create buzz on the conference floor (and with media/influencers), and deliver private experiences for executive decision makers at target ABM accounts.

HOW IT WORKS: Rewarding prospect behavior with VIP Access Target ABM customer/prospect executives who met with CA or IBM sales teams would receive a VIP backstage pass (shaped in a silhouette of the #007 Aston Martin race car) for a private shuttle ride from the conference center to the speedway where a wrapped/branded Aston Martin race car awaits. The VIP guest could experience a high speed lap on the road course and access an optional driving lap with HD video capture as a keepsake. Accounts that signed up for actual product trials could then have the Aston Martin race cars displayed on their corporate campus and host a "Top Gear" style autocross in their parking lot for employees or key customers -- all captured via photos, video and social media. This is just one of many concepts that can be used to create ABM sales momentum in the latter stages of a buying cycle to engage executive decision makers. If your ABM strategy does not include VIP/bucket list experiences to engage executive Leads and Opportunities, perhaps it should. Let us show you how to get started.

Building a Business Case for Motorsport Sponsorship & Experiential Marketing

Motorsports is undergoing transformation. In general, the sport has not done itself any favors over the decades as it largely represented a form of client entertainment and paid media (200 mph billboards) where metrics were measured in fuzzy ad impressions. Those days are gone. To attract sponsors in the age of digital (measurable) marketing, many race series and teams have become more serious about trying to tie the investment back to revenue as their very livelihood (funding) depends upon it. Those that have gotten it right have hired seasoned brand marketers and agency staff onto their payroll to "talk the language" of measurable marketing and more importantly – design activation that generates business results.

What we have found useful to prospective partners and successful with current sponsors:

STEP 1: INFORMATION DISCOVERY

Understand corporate objectives: as with any initiative, if you can tie it to helping to deliver on corporate objectives, you are one step ahead. Be sure to review your company's current year business plan as well as its strategic 3 or 5-year plan to identify key MBO themes and then write them down. Schedule some ideation time to brainstorm how a motorsports sponsorship and activation strategy can help deliver on those corporate objectives. A well-crafted business case will illustrate how the investment in a motorsports sponsorship will help deliver on those objectives.

IDENTIFY STAKEHOLDER GROUPS: for each corporate objective, there will be stakeholders that are responsible for delivering on them. Typically, there are four stakeholder groups that are obvious places to start (i) Marketing is responsible for generating demand and converting demand into quality leads, (ii) Sales is responsible for converting Leads into Opportunities, and Opportunities into closed revenue, (iii) HR is responsible for attracting, developing and retaining top talent as well as overall employee engagement, and (iv) Corporate Social Responsibility is responsible for company initiatives relating to environmental and social well-being (similar functions exist for community outreach tied to giving to charity and non-profit initiatives). A well-crafted business case will illustrate how the investment in a motorsports sponsorship will help each stakeholder group reach its business goals for which they are "on the hook."

IDENTIFY THE DECISION MAKERS/INFLUENCERS: for each of the stakeholder groups, identify who owns the budget and decision-making authority and write down each of their names/titles/roles. For each individual on the list, assess whether you have a positive relationship or whether you need to invest time to build one. Invite them to lunch, buy them a coffee, or whatever it takes – but find out what it is important to them and what makes them tick as you are going to need to convince them to make a behavioral change from what they've been doing.

UNDERSTAND THE BASELINE: for each stakeholder group, identify their current state of play in terms of (i) what are they doing today, (ii) budget, (iii) metrics, and (iv) historical performance. Specifically, if HR invests in entertaining top recruits or rewarding employee engagement, find out how the program works, funding behind it, and how success is measured. Similarly, if Marketing invests in events or Sales invests in client entertainment, find out what they are doing, budgets, etc. as you will need to contrast what they are doing today (tactics, metrics) with your proposed motorsport marketing program (tactics, forecasted metrics).

STEP 2: BUILD YOUR PLAN

Quantify the WIIFM ("what's in it for me") benefits for each stakeholder in easy-to-understand language. After all, busy executives don't need long-winded presentation decks – just the bottom line. Use creative mockups to help stakeholders visualize what the at-track and in-market experiences would look like and to make an emotive connection.

Also, be clear about the role of each experience in the buyer or customer journey (in the case of sales and marketing stakeholders) and the KPIs you intend to use to measure performance. It is critical that assisted attribution data is collected so that you can prove business impact. This might include adding values to pick lists in CRM and/or creating custom fields (you will find an event marketing checklist in my Linkedin profile that covers most of this). By aligning your motorsports proposal to corporate objectives, stakeholder motivations (WIIFM), and applying KPIs to track impact to revenue, you increase your chances of gaining approval for a pilot program. Again, people are visual so use graphics mockups, live props, or race team provided video footage to illustrate how the experience would unfold.

