



PERFORMANCE | EXPERIENCE | RESULTS



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?

Motorsports is a dynamic constantly evolving environment. Manufacturers, sponsors, teams, and drivers have invested massively in the current evolution of motorsports in the last five years globally. There are many factors for the increased interest in this trend.

Manufacturers have been able to design, develop, and produce factory GT sports cars that have direct developmental and marketing connection to their road going products. With this increased interest in building, racing, and in many cases selling customer GT cars, the marketing divisions of the manufacturers have been able to invest in advertising and hospitality programs for their road car customers at the professional sports car events. In the US, that is the IMSA WeatherTech SportsCar Championship and the Pirelli World Challenge. In addition, the stability and global consistency of the platform and Balance of Performance (BoP) technical rules package allows many manufacturers to build and operate a race car for four or five years globally.

Sponsors have been able to increase the promotion of their brands, but more importantly the creation of Business-to-Business as well as customer hospitality. The combination of high net worth drivers and fans with the high end atmosphere of US sports car tracks provides sponsors with an opportunity to move marketing and hospitality dollars from other sports and other forms of motorsports to sports car racing.

For teams and drivers, the BoP as well as the investment in the events by IMSA and Pirelli World Challenge allows the sport to create a more professional and exciting event for a high value relative to other forms of motorsport. In addition, the teams are able to build very fun lifestyle events for the drivers, their sponsors, their families, and their friends. This critical aspect of the lifestyle experience along with the professional management and execution of the events allows this form of motorsports to continue to find more and more growth. This growth looks to continue for many years.

