



2017 ROLEX 24 AT DAYTONA



PERFORMANCE | EXPERIENCE | RESULTS



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The 2017 Rolex 24 at Daytona promises to be another legendary race, with some of the finest teams and drivers in Sportscar, NASCAR, IndyCar, and Formula 1 racing. Once again we will witness the largest collection of GT-based racing cars in North America as they battle for the infamous Rolex in this grueling, twice-round-the-clock enduro.

Recent Highlights Include:

- Manufacturers including: BMW, Chevrolet, Ferrari, Mazda, Aston Martin, Lexus, AMG and of course... Porsche
- Celebrities such as Helio Castroneves, Tony Stewart, Jimmie Johnson, Jeff Gordon, Danica Patrick, and Patrick Dempsey
- Over 30,000 Fan Attendance
- 1.2 million Television Viewers
- 17+ Hours of Television Coverage on Fox Sports 1



MORE THAN 75 PROFESSIONAL VICTORIES & 175 PODIUM FINISHES IN 20 YEARS

5 Championships

24 Hours of Le Mans – GT Class winner (2002)

Rolex 24 at Daytona – Overall winner (2003); only time in history for a GT car

Rolex 24 at Daytona – GT Class winner (2002, 2003, 2009, 2011)

Rolex 24 at Daytona - 13 Podiums

Rolex 24 at Daytona – 1st and 2nd place (2009)

Porsche World Cup – 1st and 2nd place finishers (2002)

IMSA Tudor United SportsCar Challenge GTD Class – Championship Runner Up (2015)

IMSA TUDOR United Sports Car Challenge GTD Class – 5 podiums (2015)

Pirelli World Challenge GTA Class – Multiple race wins (2015)

Pirelli World Challenge in GTS Class – Multiple race wins (2015 and 2016)

Pirelli World Challenge SprintX GTS – Inaugural Team and Driver Champions (2016)

THE RACERS GROUP IS ONE OF THE MOST STORIED TEAMS IN NORTH AMERICAN SPORTS CAR RACING HISTORY, BUILT ON A TRADITION OF WINNING



THE RACERS GROUP A LEGACY OF SUCCESS

TRG has a long history of success in the GRAND-AM and American Le Mans Series (both now combined to form IMSA United Sportscar Racing Series) as well as the Pirelli World Challenge Series. It is the most successful independent GT team in North American Sportscar racing, consistently fielding multi-car efforts in multiple series and winning at all levels.

Garnering numerous race victories in both major North American Sportscar series, TRG is built on a tradition of winning. The team has an extensive number of notable Sportscar accolades including victory at the 24 Hours of Le Mans, four wins at the Rolex 24 at Daytona, multiple team and drivers championships, as well as the record for the most wins and podiums of any independent GT team in North American Sportscar racing history.



WHY SPORTS CAR RACING?

With luxury VIP hospitality, full paddock and hot pits access, and exquisite wine dinners, sports car racing in the United States gathers the highest profile of individuals (usually C-level executives) to create fantastic B2B and networking opportunities in the paddock.

Deals are no longer made in the backroom but through luxury lifestyle experiences where the right audience is captive for a whole day or a whole weekend.

It has become the networking tool of choice for the business elite!



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.



WHAT THE RACER'S GROUP DELIVERS

BENEFICIAL PARTNERSHIP PLATFORMS

TRG's assets include on- and off-the-racetrack experiences with high-end luxury race cars. Over 20 years of building relationships with business partners have yielded dozens of valuable alliances formed from connections made at a TRG event.



UNIQUE DRIVING EXPERIENCES

This is not your standard exotic car Arrive and Drive. Between races, TRG hosts select driving days where guests can not only try out our race cars, but can gain valuable seat time and receive tactical lessons from our pro drivers.



RACE WEEKEND HOSPITALITY PACKAGES

Full access to the sights, smells, sounds, and incredible experiences that can only be found in sportscar racing are invited to be a part of TRG's hospitality program. Groups or individuals are TRG team members for the weekend, spending time being as close to an active race as possible or relaxing in our private paddock.



