



Honda Grand Prix of St. Petersburg 2010 Event Overview



MARCH 25-28, 2010

Event Sponsors





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Event Overview

- Honda Grand Prix established in 2004
- Premier destination event
- St. Petersburg holds the Guinness World Record for most consecutive days of sunshine
- Largest DMA in Florida, 12th largest in the U.S.
- 4-day, downtown waterfront festival featuring racing, concerts, interactive exhibits, VIP parties, charitable events and a parade
- Stars and cars of the Indy 500
- Draws over 130,000 spectators annually
- Features world-class IZOD IndyCar Series and World Challenge Championships racing through the downtown streets of St. Petersburg
- Includes each series of the Indy Racing League's "Road to Indy" ladder system
- Broadcast live on ABC
- Platform for economic & business development



Race Series Overview

IZOD IndyCar Series



- Premier open-wheel racing series based on the formula and traditions of the Indy 500
- Most diverse form of motorsport in the world (Mix of super speedways, short ovals, temporary street circuits and permanent road courses)
- Speeds in excess of 220 mph
- History of close competition and finishes
- Platform for technology and innovation
- International drivers
- U.S. fan base estimated at 39 million consumers across the top 75 DMAs
- Avid consumers, active lifestyles, greater discretionary income, college educated
- Races broadcast on ABC and Versus
- Worldwide TV reach to over 440 million households in over 200 countries



Race Series Overview

World Challenge Championships



- A showcase of performance-enhanced and race-prepared cars
- Cars that fans can identify with and wish to drive
- Combined fields in excess of 50 cars with two classes, GT and Touring
- Manufacturers include: Acura, Aston Martin, BMW, Cadillac, Chevrolet, Dodge, Ford, Lamborghini, Lotus, Mazda, Mercedes-Benz, Porsche, Subaru, Volkswagen and Volvo
- No pit stops, no driver changes
- Thundering standing starts
- Hour-long races keep fans focused on the action
- Double file re-starts
- Reaches 74 million+ households
- Attracts the upper levels of Motorsports Enthusiasts:
 - Average household income of SCCA members is over \$128,000
 - Average household income of World Challenge fans is over \$89,000
 - US household income average is approximately \$50,000



Race Series Overview

Firestone Indy Lights



- Firestone Indy Lights is the essential stepping stone for drivers and teams striving to compete in the IZOD IndyCar Series and Indianapolis 500
- Teams compete for almost \$4 million in prize money in cars that are second only in speed to the IZOD IndyCar Series at most tracks they visit
- Firestone Indy Lights holds the closest finish in an automobile race (as certified by the *Guinness Book of World Records*) as Logan Gomez beat Alex Lloyd by 0.0005 of a second at Chicagoland Speedway on September 9, 2007.
- Series graduates include Marco Andretti, Ed Carpenter, AJ Foyt IV, Jay Howard, Alex Lloyd and Raphael Matos



Race Series Overview

Star Mazda Championship



- Most prolific and successful open-wheel driver development series in North America celebrating its 20th anniversary in 2010
- Series graduates include IRL stars Marco Andretti, Graham Rahal and 2005 Star Mazda champion Raphael Matos
- Schedule designed for comprehensive education of young drivers with combination of road courses, street circuits, short and long ovals. Standing start used on road and street courses.
- Speeds in excess of 160 mph; 0 to 60 mph in 2.8 seconds
- Single-spec formula contains costs, promotes competition and provides level playing field for driver development.
- High-tech race car with Mazda rotary engine, carbon tub, sequential transmission, fully-adjustable suspension and aerodynamics
- 13-race 2010 schedule with most events on major motorsports weekends
- Drivers compete for \$1.5 million in prizes; Series champion wins Mazda-backed sponsorship to race in the next series up the ladder
- Part of both the *MAZDASPEED* Motorsports Driver Development Ladder and Indy Racing League's "Road to Indy"