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

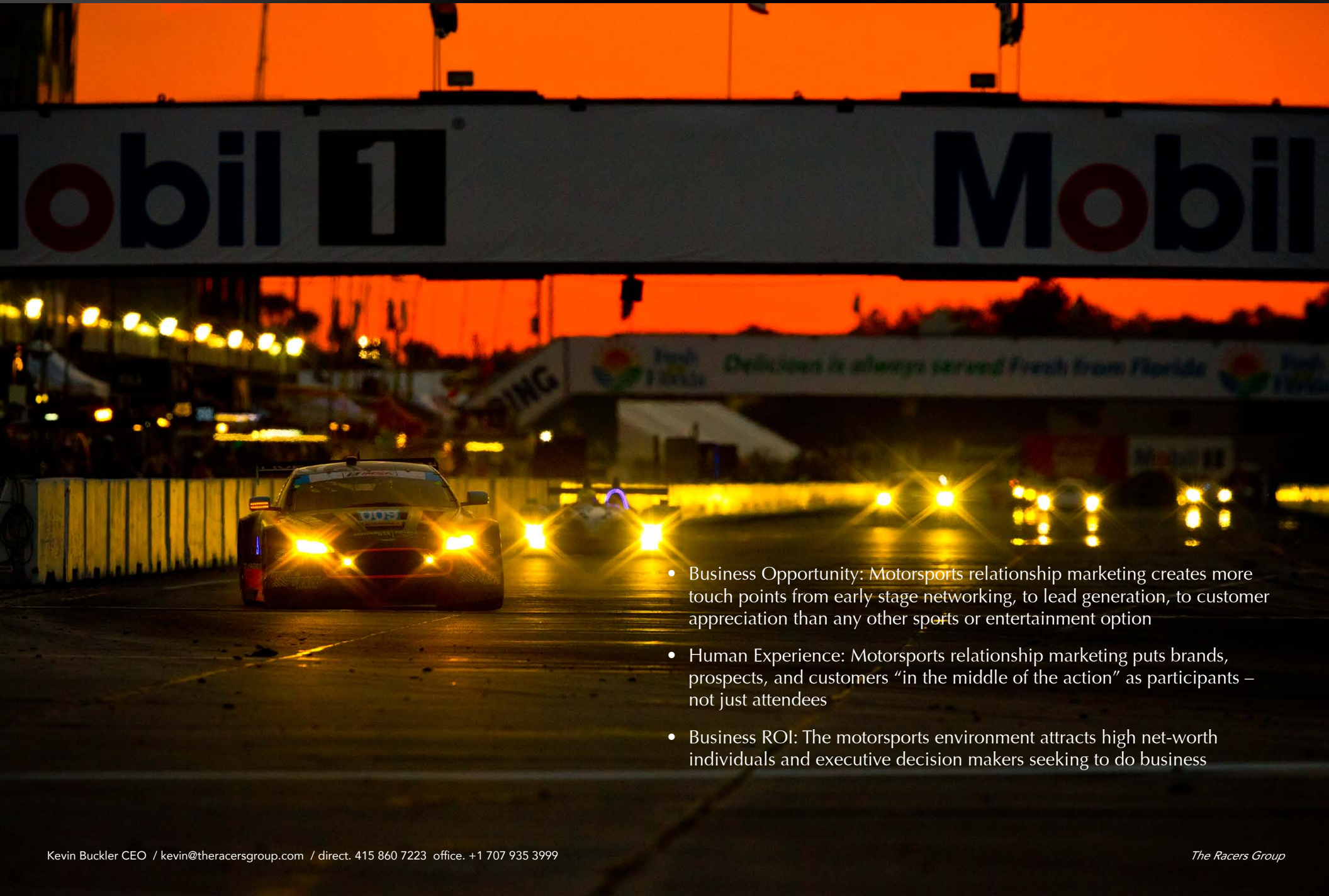
BRAND ASSOCIATION



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



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  **IMSA**
.COM



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*

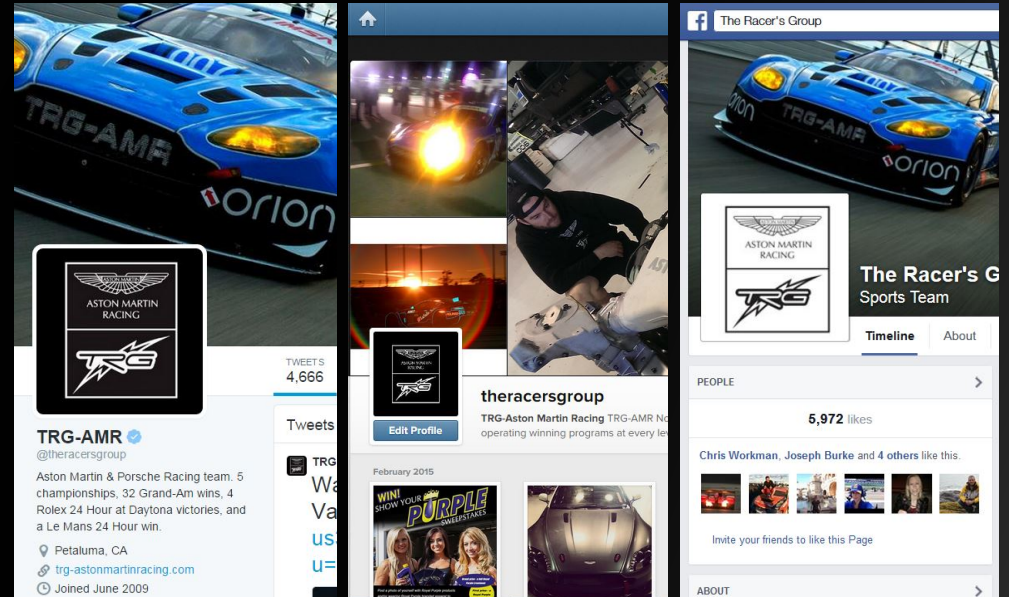
- *Use of TRG radio headsets (during race)*
- *Photo with drivers/team owner*
- *Honorary pit crew position(s)*
- *Guided tour of garage/paddock*
- *Introductions to network TV talent*
- *Tour of on-site TV production facility*
- *B2B opportunities with corporate partners & VIP guests*
- *Multimedia 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

