



THE CONSTRUCTION CONTRACTORS CLUB





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The Construction Contractors Club (C3) is a networking and events organization that allows its members to entertain guests at INDYCAR and Road to Indy events courtesy of Andersen Companies.

The Andersen Companies, owned and operated by Dan Andersen, includes [Andersen Interior Contracting](#) and [Andersen Promotions](#) underneath its umbrella, and the "Andersen Way" is what drives both organizations forward. It represents a combination of relationships, integrity, agility, teamwork and efficiency, and this is what the Construction Contractors Club wants to reflect in its membership activities.

C3 will allow the construction and contracting industry, as well as other related industries, to engage with the world of professional auto racing and create not only truly memorable experiences in a unique environment, but also worthwhile business opportunities that deliver value.





EVENT EXPERIENCE



DRIVER MEET & GREETs



VIP HOSPITALITY



VIP DINNERS



EXPERIENCE INDYCAR 2-SEATER



PRE-RACE GRID WALKS



WATCH RACE FROM HOSPITALITY UNITS



2021 EVENT LOCATIONS

| DATE | EVENT | LOCATION |
|--------------|------------------------------|--------------------|
| March 5 - 7 | Grand Prix of St. Petersburg | St. Petersburg, FL |
| April 9 - 11 | Grand Prix of Alabama | Birmingham, AL |
| May 14 - 16 | Indy Grand Prix | Indianapolis, IN |
| May 27 - 28 | Carb Night Lucas Oil Raceway | Indianapolis, IN |
| June 12 - 13 | Belle Isle, Detroit | Detroit, MI |
| June 19 - 21 | Road America | Elkhart Lake, WI |
| July 2 - 4 | Mid-Ohio Sports Car Course | Columbus, OH |
| July 9 - 11 | Toronto Grand Prix | Toronto, Ontario |
| Aug 20 - 21 | Gateway Motorsports Park | St. Louis, MO |
| Aug/Sept | New Jersey Motorsports Park | Millville, NJ |
| Sept 10 - 12 | Portland Grand Prix | Portland, OR |
| Sept 17 - 19 | Laguna Seca | Monterey, CA |
| TBD | TBD | TBA |



JOIN THE CLUB

WHAT DO WE GET FOR JOINING?

- 2 INDYCAR Hard Cards for 2021 calendar year
- Access to all INDYCAR and Road to Indy Events for 2 people
- Access for 2 people to all C3 networking events during 2020 calendar year
- Your company logo on all C3 marketing collateral (Brochures, pull-up banners and newsletters)
- Option to purchase VIP guest packages (Listed on following page) for your employees, suppliers, customers and partners
- 30-second commercial (video provided by member) to be aired on Road to Indy TV in advance of one of RTI series races (USF2000 or Indy Pro 2000) throughout the season

HOW DOES IT WORK?

- C3 will host several annual networking events where all members will be encouraged to create working relationships and build out a broader customer base
- C3 to create video invites to be used by members to invite their guests
- C3 will provide you and your guests with necessary passes, pre-event instructions and event insights
- C3 to provide post event video recaps, plus additional items such as INDYCAR 2-seater ride videos and event photography

Annual Membership Fee

\$5,000



GUEST PACKAGE OPTIONS

| ITEM | GOLD | SILVER | BRONZE |
|--|------|--------|--------|
| VIP Hospitality for all guests | YES | YES | YES |
| Custom Video Invite for all events | YES | YES | YES |
| Pace Car Rides for all guests | YES | YES | NO |
| IndyCar 2-Seater Rides | YES | NO | NO |
| VIP Dinner with Road to Indy Drivers | YES | NO | NO |
| Wave green flag for Road to Indy Session | YES | NO | NO |