Race Series Overview

USF2000 Championship Series



- The USF2000 National Championship is a junior formula-car series designed to train drivers on a career path to the IZOD IndyCar Series and the Indianapolis 500, the world's largest single-day sporting event.
- Sanctioned by the Indy Racing League (IRL) and the first step on its "Road to Indy" ladder, the championship provides a complete program for talented open-wheel pilots. It takes drivers from diverse amateur and semi-pro backgrounds, including karting, club racing, school series and various other semi-pro open-wheel championships, and gives them the opportunity to train with a real pro team on road courses, ovals and street circuits using the proven F2000 car and engine format.
- During the nineties the USF2000 series was the place to be. Many USF2000 alumni climbed the ladder to eventual careers in the IndyCar Series and/or professional sports car racing, and many still compete today. Names like Wheldon, Hornish, Rice, Lally, Schmidt, Moore, Knapp, McGehee, Ray, Barron, Gidley and countless others all learned race craft on the USF2000 training ground.





MARCH 25-28, 2010

Event Schedule*

- **Thursday, March 25th**
 - VIP Green Flag Driver Luncheon
 - Two-Seater and Pace Car Rides
 - Promoter's Welcome Reception
 - The Festival of States/Honda Grand Prix of St. Petersburg Illuminated Night Parade
 - Straub Park "Park Party" and Fireworks
- **Friday, March 26th**
 - "Green Flag Friday"
 - Family Entertainment Begins/Bright House Speed Zone Opens
 - IZOD IndyCar, Firestone Indy Lights and World Challenge Championships Practice
 - Concerts in Honda Plaza
 - Honda Grand Prix of St. Petersburg 5K Run, Walk & Wheelathon benefitting Sam Schmidt Paralysis Foundation, Challenged Athletes Foundation and Shoot for a Cure
 - Michael Andretti Foundation Charity Gala
- **Saturday, March 27th**
 - IZOD IndyCar Series and World Challenge Championships Practice and Qualifying
 - Firestone Indy Lights Qualifying
 - Concerts in Honda Plaza
 - IZOD IndyCar Series Autograph Session
 - Acura Sports Car Challenge of St. Petersburg (World Challenge Championships Race #1)
 - Star Mazda Championship Race
 - USF2000 Race
- **Sunday, March 28th**
 - Acura Sports Car Challenge of St. Petersburg (World Challenge Championships Race #2)
 - Firestone Indy Lights Race
 - USF2000 Race
 - Pre-Race Concert in Honda Plaza
 - Honda Indy St. Pete (IZOD IndyCar Series Race)



MARCH 25-28, 2010

2010 IZOD IndyCar Series Schedule



Event Date	Track	Location
Sun. March 14	Brazil	Sao Paulo, BR
Sun. March 28	Streets of St. Petersburg	St. Petersburg, FL
Sun. April 11	Barber Motorsports Park	Birmingham, AL
Sun. April 18	Streets of Long Beach	Long Beach, CA
Sat. May 1	Kansas Speedway	Kansas City, KS
Sun. May 30	Indianapolis Motor Speedway	Indianapolis, IN
Sat. June 12	Texas Motor Speedway	Dallas/Fort Worth, TX
Sun. June 20	Iowa Speedway	Newton, IA
Sun. July 4	Watkins Glen International	Watkins Glen, NY
Sun. July 18	Streets of Toronto	Toronto, Ontario, Canada
Sun. July 25	Edmonton City Centre Airport	Edmonton, Alberta, Canada
Sun. Aug. 8	Mid-Ohio Sports Car Course	Lexington, OH
Sun. Aug. 22	Infineon Raceway	Sonoma, CA
Sat. Aug. 28	Chicagoland Speedway	Joliet, IL
Sun. Sept. 5	Kentucky Speedway	Sparta, KY
Sat. Sept. 18	Twin Ring Motegi, Japan	Motegi, Japan
Sat. Oct. 2	Homestead-Miami Speedway	Miami, FL



VERSUS

ESPN
INTERNATIONAL

TSN



indycar.com

Event Entertainment

Experience the Action

- The paddocks
- Live bands
- Street parade
- Driver autograph sessions
- Interactive games and exhibits
- Air Shows
- Drifting exhibitions