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

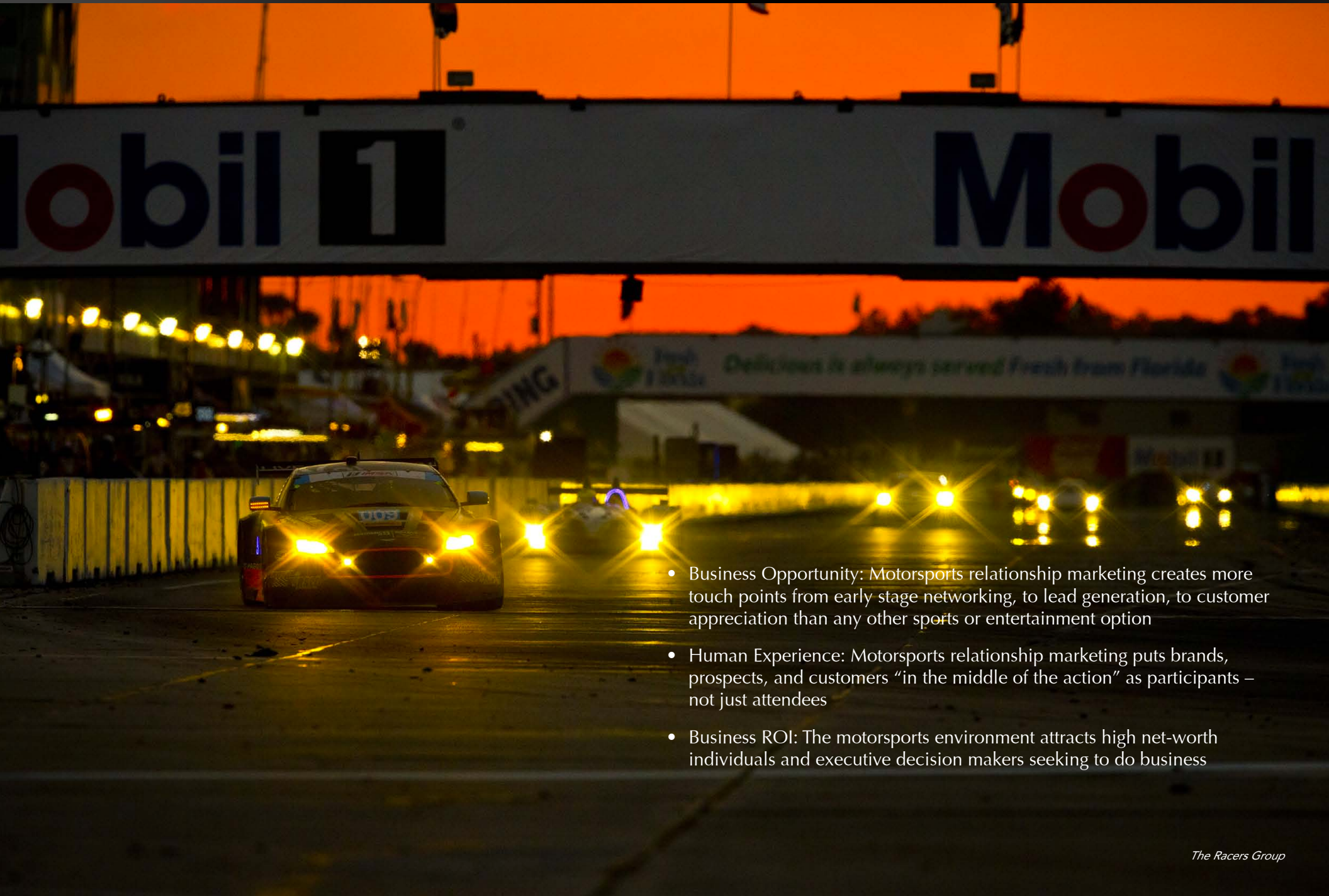
BRAND ASSOCIATION



TRG represents the heritage and prestige of Aston Martin, the allure and exclusivity of Lamborghini, and the excitement and competitiveness of Porsche. Associate with three of the most sought after marques in the world to provide brand lift and reinforce positioning.