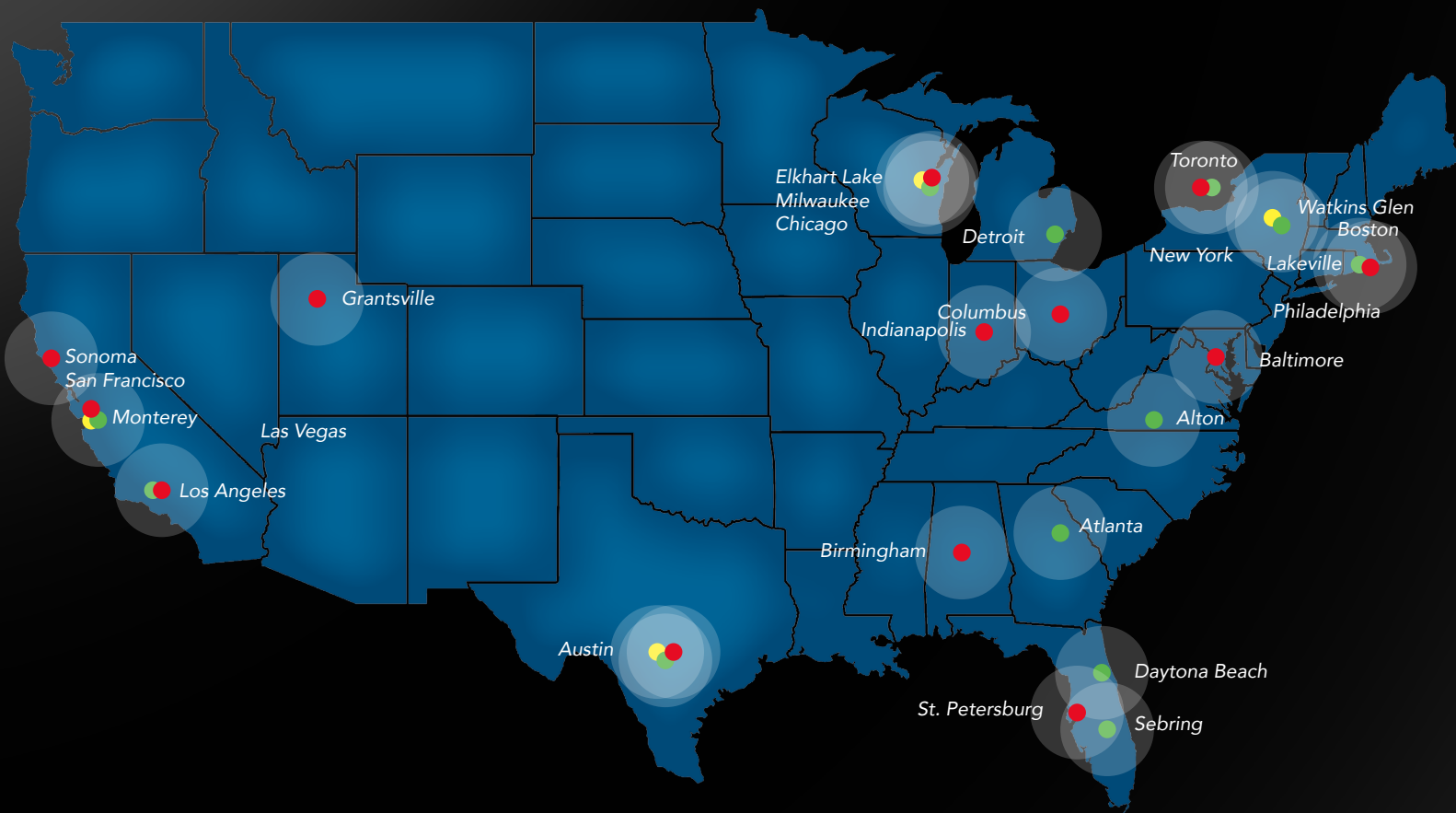
Use VIP “bucket list” race car experiences to reward direct sales force and channel partners.