STEP 3: PITCH YOUR PLAN

Rather than gathering the decision makers/influencers into a large room to pitch everyone at once, consider approaching each stakeholder group individually to ask for their feedback on your idea. Involve them in the process to give them the sense that you want a collaborative effort. This allows enables you to detect sales objections early and develop a response before pitching to a broader audience. It also enables you to build consensus along the way – for example, it may be easier to internally sell HR on the idea if Sales is already on board. Similarly, if Sales is on board, Marketing will feel compelled to cooperate (Sales is their internal customer). Of key importance will be cooperation from the stakeholder groups to record the assisted-attribution data necessary to track the effectiveness of each VIP/bucket list event and the cumulative impact on reaching business objectives.

Be prepared to internally sell a pilot program (a few VIP events or sponsored race weekends) as a form of "show & tell" to help decision makers and their staff become comfortable with how experiential marketing would work at scale. I have found this to be incredibly valuable with companies not just in Technology, but also conservative industries like Banking. Once the executive decision makers experience an event first-hand and observe the sales networking, executive conversations, relationship building, other components working together it should become very clear that this is far more than high-speed billboards.

TRG KEY PERSONNEL

Kevin Buckler
CEO - The Racer's Group / TRG-AMR North America / Adobe Road Winery

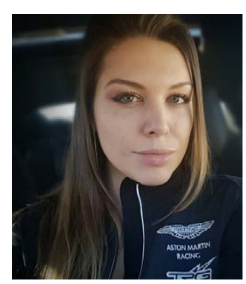
Kevin Buckler is the founder and CEO of TRG (The Racers Group), TRG-Aston Martin Racing North America (TRG-AMR North America), and Adobe Road Winery and is a professional race car driver and team owner.

He has more than 100 professional starts with numerous pole positions, podium finishes and victories. Notable high-lights include wins at the Rolex 24 Hours at Daytona in 2002 and 2003 (winning overall but from the GT Class, a feta previously last done in 1973 and not done again since), as well as the 2002 24 Hours of Le Mans, and a recipient of the coveted Porsche World Cup. More recently, Kevin has led TRG to back-to-back (2005 and 2006) Grand American Rolex GT Championships, including the Triple Crown in 2006 (Drivers, Team and Manufacturers Championships). In 2009, TRG finished a historic 1-2 at the Rolex 24 at Daytona and was victorious again in 2011. TRG has run a multi-car effort at Daytona since 1997 and is the only team to ever run a 5-car team successfully for eight straight years.

More recently, Kevin and his company have taken the reigns of Aston Martin Racing in North America and Kevin heads the new organization as its CEO. The new partnership with Aston Martin Racing competes in all the major racing series with multiple teams, manages and supports all customer programs, marketing, merchandising, transport, maintenance, and even an Aston Martin-specific "Arrive and Drive" program for corporate clients and customers.

