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To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: September 20, 2016

Subject: Grand Prix of Scottsdale Event Sponsorship

The proposed 2016 Grand Prix of Scottsdale event funding proposal is attached for the commissions review. Grand Prix Scottsdale LLC is requesting \$55,000 in support of the event.

The 2016 Grand Prix race will provide the opportunity to deliver a unique racing event taking place in Downtown Scottsdale on November 6 with additional event ancillary activities beginning on November 4 along the Scottsdale Waterfront.

Analysis & Assessment

City staff has evaluated the proposal to identify the potential benefits of the proposal to the City and the local tourism industry.

According to the event organizer a total of 200 room blocks have been established in support of the event and a downtown Scottsdale hotel property has been selected as the host hotel. In addition to the hospitality benefits associated with the proposal the event producer is estimating a total event direct marketing cost of \$182,000. The media and marketing plan is focused on the local market, with limited regional or national promotional opportunity. A determination of how much of the marketing campaign is a direct dollar investment or value in trade needs to be made.

In order to enhance the city's event sponsorship evaluation process, the city has retained a qualified marketing research consultant, Bruce Skinner and Associates, to measure, analyze, and report the media impact and benefits associated with a proposed event sponsorship. The report is attached.

Funding Availability & Potential Options

There are currently event support funds available in the FY2016/17 Tourism Development Fund for new event development. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for all or part of the requested amount of \$55,000.
- 2) Direct staff to further evaluate the event's potential, event development partnership opportunities and the resulting return on investment.
- 3) Take no action or additional event evaluation.

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.




THE 2ND ANNUAL
**GRAND
PRIX**^{OF}
SCOTTSDALE
NOVEMBER 4-6, 2016

**CITY OF SCOTTSDALE EVENT DEVELOPMENT
FUNDING PROGRAM PROPOSAL**



Presented by Grand Prix Scottsdale, LLC:

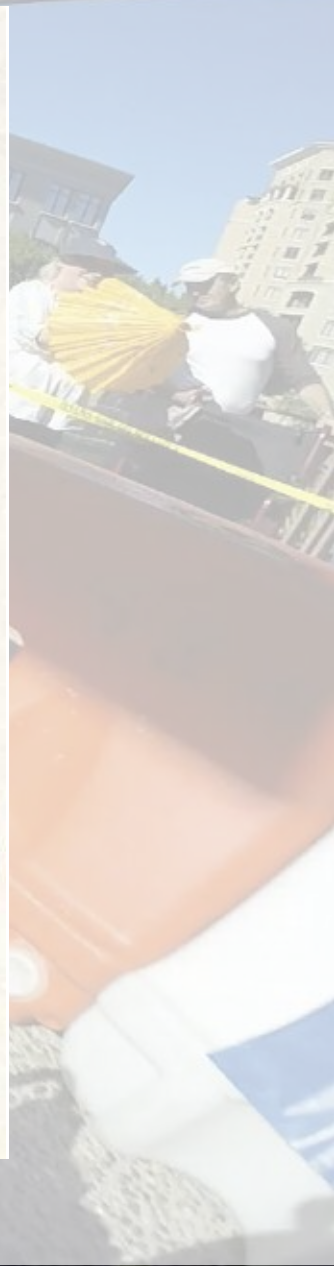
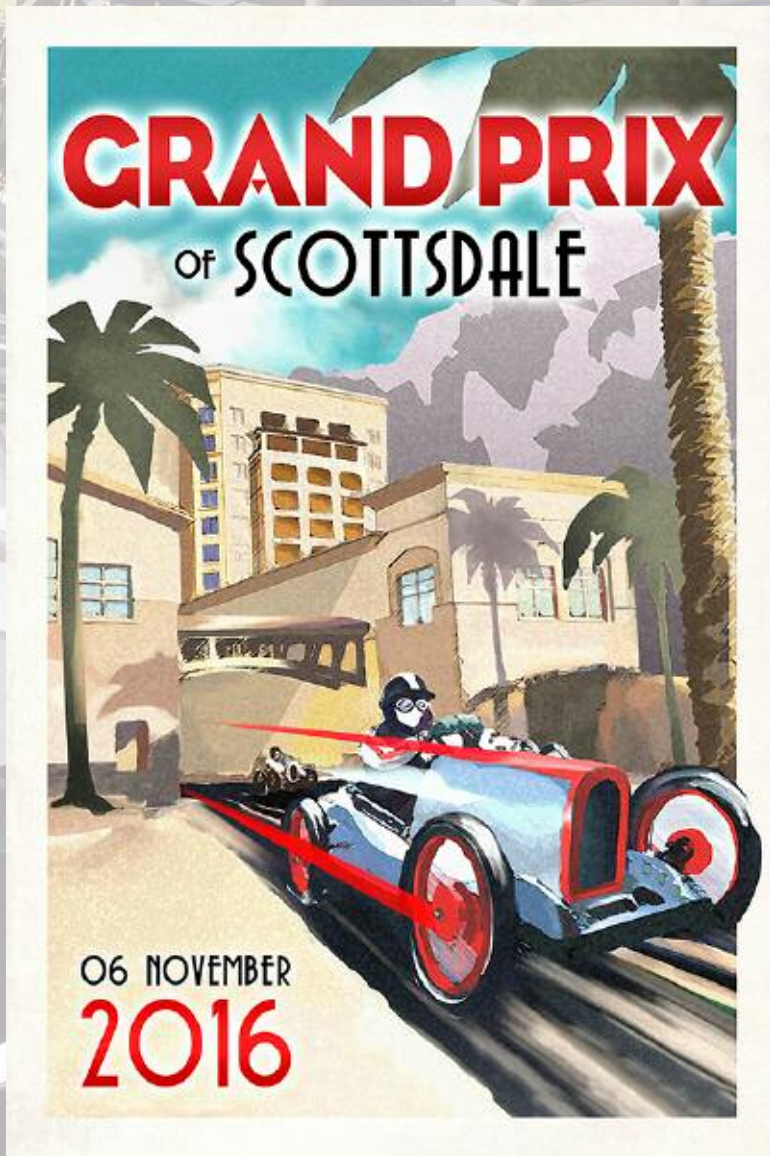
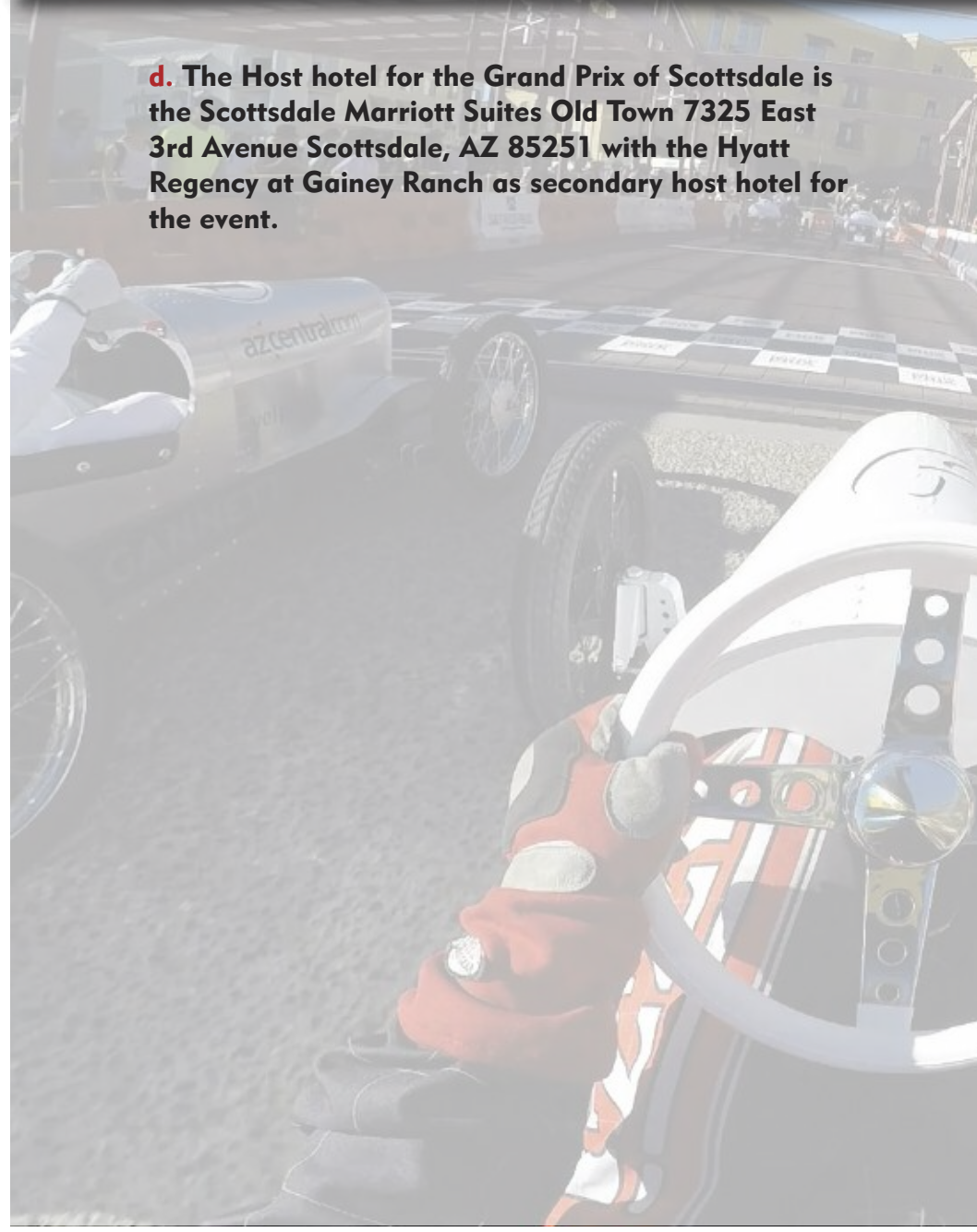
I. Identify the name, date, location of your event, and host hotel if applicable along with proposed sponsorship request.