Enjoy the Hospitality

- VIP and Rooftop Hospitality
- Honda Plaza
- Yacht Club
- RV Club
- Beer Gardens

Entertain the Family

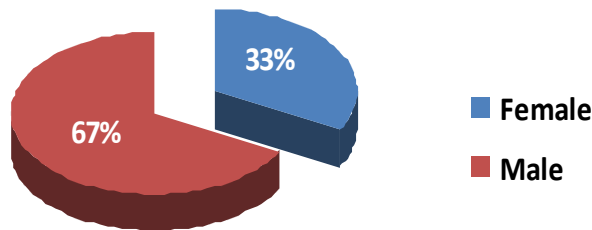
- Fireworks
- Straub Park "Park Party"
- St. Petersburg's largest Ferris Wheel
- Family entertainment in the Bright House Speed Zone



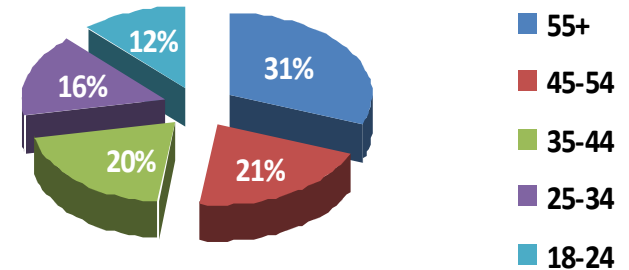
Audience

Young, affluent and influential, the event audience is desirable and diverse. Heavy consumers of electronic media, they are early adopters of technology, corporate decision makers and more brand loyal than the average consumer.

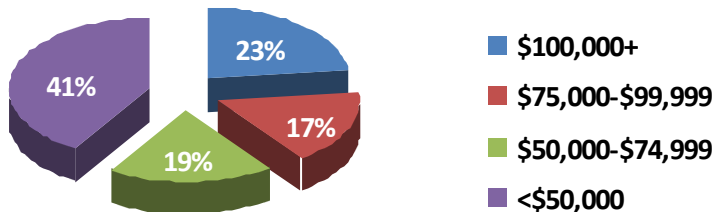
Gender Distribution



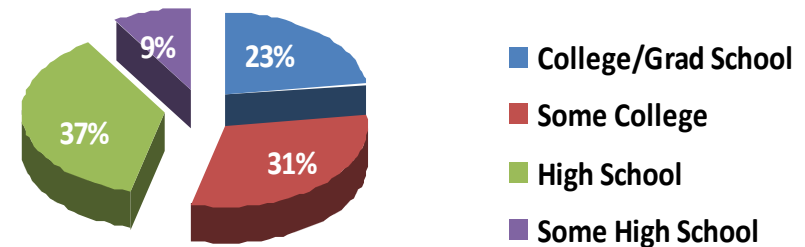
Age Distribution



Income Distribution



Education Distribution



Source: 2009 Scarborough Research

Sponsorship Opportunities

A sponsorship with the event provides a customized platform for:

- Increasing or enhancing brand awareness and brand position
- Showcasing company and product attributes
- Reinforcing corporate image
- Retail promotions
- Business development – B2B and B2C
- Interacting with consumers in a social environment
- Capturing consumer database information
- Community relations initiatives
- Hosting clients, prospects, vendors or partners in an upscale, unique environment
- Experiential marketing initiatives
- Driving traffic and increasing sales through themed consumer promotions
- Client retention and acquisition programs
- Networking and relationship building with city officials, cosponsors and hospitality customers
- Employee recognition and reward initiatives



Sponsorship Benefits

A customized sponsorship with the event can include:

- Exclusive official designation with the event
- Use of the event names and logos in sales, advertising and promotions
- Unique branding opportunities – race circuit, paddocks, gasoline alley, hospitality areas, entry points, spectator and entertainment areas
- Branded event merchandise
- Brand identification in select event advertising and on the event website
- Televised trackside signage and spectator signage throughout the venue
- Souvenir program advertisement
- Televised advertising on large-screen video boards
- PA announcements daily throughout the venue
- Grandstand tickets and paddock passes, including “Green Flag Friday” promotional tickets
- VIP event credentials and hospitality
- Mobile marketing, product display and product sampling opportunities
- Access to exclusive events – VIP Green Flag Driver Luncheon and Promoter’s Welcome Reception
- IndyCar pace car rides and two-seater rides + other unique VIP opportunities
- Show car appearance opportunities





Hospitality Overview



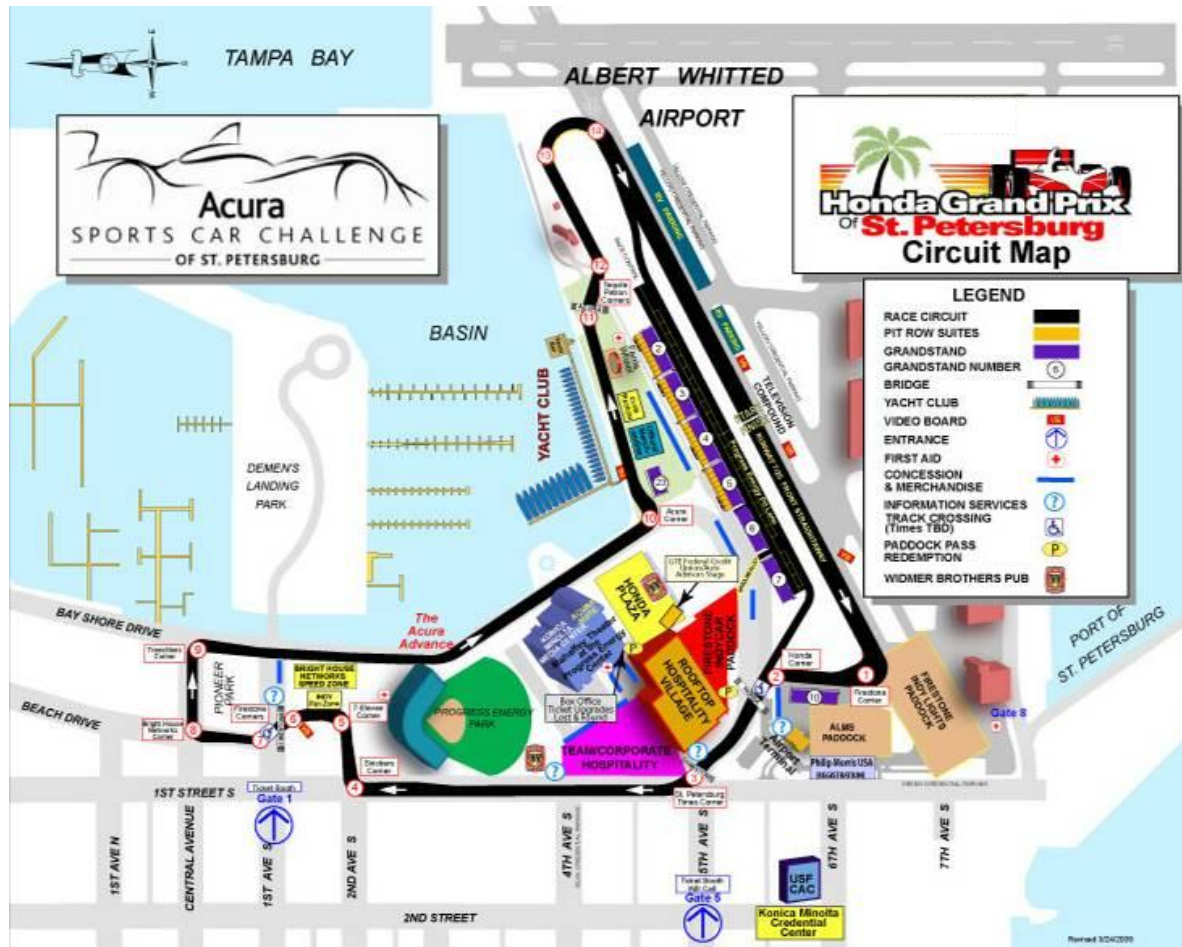
“World’s Fastest Spring Break Party”

Entertain your guests at a premier world festival event with great racing, first-class food, and entertainment from the privacy of your own suite or chalet.

