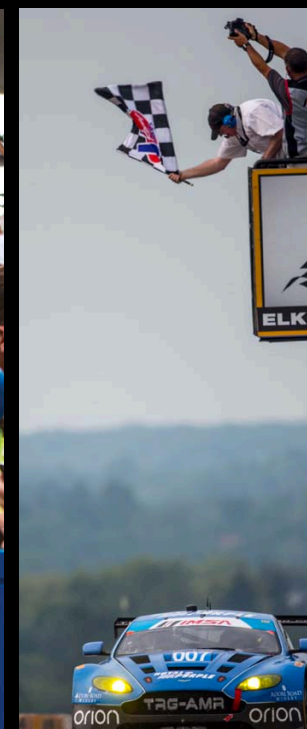
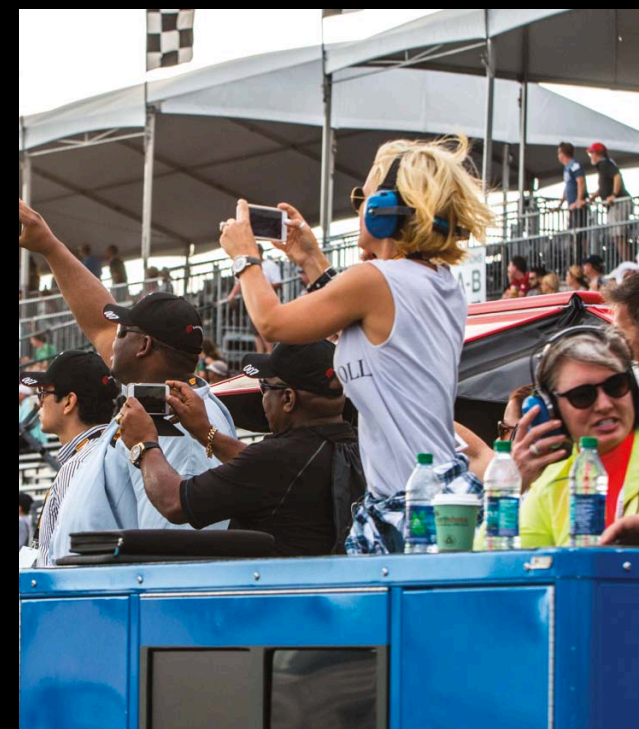




2018 GRAND PRIX OF ST. PETERSBURG

MARCH 9 - 11

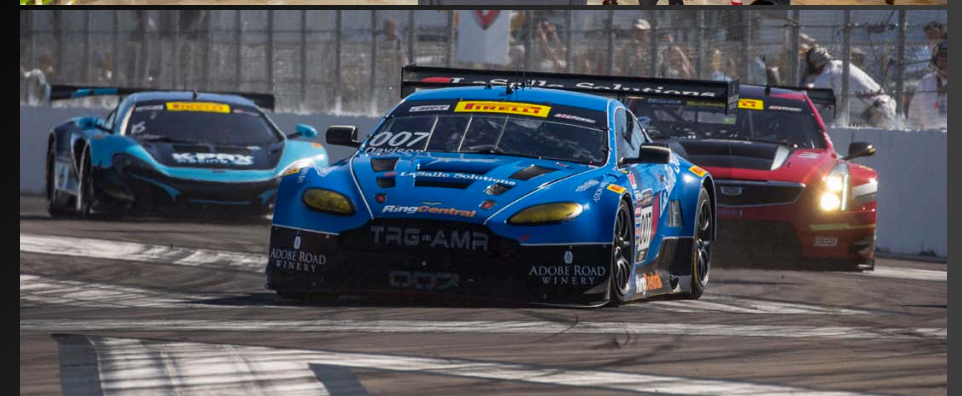




One of the coolest events on the motorsports calendar is right around the corner in beautiful St. Petersburg, Florida. Join us as we race on the streets of St. Petersburg, March 9 - 11 (in conjunction with IndyCar).

This is not five-star...it's SIX Star! Don't miss your opportunity to attend this race weekend, which is also a high net-worth client B2B/corporate entertainment VIP activation opportunity!