- a. The Grand Prix of Scottsdale
- b. Friday night, November 4th 2016 and Saturday & Sunday, November 5th & 6th, 2016
- c. Scottsdale Waterfront + Streets & Area Delineated by the Grand Prix map below





d. The Host hotel for the Grand Prix of Scottsdale is the Scottsdale Marriott Suites Old Town 7325 East 3rd Avenue Scottsdale, AZ 85251 with the Hyatt Regency at Gainey Ranch as secondary host hotel for the event.





II. Describe event, participants, attendees and how you will provide qualitative and quantitative information regarding event attendees and participants.

a. The 2nd annual Grand Prix of Scottsdale delivers a unique, stylish digitally-timed 'racing' event that celebrates the cohesive community of downtown Scottsdale, American ingenuity & spirit, locally-made 'Vintage Mini Racer' automobiles, heritage brands and the euphoric atmosphere of the Roaring 1920s.

At the Grand Prix of Scottsdale, corporate & charity racing teams, spectators and participants take a step back in time with the Grand Prix's 1920s theme that beckons the attending general public to dress in 1920s-era style. Free to the general public to the ethic of the era, the Grand Prix of Scottsdale, also makes use of its Vintage Mini Racers, perfected to early 1900s styling, with downtown-wide displays of the Racers in a 'Concours' fashion during the Race Week of the November 6th Main Event Grand Prix.

The enterprise goal for the Grand Prix of Scottsdale is to develop a unique family-friendly event, at its core one of the country's most exhilarating 'first-person' experiences, that matures into one of downtown Scottsdale's most widely attended events. In a climate thirsting for live-action, experiential entertainment, the Grand Prix of Scottsdale creates the perfect platform for local businesses, national and international corporations and heritage brands to immerse employees, vendors, customers and prospects in a first-person experience that 'steps back in time' to pay homage to heritage and tradition in the perfect setting --- downtown Scottsdale. The Grand Prix makes full use of its teamwork, team building and camaraderie tenets that allow it to serve as the perfect autocentric gateway to the AutoWeek auction fest that descends upon Scottsdale every January with Russo & Steele, Barrett-Jackson and Gooding events.

b. The Grand Prix of Scottsdale participants are a veritable Who's Who of local and national businesses, including Gannett/ArizonaRepublic, iHeart Radio, UBER, Yelp, Neiman-Marcus, Nickelodeon (2015), Coca-Cola, Dripping Springs Vodka, Two Brothers Beer, Victory Brewing, One Hope Wine, ClassicCars.com and Nathan & Associates, who all share the ability, as participants, to have their own employees, staff, VPs and/or preferred clientele/prospects to join their 'Race Team' and drive their branded Vintage Mini Racer in the Grand Prix main event -- an exhilarating first-person experience.



The Grand Prix participants are mainly affluent as they are comprised of local business owners, national corporate C-level, engaged employees and highly-valued prospects or clientele. A Grand Prix Race Team consists of six (6) drivers per Vintage Mini Racer car, of which there may be up to forty (40) Vintage Mini Racers in the Grand Prix 'race'. The participants are joined by plus-ones, family, friends and other employees from the companies and charities for which they are driving, give each driver a roughly 20+X multiple of other 'attendees'. The Grand Prix of Scottsdale keeps a database that tracks quantities for all Race Teams and additional anticipated 'family and friends' that may require ticketing for the event as well as added VIP requests for each Race Team.

The attendees for the Grand Prix start with the affluent autocentric aficionados who come from the Valley, out of state and beyond to see an unusual, entertaining event in Scottsdale's city streets, to the general public Valleywide that consists of the auto-lover, race fan, sports fan, autocentric families and those curious to see one of the Valley's top weekend events. As the Grand Prix event is 'come one, come all' and 'free' to the public, a quantitative perspective on attendees for the event is estimated in the 15,000-17,000 range for Race Day and up to 25,000 for the weekend.

With its 1920s tenets, autocentric nature and core predicated on authenticity, the Grand Prix of Scottsdale draws very powerful demographic groups attracted to the event for its 'everyman' nature and variety of exemplary assets:

- Boomers are attracted to the 'Americana' tenets of the event, the colorful nature of the event akin to a World's Fair environment, the 1920s styling of Vintage Mini Racers, the adherence to teamwork required in the event and the spirit and ethics of the 1920s era;**
- Gen X'ers are attracted to the thrills of an actual 'race' taking place in downtown Scottsdale that brings with it the buzz of global Formula One racing for the 'Everyman'. The event is non-exclusive, relatable, touchable and consumer friendly -- all major advantages for this and the Millennial group.**
- Millennials are attracted to the social, cafe society atmosphere brought about by the open streets, participating retail, Pit Row, 1920s attire and 'real' festival atmosphere that allows for colorful, unique social experiences, photo opportunities and memorable social posts, not unlike those from a Coachella or Bonnaroo event experience.**



Core event advantages for the Grand Prix of Scottsdale that differentiate it and make the event nationally attractive for Scottsdale within national and international automotive, corporate, charity and media sectors are:

- **America loves 'racing' events. Scottsdale, Arizona is an automobile mecca.**
- **The Grand Prix of Scottsdale offers a never-before-seen, iconoclastic first-person 'derby racing' platform to attract participants, sponsors and attendees from every corporate sector and many walks of life to Scottsdale.**
- **Each participant and sponsor is a 'story' for Scottsdale as each is an 'Everyman' or 'Everywoman' who can live the dream and become a driver.**
- **Racing of vintage mini racers bestows Genuine, Authentic and American-made tenets that are close to the heart of America, legacy brands, Vintage Kart Company & the Grand Prix of Scottsdale -- and delivered in the heart of Scottsdale, Arizona.**
- **Delivering a transformative experience that immerses spectators, attendees and exhibitors in another erassimilar to the 'Goodwood' experience is unique in America and Scottsdale is the epicenter of this experience.**
- **The Grand Prix of Scottsdale is a family-oriented event that sparkles with historical relevance, enabling access to many age demographics from Boomers to Millennials across many marketing sectors and product verticals -- a mass market benefit to the City of Scottsdale.**
- **In keeping with the spirit of the 1920s-era, the Grand Prix of Scottsdale is FREE for the general public to attend and watch, creating a strolling 'World's Fair' experience for all general public attendees right in the heart of Scottsdale.**