- Most coveted sightlines on the track
- Non-stop on and off-track entertainment
- Behind-the-scenes access
- High-end catering
- 3 days of networking potential with clients
- Customized upgrades and branding opportunities



Circuit Map



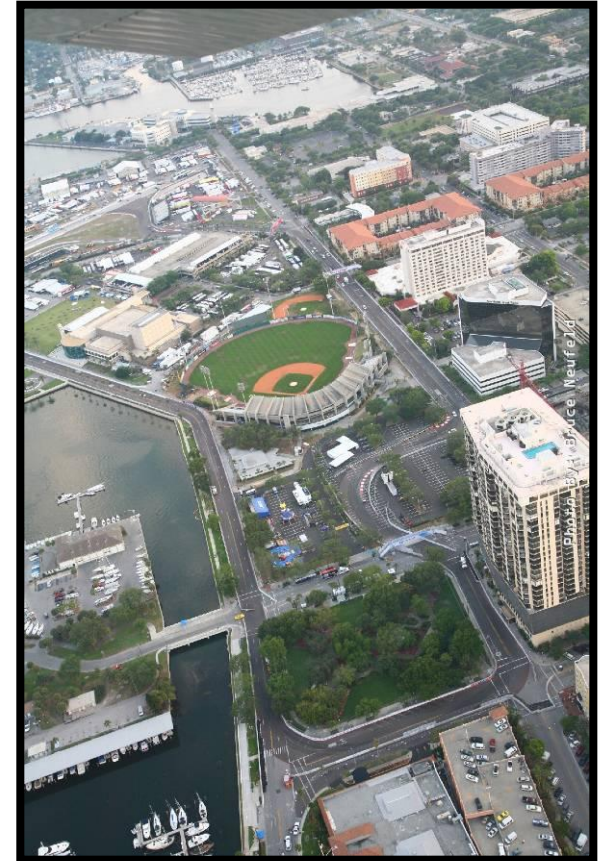
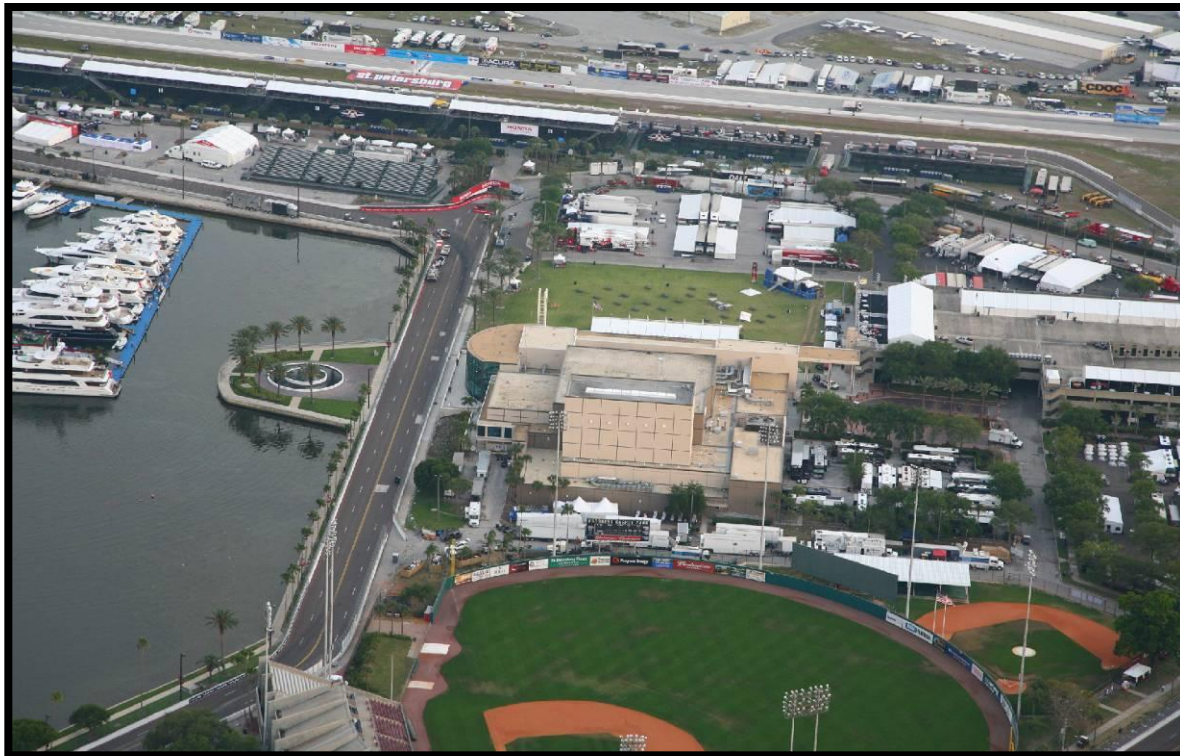
A World-Class Venue

