



ST. PETERSBURG GRAND PRIX EXPERIENCE

Join us for a VIP all-inclusive race weekend experience, which includes outstanding evening events, private grandstand & track-side viewing from The Dalí Museum.

MARCH 9TH - 12TH



PROPOSED OPPORTUNITY WITH THE RACERS GROUP

One of the coolest events on the motorsports calendar is right around the corner in beautiful St. Petersburg Florida. We race in conjunction with IndyCar.... running **"The Streets of St. Petersburg!"**

It's not five-star...it's SIX Star! This is your opportunity to attend this race weekend, which is also a High Net Worth Client B2B activation opportunity!

St. Petersburg is recognized as one of the **"Most Respected Races of the 2017 Calendar"**

In excess of **160,000 visitors** attend this annual event, with online, TV, and social media exposure.

Corporate branding associated with the **007 Aston Martin** a prestigious marque and brand story

All races will be streamed live on **MotorTrendOnDemand.com** and **World-Challenge.com**

BOOK NOW theracersgroup.com/events/st-petersburg-grand-prix



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 their Aston Martin V12 Vantage GT3 to the front of the pack. Enjoy world-class VIP hospitality, B2B networking, and exclusive access that only TRG can provide.

BOOK NOW theracersgroup.com/events/st-petersburg-grand-prix



ST. PETERSBURG DEALERSHIP EVENT

Kick off the weekend in grand style and join us at Dimmitt Automotive Group for a networking event featuring wines from Adobe Road Winery. Enjoy expertly selected wine pairings, hors d'oeuvres, and exotic cars in a networking environment like no other.

DETAILS

Thursday, March 9
6:30 - 9:30 PM
Dimmitt Aston Martin
3333 Gandy Blvd N Pinellas Park, Florida 33781

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SURREAL 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 St. Petersburg Grand Prix attendees.

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TRG ALL ACCESS BACKSTAGE PASS

A behind-the-scenes experience that totally immerses you within our championship race program. Be a part of the race day driver and team strategy meetings. Sit on the pit box and listen to team owner, control tower, and drivers during the race via team radio headset. See the inner workings of one of the world's most successful professional sports car teams all of which is enhanced with TRG's world class race hospitality.

BOOK NOW theracersgroup.com/events/st-petersburg-grand-prix



FEAST YOUR EYES

Join us for an exclusive Adobe Road Wine dinner at the private residence of Carlos and Beverly Yepes, atop one of St. Petersburg's most desirable properties. Take in the astounding 360 degree views of St. Petersburg from their penthouse while enjoying fantastic cuisine paired with Adobe Road's finest new releases. Get the inside track on race weekend happenings from Adobe Road Winery owner and CEO of TRG, Kevin Buckler. Meet with team drivers and create meaningful relationships with wine and racing aficionados alike during this unique event.

DETAILS

Friday, March 10
Time: 6:00 pm - 9:00 pm

300 Beach Dr NE #3001
Park Shore Condominiums
St Petersburg FL 33701
Attire: Business Casual

Free Parking Available in Garage across from Plaza. Entrance at 248 1st St NE

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TRG HOSPITALITY

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


ADOBE ROAD
 WINERY





BE WHERE THE ACTION IS

Enjoy Saturday and Sunday cheering on our Pirelli World Challenge drivers as they race through the street of St. Petersburg. Trackside viewing of the IndyCar and other exciting support races are included in your pass



TRG MOTORSPORTS EXPERIENCE PACKAGE

\$1450
PER GUEST

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ST. PETERSBURG GRAND PRIX EXPERIENCE

MARCH 10TH - 12TH | ST. PETERSBURG, FL

\$50,000 ASSOCIATE SPONSORSHIP PACKAGE

- 20 VIP packages
- Associate Branding (Approx. 20" brand on "key location" of race car)
- PR and communications support
- Meet and Greet w/ CBS Sportscasters
- Sit-down with the President of the Pirelli World Challenge series, Greg Gill
- Professional image collateral and video opportunities

\$25,000 ASSOCIATE SPONSORSHIP PACKAGE

- 10 VIP packages
- Associate Branding (Approx. 20" brand on "key location" of race car)
- PR and communications support
- Professional image collateral and video opportunities

\$10,000 SUPPORTING SPONSORSHIP PACKAGE

- 4 VIP packages
- Contingency Vehicle Branding (Approx. 6" brand on exterior of race car)
- PR and communications support
- Professional image collateral

Inquire about additional activation options.