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

2017 EVENT CALENDAR



1/26-1/29	Daytona Beach, FL
3/15-3/18	Sebring, FL
4/7-4/8	Long Beach, CA
5/5-5/7	Austin, TX
6/2-6/3	Detroit, MI
6/30-6/2	Watkins Glen, NY
7/7-7/9	Ontario
7/21-7/22	Lakeville, CT
8/4-8/6	Elkhart Lake, WI
8/25-8/27	Danville, VA
9/22-9/24	Monterey, CA
10/5-10/7	Atlanta, GA



3/10-3/12	St. Petersburg, FL
4/7-4/9	Long Beach, CA
4/28-4/30	Danville, VA
5/19-5/21	Ontario
5/26-5/27	Lakeville, CT
6/23-6/25	Elkhart Lake, WI
7/28-7/30	Lexington, OH
8/11-8/13	Salt Lake City, UT
9/1-9/3	Austin, TX
9/15-9/17	Sonoma, CA
10/13-10/15	Monterey, CA

RACE CAR BRANDING

PRIMARY LEVEL

Front bumper
Rear bumper corners
Rear quarter panels
Doors
Rear Wing

ASSOCIATE LEVEL

Side rocker panels
Front Fenders
Hood (segment)
Roof (segment)
Wing Plates

SERIES CONTINGENCY

Spaces required for series branding.



LAMBORGHINI SUPER TROFEO SERIES



Lamborghini Super Trofeo North America is entering its fourth season as one of the most exciting race series, joining Lamborghini Super Trofeo Europe and Asia. In North America Super Trofeo races alongside what is known as some of the premier sportscar racing including the IMSA series. 25-plus car grids compete on some of the most iconic circuits including Watkins Glen International and Laguna Seca, ensuring thrilling action.





Fifty minute, all-out, door-to-door sprints to the checkered flag. Multi-class racing featuring some of today's top drivers piloting the hottest production-based race cars at North America's top tracks. The only multi-class sports racing series with standing starts. These are the hallmarks of the Pirelli World Challenge series.

Series fields include platforms from over 20 manufacturers including Acura, Aston Martin, Audi, Bentley, BMW, Cadillac, Chevrolet, Ferrari, Fiat, Ford, Honda, Hyundai, Kia, Lamborghini, Mazda, McLaren, Mercedes-Benz, Mini, Nissan, Porsche and Volkswagen.



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.

RACE WEEKEND ACTIVITIES:

120 tickets for SUPER VIP Hospitality

- + Hot pit pass
- + Full TRG Hospitality access
- + Organized pre-event briefings with TRG marketing teams managing Wells Fargo clients
- + Organized pre-event briefings with TRG marketing teams looking at client acquisition through our guest lists
- + On-site B2B introductions
- + In-paddock race feed
- + Dealership Pre-Race Cocktail Event Invitation (when available)
- + Race day photography
- + 6-passenger golf cart per 20 guests (when available)
- + Branded Team Apparel (polo shirts and hats)- cobranded with Wells Fargo Private Bank
- + Race day lunch
- + Pre event guide
- + Headset and scanner to listen to onboard radio
- + Lanyard/event card
- + Take away goodie bags
- + TRG dedicated staff

120 tickets to 5-star Adobe Road Winery dinners:

- + Amazing food at local restaurants or in the paddock by local caterers
- + Adobe Road wines
- + Special presentations by team owner and winery owner Kevin Buckler

IN-CAR EXPERIENCES:

20 tickets to Vantage GT4 Track Day Driving Experience

- + Classroom instruction
- + Professional Driver coach
- + Actual driving of the racecars
- + Full TRG hospitality and meals
- + All expenses covered by TRG

20 tickets to Vantage GT4 Hot Laps Riding Experience

- + Classroom instruction
- + Hot laps with professional race car driver
- + Full TRG hospitality and meals
- + In-market Experiences:
 - + 5 driver (or team owner) appearances
 - + Client appearances
 - + Motivational speaking

\$500,000 FOR THE 2017 SEASON



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