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



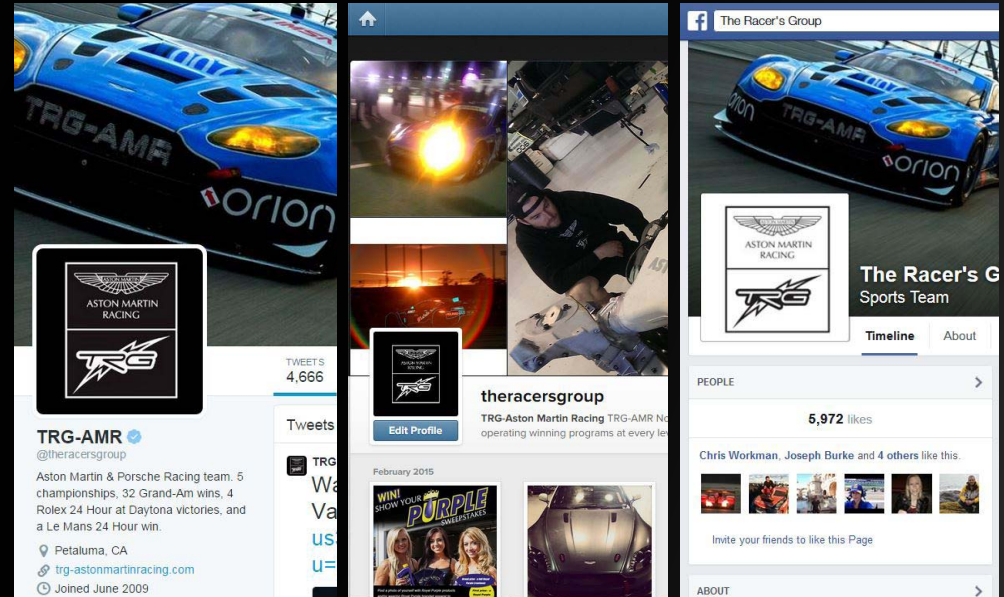
- *Guest information guide*
- *Team pit open access*
- *Team garage/paddock access*
- *Team lunch*
- *Private wine dinner option*
- *Award-winning Adobe Road wine tasting*
- *Golf cart use*
- *Pre-race strategy session*
- *Use of TRG radio headsets (during race)*
- *Photo with drivers/team owner*
- *Honorary 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



TRADE SHOW SUPPORT

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

Race Car Branding

■ **Primary Level** - control of all primary brand locations

(Season long Primary Sponsorship includes full vehicle custom vinyl wrap)

- Front Bumper
- Rear Wing
- Rear Quarter Panels
- Doors
- Hood Segment
- Roof

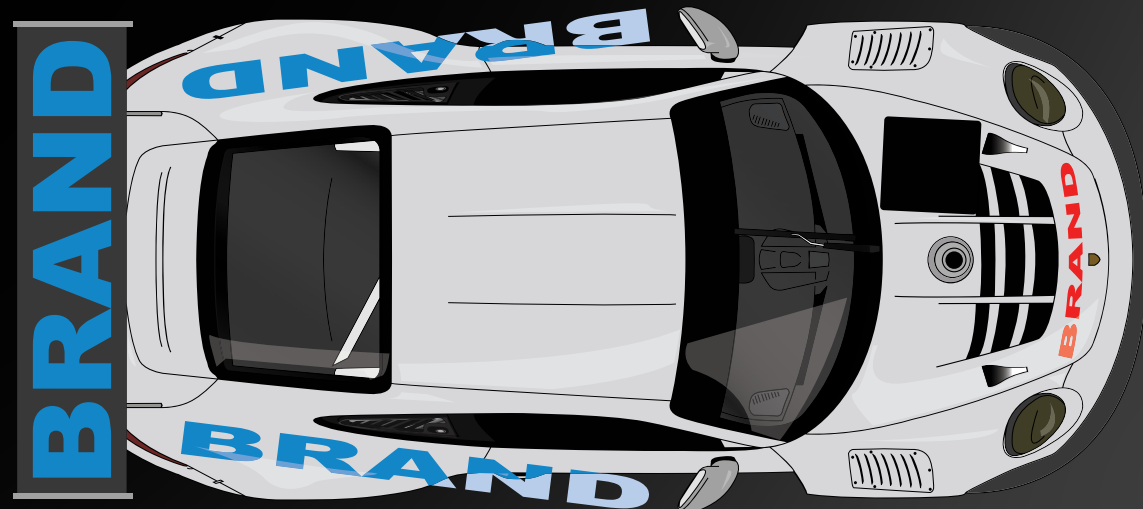
■ **Associate Level** - single associate brand location