III. Include all levels of sponsorships in your proposal including the level you are requesting for the City of Scottsdale.

a. Grand Prix of Scottsdale 'retail' sponsorship packages are tailored for team-building and camaraderie, specifically 'selling' the ultimate driving experience on the downtown streets IN Scottsdale with Scottsdale as THE unmistakable destination for the event. Grand Prix of Scottsdale will promote the city of Scottsdale throughout print, billboard, online/mobile/app, email, social and radio media. See Appendix A Grand Prix Deck for Sponsor Package details.

b. The Grand Prix of Scottsdale's request for \$55,000 will be equitized by and beneficial to the City of Scottsdale through:

- The promotion of Scottsdale as an 'autocentric' and 'collector car' destination in the Grand Prix of Scottsdale promotional deck and all collateral that reaches a respectable percentage of decision makers in the Fortune 2000**
- The incorporation of 'Scottsdale' in the Grand Prix's brand mark, inherently selling the City of Scottsdale as a luxury, 'experiential' destination, wherever the mark appears in local media, national media, national & international sponsorship collateral, web & mobile usage and ancillary Driving Day or 'Racers & Roasters' promotional events for major corporations and valued prospects;**
- The Valleywide and national promotion of the event via media partners Gannett/Republic Media, iHeart Radio, UBER, Yelp, Hubbard Media, Money Radio, ClassicCars.com and a variety of PR through Grand Prix of Scottsdale and the manufacturer of Vintage Mini Racers, Vintage Kart Company, that will include national spots in Highline Autos Pebble Beach/Concours edition, Car & Driver, M1Racing and ClassicCars.com.**
- Local television news spots for the event leading up to the event that are syndicated nationally. All major networks -- ABC, NBC, FOX, CBS affiliates -- produced a spot on the Grand Prix in 2015 that were syndicated.**
- The 'on-the-ground, grass-roots' selling of Scottsdale in 20,000+ circulars at a total of 1,200 man-hours for the event at every Scottsdale and out-of-state promotional partner event such as Russo & Steele Auto Auction - Scottsdale; Russo & Steele Auto Auction -- Newport Beach, CA; Russo & Steele Auto Auction -- Monterey, CA; Motor Trend Dream Street Event -- Detroit, MI; Ford Dream Street Event -- Detroit, MI; Santa Fe Concorso, Santa Fe, NM; and, Detroit Concours Event to benefit Men's Prostate Health, Detroit, MI;**



c. The Grand Prix of Scottsdale's sponsorship model allows for a corporate sponsor for each car in the 'race', with the possibility for as many as two corporate sponsors or a corporate/charity sponsor split per car. Up to forty (40) Vintage Mini Racers may participate in the Grand Prix of Scottsdale event, meaning corporate/charity sponsor involvement for anywhere from 40-80 total corporate sponsors, not including title and sub-title sponsors of the event and Pit Row.

The Grand Prix of Scottsdale is in development to be presented by Avnet and powered by Almeida Medical Imaging Fund (a 501(c)3 non-profit to benefit men's health and raise awareness of prostate cancer solutions) as a sub-title sponsor. Avnet will be hosting a its title sponsor event above the Start/Finish line at the Casablanca Lounge, while Almeida Medical Imaging Fund and its non-profit co-op partner, the Prostate Cancer Research Institute, will be hosting their Prostate Cancer Research tent on Pit Row and have two Race Teams entered for the Grand Prix.

Additional sponsors in development to include UBER, Yelp, iHeart Radio, SilverHawk Wealth Management, Hubbard Media, Grgich Hills Wines, Dripping Springs Vodka, Victory Brewing, Artisan Colour, ImageCraft, International Color Services, LAUNCH Real Estate, Nathan & Associates, Big-O Metals, AEI Lighting, In-Ground Trampolines, Marcellino Ristorante, Sogno Toscana Olive Oil and AEI Fabrication.

Samples of Racers for SilverHawk Wealth Management (corporate) and Almeida Medical Imaging Fund (charity) as developed:





City of Scottsdale sponsorship includes a City of Scottsdale Vintage Mini Racer entered in the Grand Prix of Scottsdale race -- Police Department or Fire Department custom Racer -- with six person driving team that can include City Council, Policemen, Firemen and other city employees, including all benefits per the Business & Brand package as seen in the Grand Prix deck, Appendix A. City of Scottsdale branding included in any and all print, online, mobile media marketing the event as well as branding on event collateral and posters used to promote the event.

Sample of City of Scottsdale Fire Department and Police Department Vintage Mini Racers:





IV. Describe how the event will contribute to the Scottsdale CVB branding efforts as well as provide exposure nationally, internationally, and/or outside Maricopa County for Scottsdale's attractiveness as a destination to our target upscale resort visitor.

a. The Grand Prix of Scottsdale creates public awareness of the event, its Scottsdale destination and contributes to Scottsdale CVB efforts with local and national media alliances, with in-development estimates such as:

- **Print/Email:** Gannett/Republic Media will promote the Grand Prix event state-wide in print via Arizona Republic's circulation of 1.5 Million and its 'Insider' digital mailings to a database of 140,000 premiere subscribers with a planned \$77,000 advertising campaign. The Arizona Republic is the largest general circulation newspaper in the Southwest. See Republic Media Plan Addendum B;
- **Online:**
 - AZCentral.com, Republic Media's main website, ranks as Arizona's #1 website.
 - ClassicCars.com planning \$19,750+ to promote the Grand Prix of Scottsdale on its website
- **Radio:**
 - iHeart Radio planning \$19,750+ in commercial airtime equivalent among eight (8) metro Phoenix radio stations -- talk radio to Top 40 -- to promote the Grand Prix of Scottsdale 9/15/16 to 11/4/16
 - Hubbard Media planning \$19,750+ in commercial airtime equivalent to promote the Grand Prix
 - Money Radio planning \$9,750 in commercial airtime equivalent to promote the Grand Prix
- **Social/App:**
 - UBER planning \$9,750 to promote the Grand Prix of Scottsdale and Scottsdale's 'drivability' to its entire metro Phoenix user base
 - Yelp planning \$9,750 to promote the Grand Prix of Scottsdale and the City of Scottsdale to its user base through its 'Events/What's Happening' function
 - Grand Prix of Scottsdale and Vintage Kart Company commit daily posts for the Event
- **Other:**
 - Car & Driver magazine is developing a four-page spread on Vintage Kart Company's Vintage Mini Racers and their use in the Grand Prix of Scottsdale with SCOTTSDALE as the destination for March 2017 issue with an ad spend value of \$1,100,000 to its circulation of 1.4 Million autocentric subscribers.



b. The Grand Prix of Scottsdale PR staff also communicates with and markets to companies in the hospitality, travel and airline sectors such as the Marriott, Hyatt and Southwest Airlines brands that serve as conduits for tourism and travel to Arizona and the City of Scottsdale.

c. The Grand Prix event and its Scottsdale destination will also be promoted through active on-the-ground, grass roots functions on the footprint of major automotive sector events such as:

- Russo & Steele Auto Auction - Scottsdale, AZ
- Russo & Steele Auto Auction - Newport Beach, CA
- Russo & Steele Auto Auction - Monterey, CA
- Pebble Beach Concours d'Elegance 'RetroAuto' Event at Spanish Bay
- Woodward Dream Cruise Event - Detroit, MI
- Motor Trend Auto / Classics Event - Detroit, MI
- Ford Dream Street Event - Detroit, MI
- Santa Fe Concours d'Elegance Event - Santa Fe, NM
- Detroit Concours Event to benefit Men's Prostate Health - Detroit, MI
- Arizona Concours d'Elegance Event at the Arizona Biltmore - Phoenix, AZ
- Art In Motion Event at Monticello - Monticello, NY
- Boca Raton Concours d'Elegance Event - Boca Raton, FL



V. Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale as generate room nights as well as enhance the length of stay.

a. The Grand Prix of Scottsdale's PR team is distributing marketing information for the Grand Prix event via print, social, email and web conduits, to other autocentric markets throughout the U.S., including Detroit, Pebble Beach/Monterey, Los Angeles/Orange County, Las Vegas, El Paso, Dallas, Detroit, Monticello, NY, Boca Raton, FL and Miami, FL. The Grand Prix of Scottsdale is promoting discount packages with discount codes for CVB hotels in Scottsdale and within walking distance to the Grand Prix track/downtown venue. CVB hotel partner and City of Scottsdale promotions will also be 'live' for promotion via GrandPrixScottsdale.com and VintageKartCo.com websites. The three-day event stimulates a stay of four to five nights at a minimum.

b. The Grand Prix of Scottsdale is actively selling special VIP hospitality packages for the event that include a hospitality tent for high-profile clientele, with LED television screens and bar/wait staff service for valued prospects and incumbent staff to enjoy, inclusive of VIP ticketing to Gatsby 'Under The Stars' and Gatsby Lawn Party festivities. Hospitality packages sold to sponsors as space allows for Pit Row and on the Start/Finish track footprint, with 10'x10' and 10'x20' availability (as pictured below) and increase the commitment of sponsors to the event and additional night stays at Scottsdale CVB hotels. These packages are a lure for major corporations to come to Scottsdale and enjoy the Grand Prix atmosphere trackside right in downtown Scottsdale and are promoted w/CVB assets on GrandPrixScottsdale.com and VintaeKartCo.com.

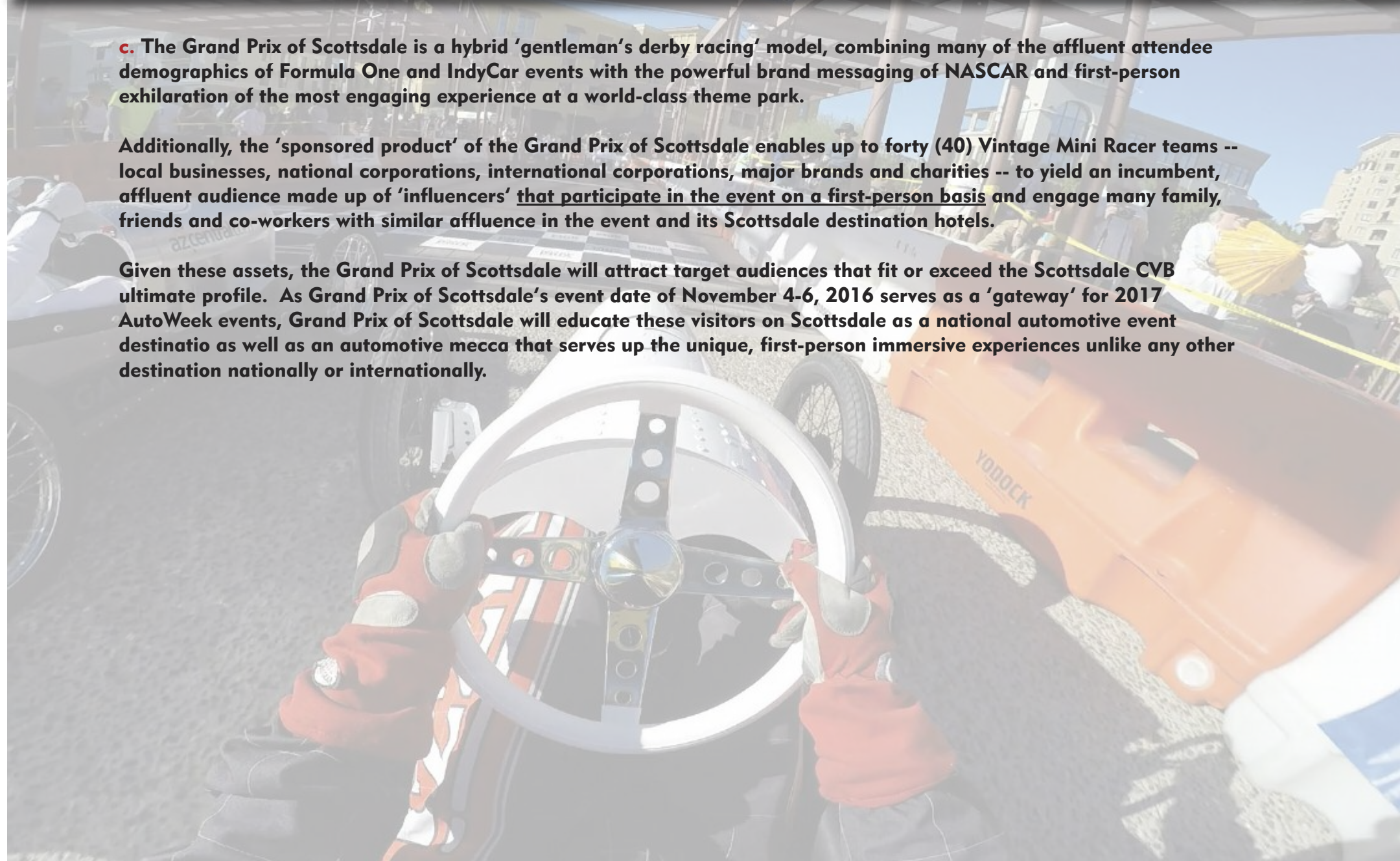




c. The Grand Prix of Scottsdale is a hybrid 'gentleman's derby racing' model, combining many of the affluent attendee demographics of Formula One and IndyCar events with the powerful brand messaging of NASCAR and first-person exhilaration of the most engaging experience at a world-class theme park.

Additionally, the 'sponsored product' of the Grand Prix of Scottsdale enables up to forty (40) Vintage Mini Racer teams -- local businesses, national corporations, international corporations, major brands and charities -- to yield an incumbent, affluent audience made up of 'influencers' that participate in the event on a first-person basis and engage many family, friends and co-workers with similar affluence in the event and its Scottsdale destination hotels.

Given these assets, the Grand Prix of Scottsdale will attract target audiences that fit or exceed the Scottsdale CVB ultimate profile. As Grand Prix of Scottsdale's event date of November 4-6, 2016 serves as a 'gateway' for 2017 AutoWeek events, Grand Prix of Scottsdale will educate these visitors on Scottsdale as a national automotive event destination as well as an automotive mecca that serves up the unique, first-person immersive experiences unlike any other destination nationally or internationally.





VI. Outline how evidence of room nights in Scottsdale hotels as a result of the event will be provided.

- a. The Grand Prix of Scottsdale is actively engaged in selling all of its race team and title sponsorship packages and keeps a database of all participants and anticipated guests as well as providing a conduit to local Scottsdale CVB hotels for nightly stays as needed during the event week. Additionally, several CVB hotels are participating sponsor partners and will cooperatively provide information to overlay Grand Prix of Scottsdale's database information for the ultimate number of guests/nightly stays at CVB hotels driven by the Grand Prix event.**
- b. For ease of access to the downtown track and Gatsby event venue at the Waterfront, many of our participating Grand Prix of Scottsdale corporate teams will have arrangements made at Scottsdale and downtown Scottsdale hotels. Grand Prix of Scottsdale . Our race teams are personally involved on a 'first-person' basis as the 'celebrities' of the event; thus, will also promote the event, Scottsdale CVB hotels and the Scottsdale destination to their friends, families and co-workers as well as via any and all ancillary media they may provide (see PhxMI.com for a 'live' sponsor example).**

VII. Events eligible for consideration should fit one or more of these drivers in order to be considered: Art and Culture, Culinary, Golf, Sports and Recreation, and Western.

The Grand Prix of Scottsdale and its unique Vintage Mini Racers is a penultimate event for Scottsdale in its Sports & Recreation category that engages participants, some from Scottsdale, in an exhilarating first-person experience that makes them feel like a 'celebrity' (and Steve McQueen or Danica Patrick) for Race Day, Grand Prix Week and Gatsby events.