CONTACT

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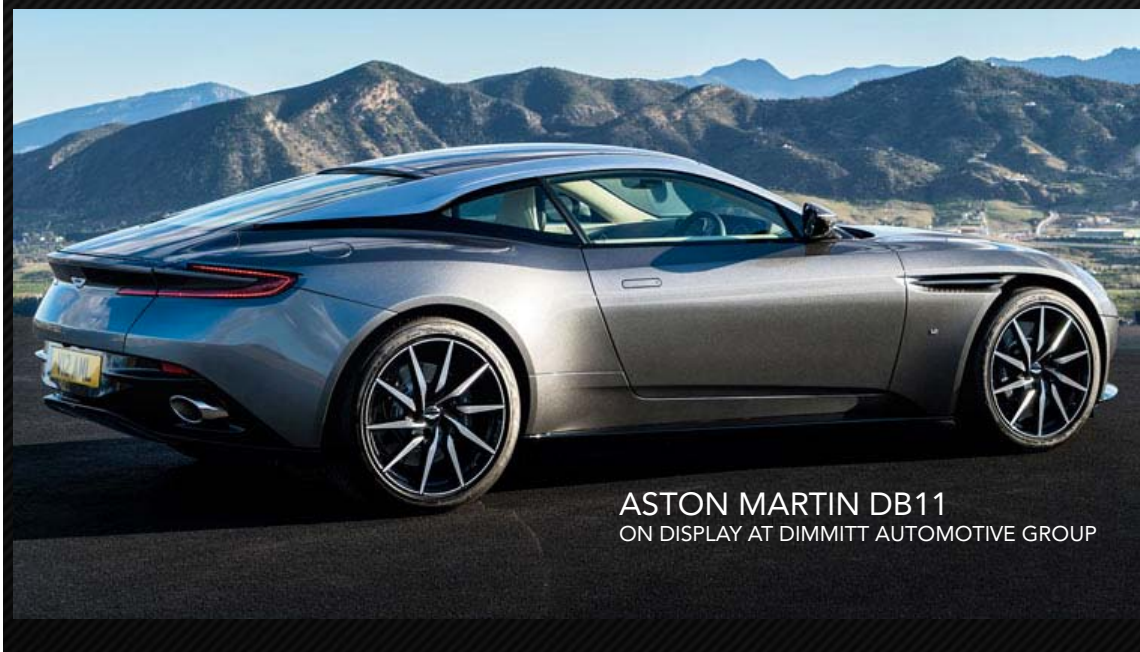
DIMMITT AUTOMOTIVE GROUP EVENT
THURSDAY, MARCH 9 / 6:30 - 9:30 PM
3333 GANDY BLVD N / PINELLAS PARK, FL 33781



THE RACERS GROUP AT DIMMITT AUTOMOTIVE GROUP **PART OF THE TRG ST. PETERSBURG GRAND PRIX RACE WEEKEND EVENT**

One of the coolest events on the motorsports calendar is right around the corner in beautiful St. Petersburg, Florida. Kick off the **Firestone Grand Prix of St. Petersburg** weekend in grand style and join the **TRG 007 Aston Martin Team** at Dimmitt Automotive Group for a networking event featuring professional drivers, racing executives, and wines from the award winning Adobe Road Winery. Enjoy expertly selected wine pairings, hors d'oeuvres, and exotic cars in a networking environment like no other. This event is in conjunction with the **2017 TRG Motorsports Experience** at the St. Petersburg Grand Prix. Take in the race from one of the most coveted vantage points The Dalí Museum's private grand stand, enjoy vip perks, and engage with a premier sports car race team. For more information and to book this exclusive race experience visit us on the web.

TheRacersGroup.com/events/st-petersburg-grand-prix



ASTON MARTIN DB11
 ON DISPLAY AT DIMMITT AUTOMOTIVE GROUP

info@theracersgroup.com | 707.935.3999 | theracersgroup.com



TRG & ADOBE ROAD WINERY

PROUDLY PRESENT AN EXCLUSIVE DINNER EVENT

FRIDAY, MARCH 10TH - 6^{PM} to 9^{PM}

Join us for an exclusive Adobe Road Wine dinner at the private residence of Carlos and Beverly Yepes, atop one of St. Petersburg's most desirable properties. Take in the astounding 360 degree views of St. Petersburg while enjoying fantastic cuisine paired with Adobe Road's finest new releases. Get the inside track on race weekend happenings from Adobe Road Winery owner and CEO of TRG, Kevin Buckler. Meet with team drivers and create meaningful relationships with wine and racing aficionados alike, during this unique event.

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DEVELOPMENT GROUP

THERACERSGROUP.COM