- Located on the downtown St. Petersburg waterfront
- 1.8-mile temporary circuit
- 14 turns
- 3 days of world-class racing
- Elevated VIP Pit Suites
- Rooftop Village Chalets
- IZOD IndyCar Paddock
- International media coverage
- On-site brand and promotion activity
- First-class hosting
- VIP experiences
- Cross-promotional leveraging opportunities

Honda Grand Prix Circuit



Honda Grand Prix Circuit



Honda Grand Prix Circuit



Honda Grand Prix Circuit



VIP Pit Lane Suites

The **VIP Pit Lane Suites** are considered the **most exclusive hospitality option** at the Honda Grand Prix. Each deluxe tented suite includes a private viewing area of the Start/Finish straightaway, pit boxes and large screen video boards as well as personalized food and beverage service.

Each VIP Pit Lane Suite includes:

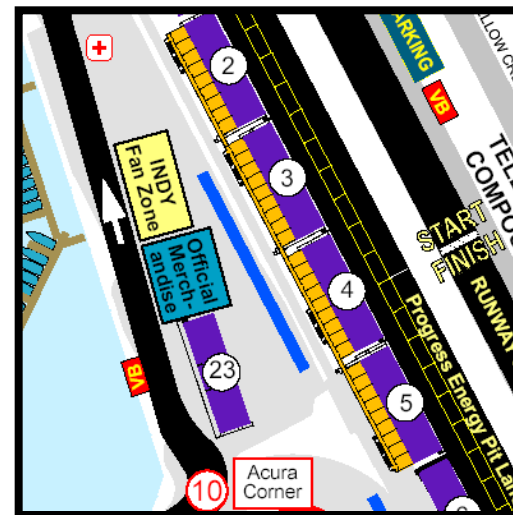
- 40 Suite passes per day (3 days)
- 40 Paddock passes per day (3 days)
- 40 Complimentary souvenir programs each day
- Customizable catering menu

Starting at \$25,000

7% FL Sales Tax, Food & Beverage are incremental

•Individual VIP Club Suite Pass

- One (1) suite pass per day
- One (1) IZOD IndyCar Series Paddock Pass per day
- One (1) souvenir program
- Food and beverage service each day
- \$850***



Victory Circle Club

A **Victory Circle Club sponsorship** is considered the **most valuable hospitality option**. Offered on a non-exclusive basis, a Victory Circle Club customized program can include signage, display and advertising elements.