St. Petersburg is recognized as one of the “**most respected races of the 2018 calendar.**”



MARKET DEMOGRAPHICS



- 1.9 million households
- In excess of 160,000 visitors attend this annual event
- Live Network TV broadcast (online streaming and social media exposure)
- Streamed live on MotorTrendOnDemand.com and World-Challenge.com
- Median income: \$67,200
- Top employment industries: Finance and insurance: #4 (7.9%)
- Grand Prix of St. Petersburg: Largest attended annual event
- Car ownership: 2 cars per household, average
- Corporate branding associated with the 007 Aston Martin

More Demographics: <https://datausa.io/profile/geo/st.-petersburg-fl/#economy>



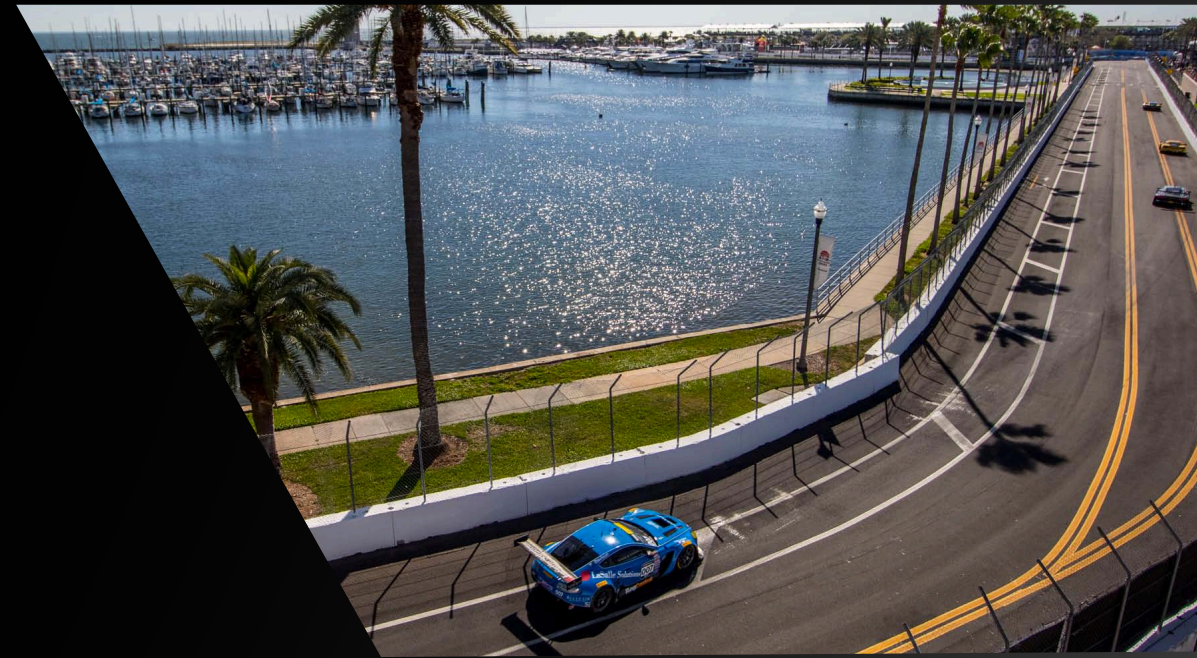
ACTIVATING WITH OUR DEALERSHIP NETWORK

- Connect at the highest level with dealership principals
- Take advantage of prominent motorsports displays featuring show cars, transporter and more...
- Enjoy Adobe Road Winery wine receptions and luxury lifestyle experiences to engage business contacts, customers and more hosted at dealership location
- Meet the drivers, team and winemaker at exclusive events
- Create key business development opportunities designed to put you behind the wheel to drive new relationships in the paddock and beyond
- These are just some of the ways in which you can take advantage of a full calendar of effective activation opportunities all across the country throughout the year