Scottsdale has been the epicenter for the classic car trade for decades. The orbital success of the many auto auctions that populate Scottsdale Auto Week, including Barrett-Jackson, Gooding, Russo & Steele and RM Auctions have authenticated Scottsdale as a classic and vintage car lover's paradise, which is the perfect entrée for the Grand Prix of Scottsdale with its Vintage Mini Racers and 1920s theme.



If Phoenix puts auto thrills into first gear with Phoenix International Raceway events in November, Scottsdale goes into overdrive with the Grand Prix of Scottsdale that revs up pre-Auto Week engines, broadens the autocentric experience calendar for Scottsdale and lays the 'Welcome To Scottsdale' red carpet for national and international corporations, charities and brands.

The Grand Prix of Scottsdale's core tenets of honoring American tradition, teamwork and ingenuity positions Scottsdale and Scottsdale CVB partners for top-tier media editorial coverage using these tenets and others, such as our Veteran causes, that are at the forefront of American minds.

To the Sports & Recreation experience of the Grand Prix of Scottsdale, Scottsdale Mayor Jim Lane, Scottsdale City Council members, Scottsdale PD and Scottsdale FD, have all shared that 'genuine smile' and laughter brought on by driving a locally-made Vintage Mini Racer and participating in the Grand Prix of Scottsdale event.

VIII. A detailed, itemized list of what sponsorship benefits the City of Scottsdale will be receiving as part of the sponsorship package. Please include impression values, quantity, distribution methods.

a. Promotional Media:

- The City of Scottsdale will be a main sponsor of the event, with its designated branding included in all media -- print, radio, online, social, distributed -- as THE DESTINATION for the Grand Prix event
- 'SCOTTSDALE' is included in the main mark and branding for the event and any and all sponsor partners use the mark, 'Scottsdale' and event branding to promote their participation in the event
- Gannett/Republic Media/The Arizona Republic planning \$77,000 in promotional media to a base of 1.2 million subscribers (30+ placements = 30.6 Million impressions) and online impressions in the campaign of 2 Million+
- iHeart Radio / Hubbard Media Radio radio planned \$29,250 in campaigns, coupled with event announcement 'drive day' campaigns totals a 1.6 Million listener metro impressions over the campaigns



- Ongoing display exposure of City of Scottsdale and/or CVB branding on GrandPrixScottsdale.com and VintageKartCo.com websites
- Ongoing Grand Prix PR campaign using local print editorial, local news media editorial and social media posts on event using 'Scottsdale', 'Grand Prix of Scottsdale' and Scottsdale destination assets on GrandPrixScottsdale.com and VintageKartCo.com social media to include Facebook, Twitter and Instagram (1 Million impressions through total campaign)
- Ongoing third-party promotional campaigns with Car & Driver magazine (1.4 million subscribers, 2Million+ monthly impressions), ClassicCars.com (200,000 print subscribers, 3 Million+ monthly impressions, 500 Auto Dealer business advertisers), Highline Auto (100,000 printed copies/mo, 100,000+ monthly impressions), all as developed 2016/2017.

b. Hospitality: A 'Business & Brand' Grand Prix Package for the City of Scottsdale

- Six (6) Driver AND Plus One Passes to the opening night Gatsby 'Under The Stars' & 'Gatsby On The Lawn'
- Up to 6 drivers per City of Scottsdale package
- Participation in all Race Day timed heats for main event Grand Prix
- Leased Scottsdale Fire Department or Police Car with custom City of Scottsdale 'logo' branding
- Six (6) drivers at Pre-Race Saturday AM 'Dine & Drive' Breakfast Briefing at Start/Finish area
- Six (6) drivers at post-Grand Prix Vintage Victory Awards Celebratory Finale at Start/Finish area
- VIP Pit Pass for drivers only w/ keepsake goggles, caps
- Race Attire Package w/ race helmet, gloves, race suit to be determined/City may acquire
- Up to six (6) Race Day All-Event VIP tickets for Drivers & Plus Ones
- Main Street/Pit Row 'Brand Prix' track-side 10' x10' booth space on Race Day as approved + four (4) VIP Race Day Passes
- City of Scottsdale Brand logo on six (6) race track barrier/banners and Start/Finish banner
- City of Scottsdale Brand logo in GPX media placements & select editorial, social co-op
- Other external/internal promotions possible -- to be determined by CVB and Grand Prix team



IX. Approved funds are based on dollar-for-dollar match. For example, if an event is approved to receive \$30,000, the total cost of pre-event marketing expenditures required is \$60,000. Of which pre-event public relations value can be considered up to 50%.

- a. Gannett/Republic Media is the print, online media sponsor with \$77,000 planned campaign value**
- b. iHeart Radio is radio media sponsor with \$9750 - \$19,750 planned campaign value**
- c. Hubbard Media is radio media sponsor with \$9750 to \$19,750 planned campaign value**
- d. Other - ClassicCars.com is web media sponsor with a \$19,750 planned campaign value**
- e. PR: MarketShare, Outside the Coop, Barness PR, social, at-event, on-ground, TV PR campaigns - \$15,000 (See Appendix C or browse to: <http://vintagekartco.com/pages/media> for TV spots)**

X. Provide economic study or economic impact results of the event and the estimated impact on Scottsdale.

The goal of the Grand Prix of Scottsdale is to create a world-class, signature event synonymous with Scottsdale that includes local, national and heritage brands alike participating that bring friend/employee/familiarity bases numbering 7,500 to 10,000, supplemented by a general public attendance of 15,000 to 20,000 (12,000 estimated for 2015 inaugural event) for a total, including driving teams of some 24,000 to 30,000.

As the Grand Prix of Scottsdale is a hybrid 'gentleman's derby racing' event that has the ability to attract participants and attendees from a variety of sectors, including entertainment, automotive, racing, fashion and sports, and is in its first year of study, an economic impact study for Scottsdale has yet to be developed. However, the event's eventual economic impact on the City of Scottsdale can be estimated by using another 'non-professional', first-person participant, general public welcome event -- the Redbull Flugtag. The Flugtag is a multi-city event wherein competitors attempt to fly their own man-made flying machines off a Red Bull sponsored platform amid a 'World's Fair' style environment made for spectating. The Grand Prix of Scottsdale shares a similar 'color, pageantry and first-person entertainment value' to the Redbull Flugtags. The Flugtag's diverse locations range from Moscow to London to Hong Kong to Portland with average attendance in the 120,000 range and top attendance at 220,000. Economic impact on the locales is estimated anywhere from \$6 Million to \$10 Million per the week of the Flugtag event.