* MINIMUM OF 5 GUESTS PER EVENT, PRICING VARIES DEPENDING UPON EVENT



ACTIVATION OPTIONS

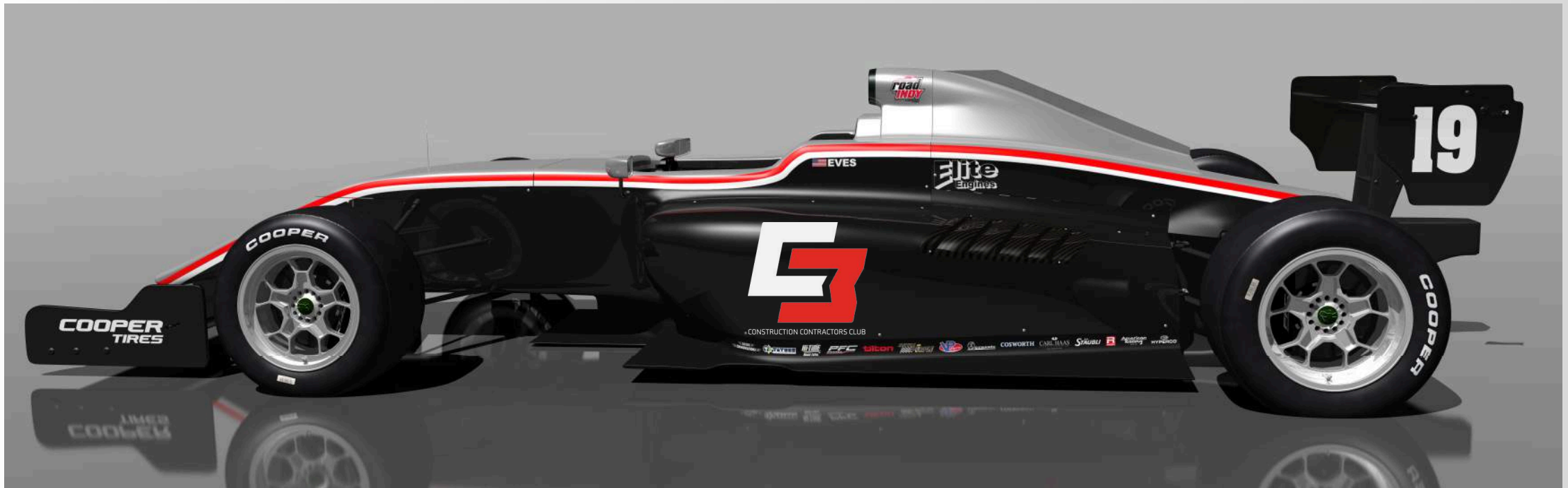
ROAD TO INDY // ADDITIONAL OPTIONS FOR CONSIDERATION

VIP Hospitality packages can be complemented and customized thanks to additional considerations:

- 1) Scholarship car for Indy Pro 2000 and/or Indy Lights with primary branding
 - Driver will be made available for partner appearances throughout the event or at Partner HQ
 - Partner to receive VIP hospitality including pace car rides, paddock tours and more
- 2) Race event entitlement (presenting one of Indy Lights, Indy Pro 2000 or USF2000) at event of choice:
 - *"Partner Name Indy Lights Grand Prix of Indianapolis"*
 - Partner to receive VIP hospitality including pace car rides, paddock tours and more
- 3) Road to Indy Pace Car to be branded in a full Partner Livery (full season)
- 4) Partner branding to be displayed as the primary partner on Indy Pro 2000 and Indy Lights scholarship drivers fire suits (full season)
- 5) Partner to become Presenting Partner of the RTI (C3) Hospitality Center (full season)



PRIMARY BRANDING OF ROAD TO INDY SCHOLARSHIP CARS // INDY LIGHTS & INDY PRO 2000



**Primary branding on Road to Indy Scholarship Cars include side pod (illustrated by C3 in image), front and rear wings*



ROAD TO INDY // BRAND ENHANCEMENT

Digital marketing solutions can be considered to further enhance Partner activation with the Road to Indy, including:

- Video production (click wording to watch examples below)
- Photography
- Social media planning and execution
- Graphic design
- Digital media and publicity reporting



VIP HOSPITALITY EXPERIENCE



THE DRIVERS AND OUR LADDER



HI-TIDE BOAT LIFTS TESTIMONIAL



KIDS ON TRACK GRAPHIC

*Road to Indy to arrange creative brief that will outline all additional digital possibilities for partner experience



"Andersen Promotions has been one of the best marketing tools for our company since we got together in 2007. Every detail is planned out with their exceptional team at each event from meeting celebrities and drivers in pit row to watching the races from the best vantage points. We've experienced everything from customers waving the starting flag to customers kissing the bricks at the Indianapolis Motor Speedway start/finish line. During the great recession years when all season tickets and most travel and entertainment were all but eliminated, the IndyCar races were still a big part of our customer entertainment."

- Clint Valleau (Vice President of Supply Chain, Allied Interiors)





CONTACT INFORMATION

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