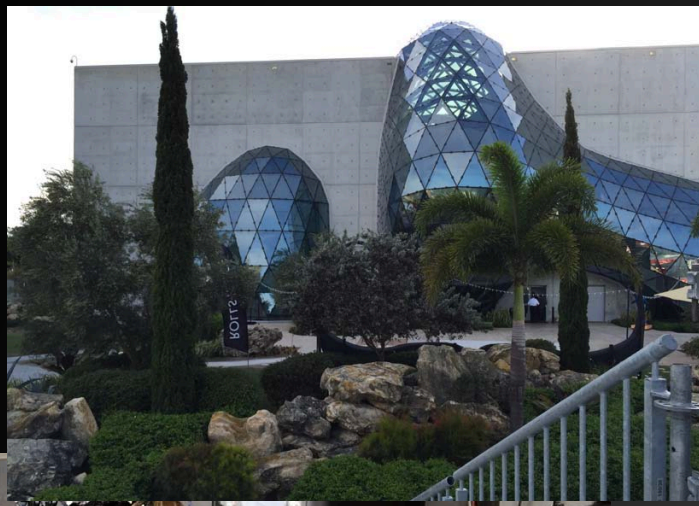
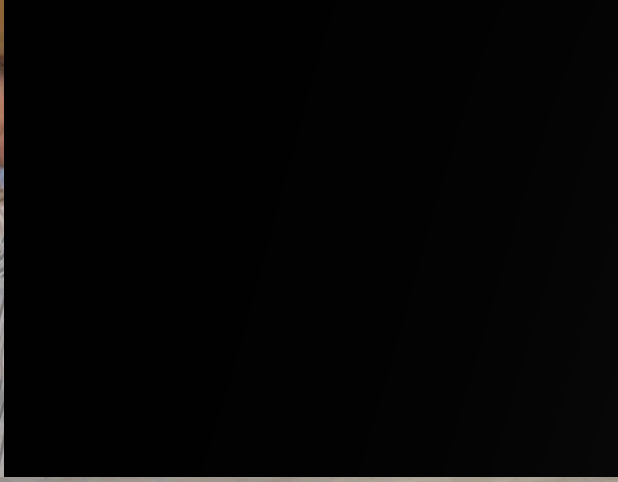
PIRELLI WOLD CHALLENGE THE FIRESTONE GRAND PRIX OF ST. PETERSBURG

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 to the front of the pack. Enjoy world-class VIP hospitality, B2B networking, and exclusive access that only TRG can provide.



STUNNING 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 Grand Prix attendees.



TRG HOSPITALITY

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


ADOBE ROAD
WINERY



DRIVER ASSOCIATION



DEREK DEBOER BRAND AMBASSADOR

Derek has motorsports racing running through his veins. You can always count on him to be in the thick of the action each and every race weekend, fighting for wins and podiums. Derek is deeply connected in the automotive industry and understands the mission at hand. This determination and skill, combined with his business acumen and marketing abilities, make Derek the perfect brand ambassador.

KEY RESULTS -- Three Racing Seasons with TRG (2015 - present)