APPENDIX A

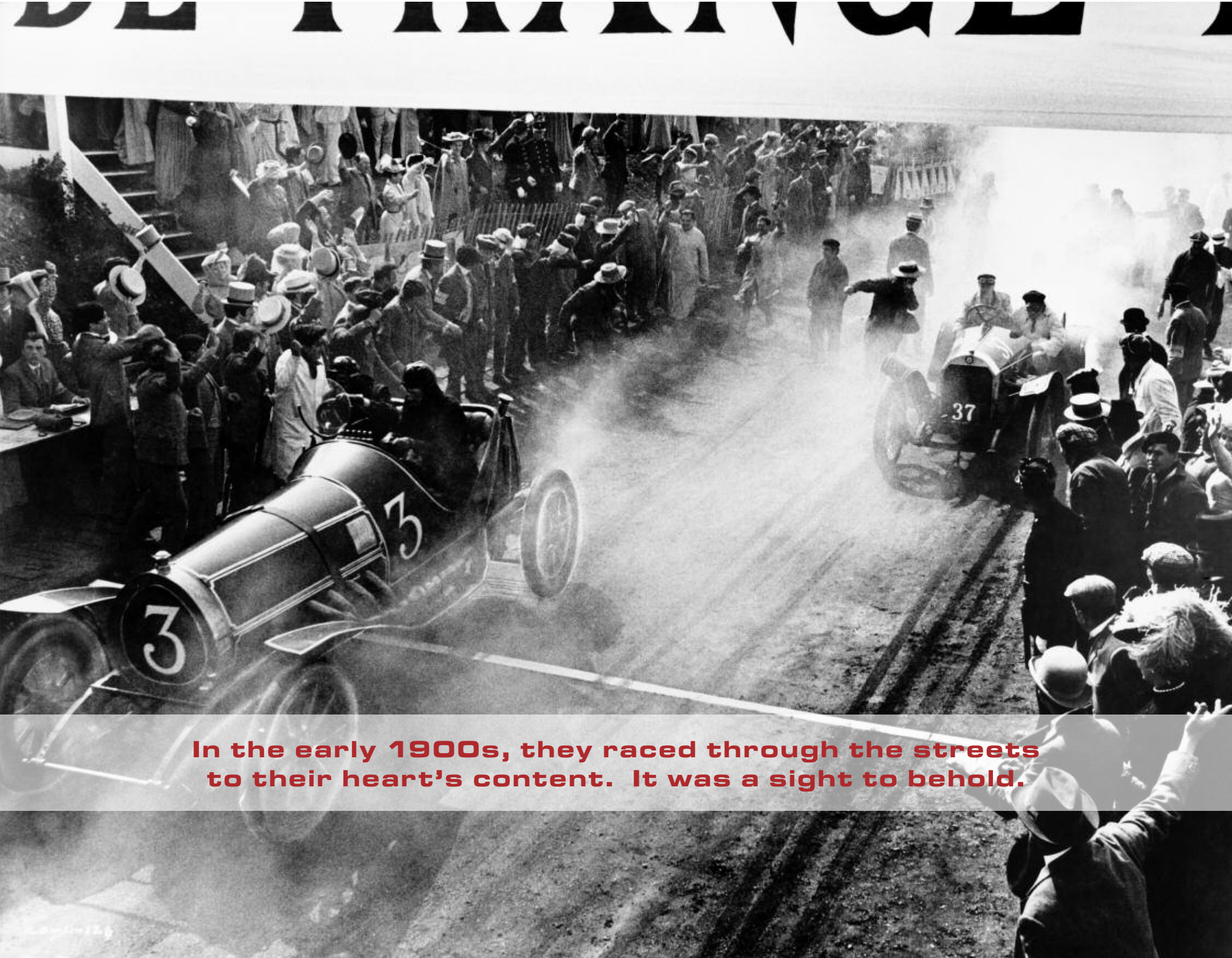
**The Scottsdale Grand Prix Event Deck
for Local, National, International Sponsors**



THE 2ND ANNUAL
**GRAND
PRIX**^{OF}
SCOTTSDALE
NOVEMBER 4-6, 2016

**SPONSORSHIP
INFORMATION**

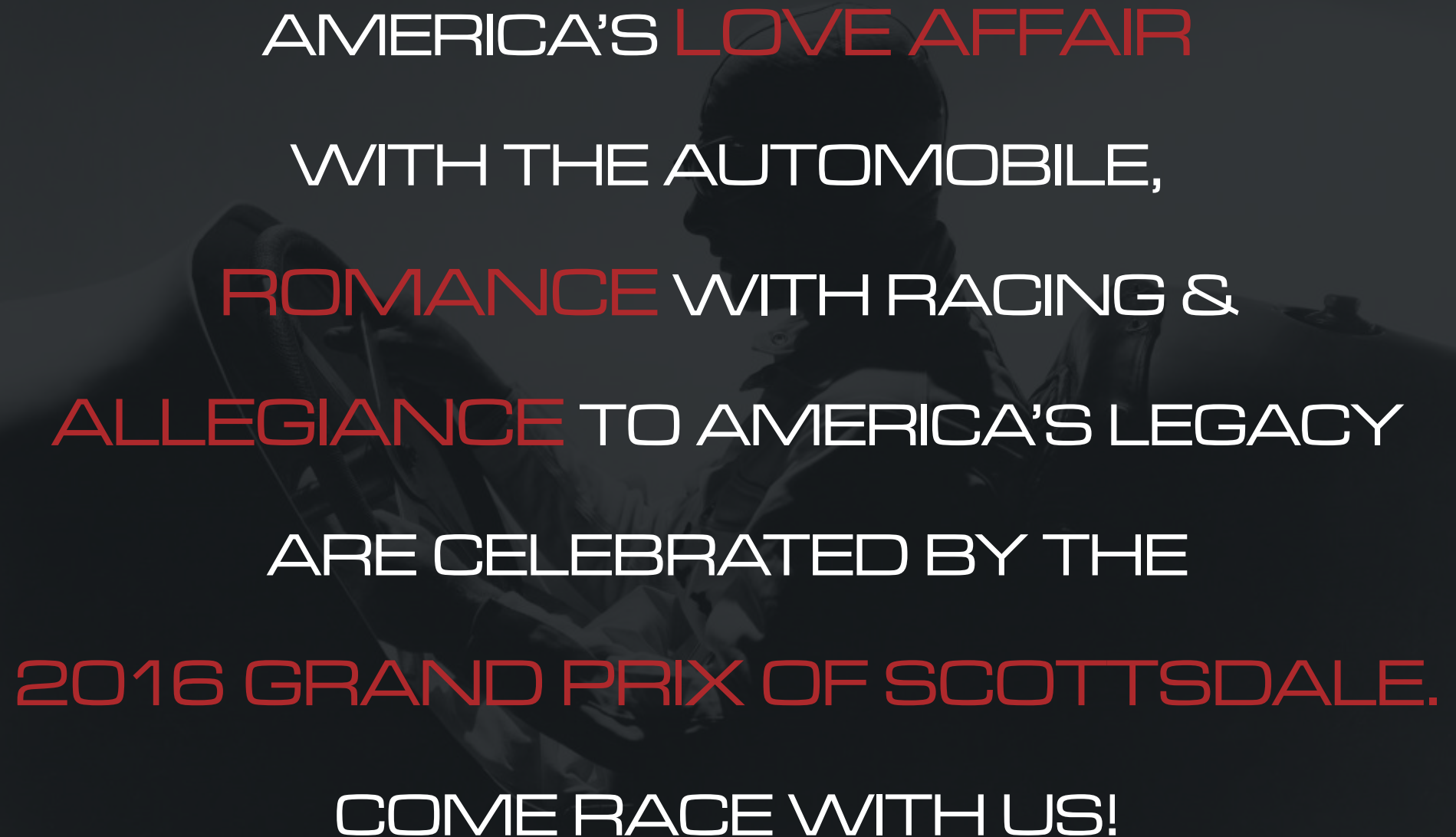




In the early 1900s, they raced through the streets to their heart's content. It was a sight to behold.



On November 7th 2015, corporate teams raced through downtown Scottsdale streets in a Grand Prix made historic by the most street closures in Scottsdale history.



AMERICA'S LOVE AFFAIR
WITH THE AUTOMOBILE,
ROMANCE WITH RACING &
ALLEGIANCE TO AMERICA'S LEGACY
ARE CELEBRATED BY THE
2016 GRAND PRIX OF SCOTTSDALE.
COME RACE WITH US!



START YOUR ENGINES AND RACE IN THE GRAND PRIX!

The 2nd annual Grand Prix of Scottsdale will roar through the streets of downtown Scottsdale November 4-6, 2016. This unique, stylish event celebrates Arizona-made Vintage Mini Racers, century-old global brands and the luxe euphoria of Roaring 1920s-era racing and craftsmanship.

Racing teams, spectators and participants alike will take a step back in time with the Grand Prix of Scottsdale's 1920s theme that features an opening night Gatsby Gathering, a Grand Prix Marketplace brand experience, Nickelodeon Family Fun Zone and the main event Grand Prix race with Winner's Circle closing.