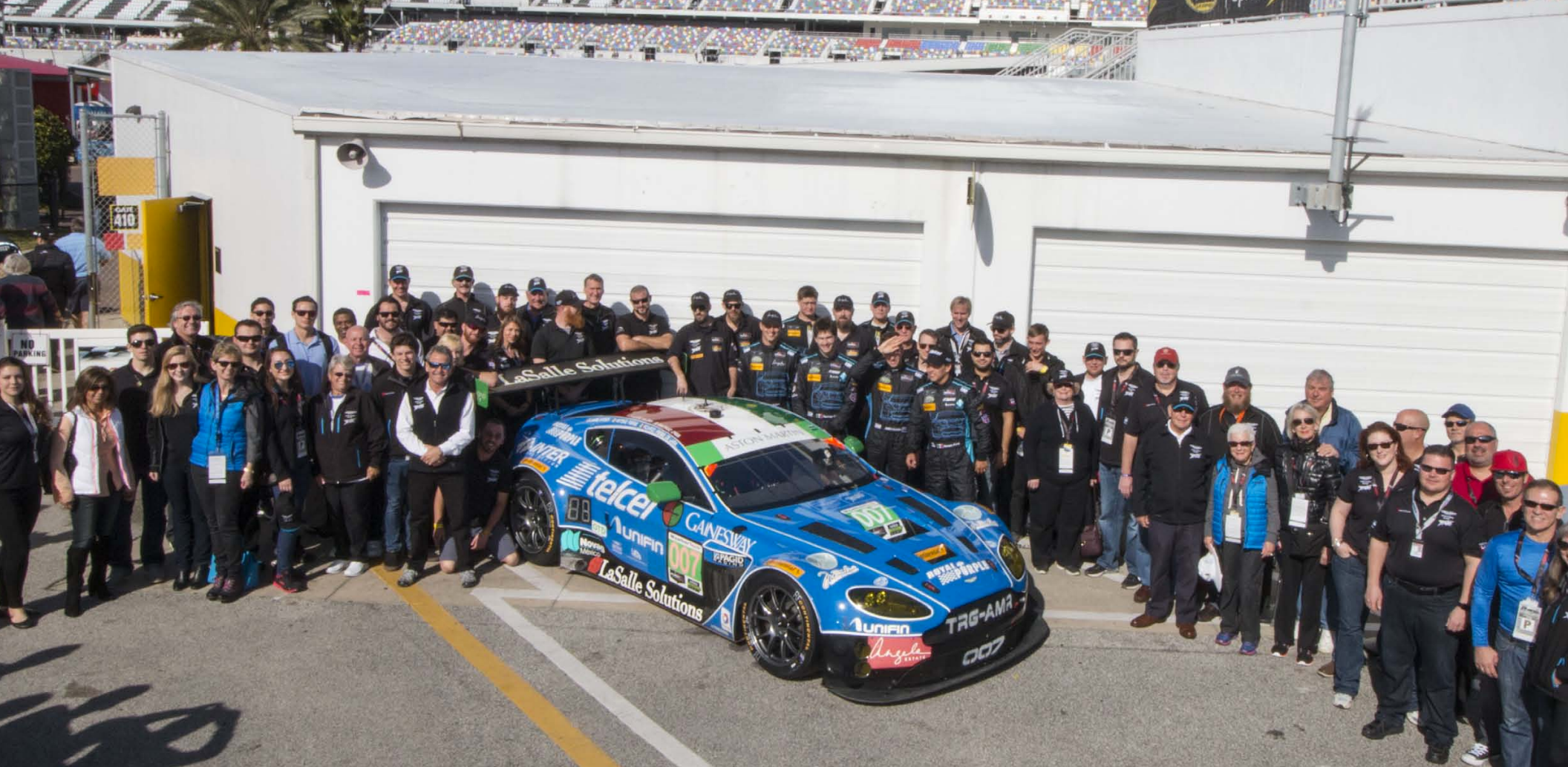
(Branding to fit with-in an approximate 20" x 20" area)

- Side Rocker Panels
- Hood Segment
- Wing Plates
- Rear Bumper

Required series contingency graphics vary. Some placement options may not be available in certain series.

Varying dimensions of body panels may limit size and or placement on certain vehicles. This template is an approximate guide and subject to modification.





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