- Winner - Le Mans Aston Martin Festival, Le Mans, France

PIRELLI WORLD CHALLENGE

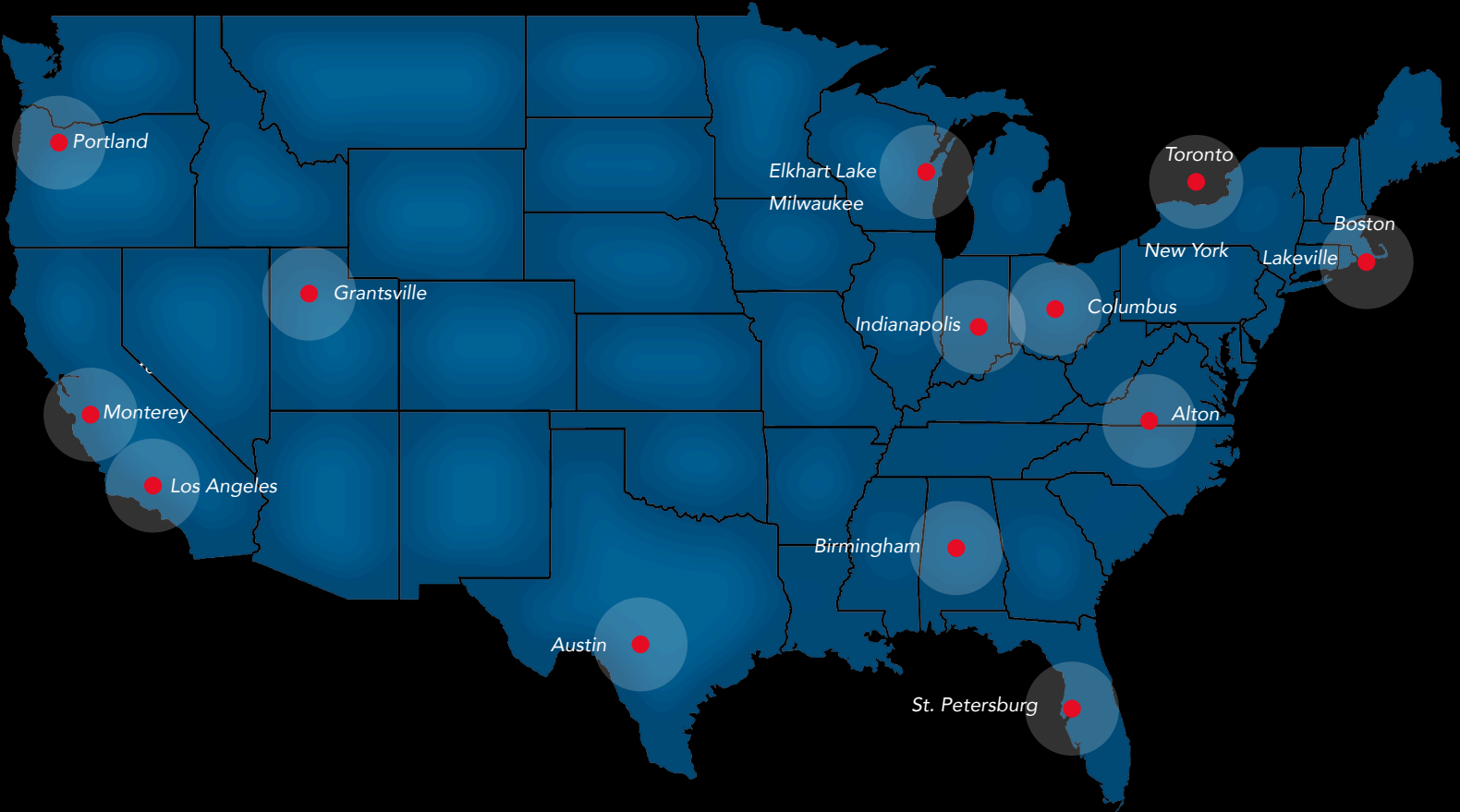
- 13 total podium finishes
- 8 race wins
- 100 percent race finish rate
- 8 individual racing awards
- 2-time second place season finish, PWC SprintX competition

2017 RESULTS - PIRELLI WORLD CHALLENGE

- 3 wins
- 2 second place finishes
- 1 third place finish
- 2nd - SprintX GTS season drivers championship



2018 EVENT CALENDAR



3/9 - 3/11	St. Petersburg, FL
3/23 - 3/25	Austin, TX
4/13 - 4/15	Long Beach, CA
4/27 - 4/29	Alton, VA
5/18 - 5/20	Ontario, CAN
5/25 - 5/26	Lakeville, CT
6/22 - 6/24	Elkhart Lake, WI
7/13 - 7/15	Portland, OR
8/10 - 8/12	Grantsville, Utah
8/31 - 9/2	Watkins Glen, NY
10/19 - 10/21	Monterey, CA

PARTNERSHIP FEATURES & PRICING

\$50,000 - 2018 Grand Prix of St. Petersburg Partnership

15 tickets for SUPER VIP Hospitality

- + Private Grand Stand Seating at The Dalí Museum
- + Live coverage of full race grid on multiple displays in grand stand
- + Hot pit access
- + One on one engagement with TRG drivers, key personnel and experts
- + Full TRG hospitality access
- + Headset and scanner to listen to onboard radio
- + Lanyard/event card
- + On-site B2B introductions
- + Dealership pre-race cocktail event invitation
- + Race day photography
- + Cobranded Team Apparel (polo shirts and hats) with your logo
- + Race day lunch
- + Pre event guide
- + Goodie bags

15 tickets to 5-star Adobe Road Winery dinner:

- + Amazing food and wine served in private penthouse
- + Rare networking engagement
- + Special presentations by team and winery owner Kevin Buckler

Brand exposure for NSD

- + Social media campaign across multiple channels
- + Branding on event guest guides, hero cards, press releases and posters
- + High exposure graphics on race cars and pit boxes





CONTACT

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