Take part by building your own race team and branding a Vintage Mini Racer:



GRAND PRIX EVENT FACTS

- 1 People around the world love racing.
- 2 The Grand Prix of Scottsdale offers a never-before-seen racing platform that attracts charitable organizations, local businesses, national corporations and international brands.
- 3 The 'Everyman' or 'Everywoman', whether an employee, VP or a preferred vendor or client, can live the dream and become a driver in the Grand Prix.
- 4 Racing of Vintage Kart Company's Arizona-built Vintage Mini Racers bestows genuine, authentic and historic tenets perfect for alignment with domestic and international heritage brands.
- 5 The Grand Prix of Scottsdale combines unique elements of racing, automotive, culinary, fashion, brand heritage and music to deliver an immersive experience perfect for corporate branding.
- 6 The Grand Prix of Scottsdale is a family-oriented event that sparkles with historical relevance, enabling access to many age demographics, from seniors to millennials, across many marketing sectors and product verticals.
- 7 In keeping with the spirit of the 1920s era, the Grand Prix of Scottsdale is FREE for the general public to experience.

AS A GRAND PRIX SPONSOR, YOU WILL
TOAST THE 1920s AT THE **GATSBY GATHERING**,
HAVE A WHEEL OF A TIME AT THE
DINE & DRIVE BREAKFAST,
TELL YOUR BRAND'S STORY AT THE
GRAND PRIX MARKETPLACE,
BUILD A RACE TEAM & DRIVE IN THE
GRAND PRIX RACES
AND CELEBRATE AMERICAN TRADITION &
RACE WINNERS AT THE
WINNER'S CIRCLE CLOSING

2016 GRAND PRIX EVENT SCHEDULE RACE WEEKEND

FRIDAY
NOV 4

7PM-11PM

GATSBY GATHERING

SATURDAY
NOV 5

10AM-3PM

DRIVER CHECK-IN

RACE TEAM ORIENTATION

GRAND PRIX MARKETPLACE

RACEDAY
NOV 6

9.00AM

DINE & DRIVE BREAKFAST

10.00AM

PROCESSION TO PIT ROW
MORNING TIMED HEATS

10.45AM

GRAND PRIX OPENING CEREMONY

11AM-3PM

GRAND PRIX MAIN EVENT

4.00PM

VINTAGE WINNER'S CIRCLE CLOSING
AWARDS CELEBRATION

ONGOING
RACE DAY

DRIVER VIP/PIT ROW LUXE
PLUS-ONE VIP AREAS

ONGOING
RACE DAY

GRAND PRIX MARKETPLACE
BRAND EXPERIENCE



OPENING NIGHT GATSBY GATHERING

Step back in time with a regal celebration of our glorious driving teams and their gallant Vintage Mini Racer driving machines at the Gatsby Gathering formal event opener: 1920s-era euphoria will flow like bubbly at this cocktail party/strolling event with driving team introductions, automobile and vintage regalia, soothing serenades and bathtub gin sounds right out of the famed billionaire's Hampton haunt.



Gatsby Gathering photography by Haute Event Photography

HAUTE EVENT PHOTOGRAPHY



RACE DAY OPENER DINE & DRIVE BREAKFAST

What better way to start Grand Prix race day than with a delectable Dine & Drive Breakfast attended by drivers and those cheering them on. Driving teams for the Grand Prix will catch a casual meal track-side, review the Driver's Handbook and get a final briefing from our Grand Prix Track Management staff on driving, track and race rules. Heat laps follow, leading up to the main event Grand Prix race.



THE RACES HEATS & MAIN EVENT GRAND PRIX

Scottsdale Mayor Jim Lane, will drive in the Pace Car for the main event Grand Prix. Up to 40 Vintage Mini Racers, driven by teams of up to six (6) drivers, will roar along the one-mile course that winds through downtown Scottsdale. Our experienced race announcers will bring the lap-by-lap, timed heat action to those in the area with an authentic 1920s flair.

THE RACES DRIVER, TRACK & RACE MANAGEMENT

The Radigan Group will manage all facets of on-track events for the second annual Grand Prix of Scottsdale, including:

DRIVER MANAGEMENT

- Team and driver orientations of Vintage Mini Racers, race and track rules
- All drivers undergo test with breathalyzer
- Along with VKC, ensure driver in Vintage Mini Racer securely and all safety gear is applied
- Serve as pit and crew marshals

TRACK MANAGEMENT

- Pit Row entry/security and management
- Pedestrian bridge, starter concourse and pit row operations and flow
- Barrier management along race course to ensure pedestrian safety

RACE MANAGEMENT

- Serve as track marshals for both races
- Perform all starter functions for both races
- Timing and management of heats/entrants
- Flagging for cautions/rule breaches
- Managing Finish Line functions and pinpoint winners
- Officiate the entire race with race and track rules

GRAND PRIX OF SCOTTSDALE



THE HALF-MILE RACE COURSE

The Grand Prix of Scottsdale race course measures just over a half-mile and will weave through the local landmarks and retail venues of downtown Scottsdale. Starting near the bridge at the Scottsdale Waterfront, the course races through Scottsdale, finishing where it began.

The Grand Prix course is visually friendly to fans and spectators, well-suited for viewing of the Vintage Mini Racers and racing action. Restaurants and local businesses on the race course will provide special race day offerings, creating additional buzz for what will be one of Scottsdale's most electrifying annual events.



CLOSING CEREMONY VINTAGE VICTORY WINNER'S CIRCLE

The closing awards and special recognition ceremony for the Grand Prix of Scottsdale completes the Grand Prix Race Day and crowns the winning, second and third-place race teams. A medal for the fastest individual lap is also awarded. Champagne and flash bulbs will pop in the Winner's Circle closing ceremony, hitting the high notes of 1920s euphoria – a grand finish to the perfect Grand Prix race day.



ONGOING ON RACE DAY SHOWCASE YOUR BRAND

The Grand Prix Marketplace provides an excellent platform for heritage, national, international and local brands in all sectors of business to showcase their brand stories trackside near the Start/Finish line.

Your brand(s) can take advantage of the Grand Prix of Scottsdale's family-oriented events that are predicated on history, legacy and tradition, enabling access to many age groups from seniors to boomers to gen-Xers to millennials to youth.

We'll provide the space near the Grand Prix racing action and you'll put your own booth into high gear to tell your brand story.



ARIZONA-MADE VINTAGE MINI RACERS

Vintage Kart Company's 'Vintage Mini Racers' honor cyclecars of the past and are superbly engineered, compact 200cc driving machines on technologically advanced Vintage Mini Racer chassis. The racers are meticulously tooled and hand-assembled in Vintage Kart Company's fabrication facility in Mesa, Arizona.



VINTAGE MINI RACERS AUTHENTIC & HAND-CRAFTED

Vintage Kart Company's Vintage Mini Racers have been carefully designed by its incumbent brotherhood of engineers, designers, auto lovers and vintage aficionados for the pursuit of classic motor sporting exhilaration that puts a genuine smile on your face. Every Vintage Mini Racer is numbered and signed by its creators, who take pride in a pursuit of perfection that honors bygone eras.





VINTAGE MINI RACERS ARE GREAT BRANDING VEHICLES

All-aluminum Vintage Mini Racers are perfect for your branding, as a giveaway for your favorite charity and can also be assembled in-factory to promote corporate team-building. Our Racers can also be customized with luxe accoutrements including leathers, hood straps, wooden steering wheels and other accessories to create the perfect, authentic ride for your company or brand.