Debra Buckler
CFO

Paul Zindrick
Vice President of Sales and Marketing



Danielle Crespo
Marketing and Media Relations Manager

Steve Patti
CMO, Consultant

Ryan Werner
Business Development

Ryan Budlong
Creative Director

THE RACER'S GROUP

B.R.M SP-44-TRG CHRONOGRAPH

WORLD RECORD:
LIGHTEST CHRONOGRAPH-AUTOMATIC
IN HARD MATERIAL APPROX 54 GRAMS

CASE: 44MM, FORTAL HR TYPE ALUMINUM

PARTS:
CROWN, PUSHERS, LUGS AND CLASP,
MADE OF TITANIUM, SKELETON BY CNC

MOVEMENT: CHRONO-AUTOMATIC, BASED 7753

STRAP: TECH FABRIC, LIGHT WEIGHT

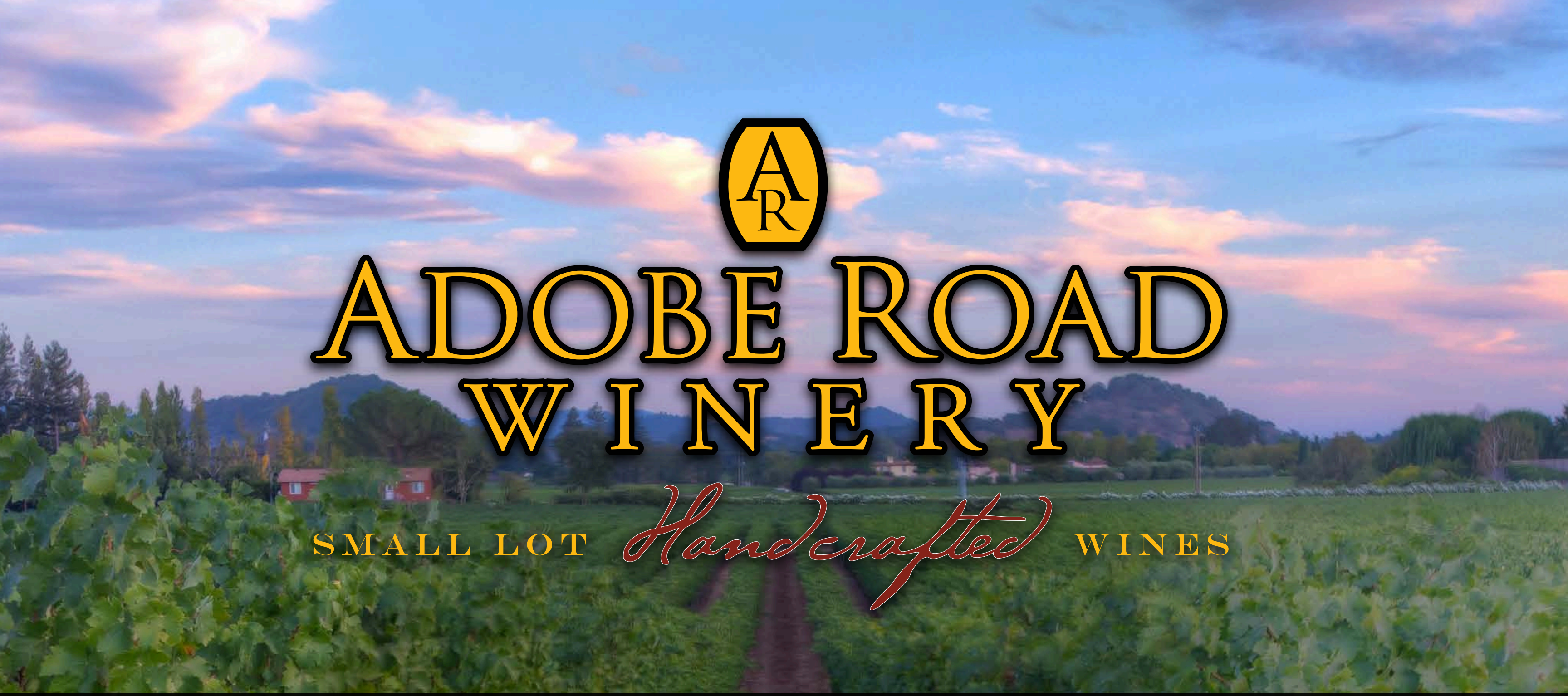
WATER RESISTANT: 365 FEET

WARRANTY: 3 YEARS

B.R.M Chronographes

THE SP-44-TRG WILL HAVE THE TRG LOGO LASER-ETCHED INTO THE 44MM FORTAL HR ALUMINUM BEZEL, AND WILL FEATURE CUSTOM-PAINTED HANDS, A SKELETON DIAL, AND AN ULTRA LIGHTWEIGHT, CUSTOM DYED AND HAND-STITCHED TECH FABRIC STRAP. A KEY FEATURE OF THE PIECE IS THAT IT RANKS AMONG BRM'S RECORD-BREAKING TIMEPIECES, REPRESENTING THE WORLD'S LIGHTEST CHRONOGRAPH-AUTOMATIC WATCH RENDERED IN HARD MATERIALS AT 54 GRAMS.

PRE-ORDERS ARE NOW OPEN FOR THE BESPOKE TIMEPIECE FROM BRM AND TRG; PRICING, TECHNICAL SPECIFICATIONS, AND HI-RESOLUTION IMAGES ARE AVAILABLE UPON REQUEST. FOR SALES INQUIRIES, PLEASE CONTACT DEREKDEBOER@ME.COM (541) 944-4202



Adobe Road Winery enjoys a strong legacy of award-winning, small lot, handcrafted wines from Sonoma and Napa Counties. Since the winery's inception in 1998, owner Kevin Buckler and the Adobe Road team have consistently produced some of the finest handcrafted wines in Northern California. The recognition and accolades received over the years from leading industry publications like Wine Spectator and countless wine competitions across the country are testaments to the drive and dedication Adobe Road puts into every bottle of wine.

Unique in the wine industry, Adobe Road has strong ties to the exciting world of professional sports car racing as a result of Buckler's current and historic connections as a professional driver and team owner within the sport. Adobe Road Winery has partnered with TRG's championship Porsche , TRG-AMR Aston Martin, and new Lamborghini Racing teams as the company takes great pride in its legacy of award winning wines and as the most successful privateer team in sports car racing.

Leading with new and innovative connections, Adobe Road Winery regularly hosts corporate events at its unique facility and exclusive wine dinners at premier venues across the country. The winery also offers the exciting Inside Track Wine Club with great benefits including quarterly wine shipments and flexible ordering, as well as a variety of private experience options, custom bottling and exclusive behind-the-scenes tours of the beautiful wine country.

www.AdobeRoadWines.com

ADOBE ROAD
WINERY

1995 S. McDOWELL BLVD. PETALUMA, CA 94954 (707) 939-7967

THE RACER'S GROUP
1995 S. McDowell Blvd. Petaluma, CA 94954
TheRacersGroup.com | info@theracersgroup.com | (707) 935-3999