Victory Circle Club sponsorships includes:

- One (1) Deluxe VIP Pit Lane Suite
 - 40 Suite passes per day (3 days)
 - 40 Paddock passes per day (3 days)
 - 40 Complimentary souvenir programs each day
 - Customizable catering menu
- 100 "Green Flag Friday" general admission tickets
- Four (4) 3' x 12' track barrier signs on front straight*
- One (1) 1/2 page, full-color advertisement in the Official Souvenir Program**
- Two (2) invitations to the VIP Green Flag Driver Luncheon
- Two (2) tickets to the Promoter's Welcome Reception
- Two (2) VIP Weekend Pit Passes
- Two (2) pace car rides around the race circuit
- Inclusion of logo in Fan Guide

Starting at \$35,000

7% FL Sales Tax, Food & Beverage are incremental

*Client is responsible for all signage production, installation and removal costs through authorized vendor.

**Graphics, materials and text to be supplied by client.

VIP Rooftop Chalets

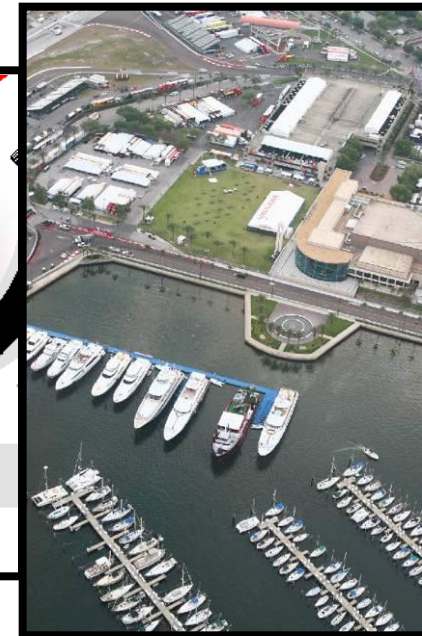
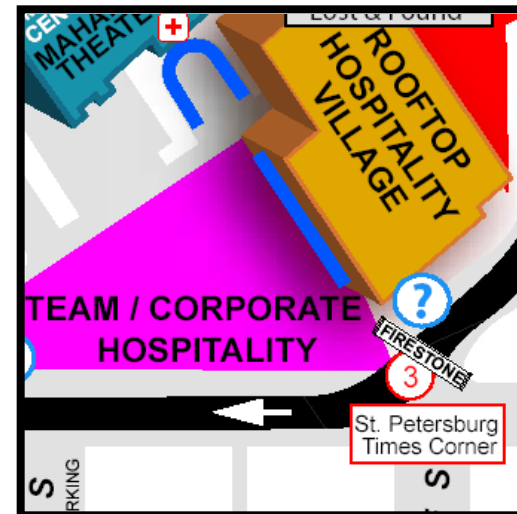
The **VIP Rooftop Village Chalets** are a great way to **entertain large numbers of guests**. Located on the rooftop of the Mahaffey Theater parking garage, each tented chalet offers elevated vista views of the race circuit.

Each VIP Rooftop Chalet includes:

- 50 Chalet passes per day (3-day)
- 50 Paddock passes per day (3-day)
- 50 Premium 3-day upper-level reserved front straight grandstand tickets
- 50 Complimentary souvenir event programs Saturday and Sunday
- Customizable catering menu

Starting at \$15,000

7% FL Sales Tax, Food & Beverage are incremental



Exhibiting and Vending Opportunities

Exhibiting & Vending

Take advantage of the diverse crowds at the Honda Grand Prix of St. Petersburg by putting your product or service on display over race weekend! Please review the 2010 exhibitor price chart below:

Exhibitor Space (Non-Retail)

Located outside

10' x 10' \$1,000.00

Over 10' x 10' \$1,000.00 + \$3 / sq
ft

Vending Space (Retail) Please email or call for details.

For more information, please
contact Dan Angelosante at (727)
898-4639 x 224 or
dangelosante@gpstpete.com



Join the Winning Team

The Honda Grand Prix of St. Petersburg invites you to be a part of this premier Florida event.

Our focus on teamwork and winning while delivering exceptional ROI to our partners “Beyond the Race Track” is one reason the Honda Grand Prix of St. Petersburg has become one of the best events in motorsports.

Be a part of the best race on the IZOD IndyCar Series schedule!





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