GRAND PRIX SPONSORSHIP LEVELS & FAQ



Race Day
Entry Fees

Driver Only
VIP
Pit Pass
+
Keepsake
Vintage
Goggles &
Caps for
Photo Opps

All-Event
VIP Pass for
Driver &
Plus One
Including
Gatsby Gala

Race Day
'Dine & Drive'
Track-Side
Breakfast
Briefing &
Vintage
Victory
Track-Side
Closing Finale

Race Day
Vintage
Mini
Racer Use
Lease

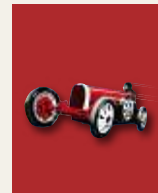
Corporate
Branding on
Vintage
Mini Racer

Main Street
'Brand Prix'
10' x 10'
Booth Track
Side (Space
Only) + Four
Race Day
VIP Passes

Logo Placement
on Six (6) Race
Track
Barriers
(\$2100 Value)
+ in Select
Media &
Social, Collateral

Keep Your
Branded
Vintage
Mini
Racer

**KEEP THE
RACER
PACKAGE
\$19,750**



**BUSINESS/
BRAND
PACKAGE
\$9,750**



\$800 Value
per driver

\$200 Value
per driver

\$300 Value
per driver + 1

\$500
Value

\$1700
Value

\$1300
Value

\$12100 +
Value

\$10000
Value

GRAND PRIX SPONSORSHIP LEVELS



\$9750 Business & Brand Package

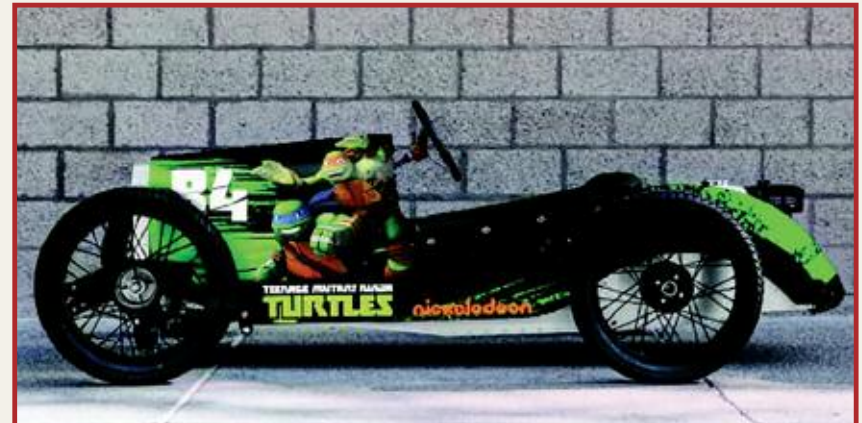
- Six (6) Driver AND Plus One Passes to the opening night Gatsby Gala [\$900 value]
- Up to 6 drivers per package
- Participation in all Race Day races + main Grand Prix [\$4800 value]
- Leased car with custom 'logo' branding [\$2200 value]
- Six (6) drivers at Pre-Race Saturday AM 'Dine & Drive' Breakfast Briefing at Start/Finish area
- Six (6) drivers at post-Grand Prix Vintage Victory Awards Celebratory Finale at Start/Finish area
- VIP Pit Pass for drivers only w/ keepsake goggles, caps [\$600 value]
- Race Attire Package w/ race helmet, gloves, race suit for use day of race only
- Up to six (6) Race Day All-Event VIP tickets for Drivers & Plus Ones [\$900 value]
- Main Street 'Brand Prix' track-side 10' x10' booth space on Race Day as approved + four (4) VIP Race Day Passes [\$1000 value]
- Brand logo on six (6) race track barrier/banners [\$2100+ value]
- Brand logo in GPX media placements & select editorial, social co-op [\$10,000+ value]
- Auto-Pay monthly installments available to meet your 2016 budget

Monthly Auto-Pay Plan Makes It Easy

With our Auto-Pay Plan you can reserve a Grand Prix racing team with equal monthly installments that meet your corporate budgeting. A 25% deposit is required upfront with the balance due paid in equal installments from your bank account or credit card. Inquire for more details. Cancellation fees apply.

\$19750 'Keep The Racer' Package

- All of the items in the Business & Brand Package plus you keep your own collectible, standard model Vintage Mini Racer, like the branded Nickelodeon Teenage Mutant Ninja Turtles car shown below, that can be driven in future races, used for corporate branding/promotion or donated for charitable purposes.
- Auto-Pay monthly installments available to meet your 2016 budget



GRAND PRIX SPONSORSHIP FAQ



Can I participate through my favorite charity for deductibility?

Yes, you can coordinate purchase of the Racing Team packages through the Grand Prix 501(c)3 charity or your favorite charity. After your donation is made to the participating 501(c)3, we can work with the charity at favorable pricing. For example, a Vintage Mini Racer with full paint (\$12,500 value) can be purchased by your charity for \$8,000 and used for raffle or other promotional model for a 2X/3X fund raise for your charity, in addition to discounting Grand Prix racing team packages for auction.

How many drivers can I have on my racing team?

For a corporate racing team, we recommend putting together a team of no more than six (6) drivers to have adequate time for each team member to drive the Vintage Mini Racer in the timed heats of the race.

How many laps does my racing team get?

The 2015 Grand Prix of Scottsdale included a 30 lap morning race and a 50 lap main event Grand Prix. The 2016 Grand Prix will be comprised of timed heats that will total an approximate 50+ lap main Grand Prix race.

What does the winner receive?

The winner gets an engraved Grand Prix of Scottsdale 'Grill' trophy to be passed along to race winners each year in perpetuity of the event.

How much does it cost to purchase my own vintage racer?

It costs \$10,000 to own a standard aluminum Grand Prix vintage racer. Additional costs for paint and premium customization on consultation with Vintage Kart Company.

How can I customize the car?

Premium customization options include two-tone paint, leather interiors, instrument panels, wooden steering wheels and carpeted or wooden floorboards. For premium customization pricing, consult with Vintage Kart Company - Call Ron Kotloff at 602-499-9219.

What does a VIP Ticket for 'Plus Ones' include?

A VIP Ticket allows the bearer entry to all VIP areas at no charge and an allotted number of spirit drinks, soft/drinks and food / hors d'ouvres being served at no charge.

What is a VIP PIT PASS for Drivers?

The VIP PIT PASS allows Drivers to enter the Pit Row area where the Vintage Mini Racers are staged. This is a VIP area only. Once the races begin, only Drivers are allowed in the Pit Row area. The VIP PIT PASS includes a staging area with refreshments, seating and cover for drivers while they are not engaged in racing on-track.

What are Driver & Driving Team obligations?

To drive in the Grand Prix of Scottsdale, one must be over 18 years of age with a valid Drivers License. Each driver in the Grand Prix of Scottsdale will be briefed prior to the race on all race rules and regulations. Each driver will also be responsible for at least one driving test day to become familiar with the Vintage Mini Racer vehicle. Drivers assigned to teams and any alternates will NOT be allowed to drink any alcoholic beverages until after all Grand Prix driving events have been completed. Special wristbands and breath tests will be required for all drivers before gaining access to a Racer and the track. The Grand Prix of Scottsdale mandates that all drivers understand that the Grand Prix is designed to be a safe, gentlemen's (gentlewoman's) race that all participants can enjoy – all drivers are expected to strictly adhere to all race rules, regulations, instructions and on-track officiating and flagmen.

What is your contact information?

Our phone number is 480-527-9779. Our office is at 6895 East Camelback Road #122 Scottsdale, AZ 85251 . GrandPrixScottsdale.com



GANNETT

WITH SPONSORSHIP YOU GET A PRINT & DIGITAL MEDIA PARTNER

The Grand Prix of Scottsdale's relationship with Gannett, an American 'heritage' company in its own right, offers national reach with its USA TODAY daily to nationwide RFD-TV special event coverage to local Republic Media engagement statewide. Gannett's Republic Media is focused on reaching 1.5 million Arizonans each week through a conduit of more than 30 reputable media products — local media power for the Grand Prix event.



iHeart
MEDIA

WITH SPONSORSHIP YOU GET A RADIO & DIGITAL MEDIA PARTNER

iHeart Radio delivers an incredible family of over 25 radio stations in the Valley of the Sun as well as national music acts sure to please the music lover. iHeartRadio functions both as a music recommender system and as a radio network that aggregates audio content from over 800 local iHeartMedia radio stations across the United States, for some 245 million monthly users.

2015 SPONSORS & PARTICIPANTS



AZCENTRAL.COM / YELP



BUFFALO COLLECTION



SCOTTSDALE FIRE DEPT



SPENCER'S TV & APPLIANCE



MARCELLINO RISTORANTE



NATHAN & ASSOCIATES



AEI FABRICATION



ARTISAN COLOUR



CELEBRATION STEM CELL CENTRE

2015 SPONSORS & PARTICIPANTS



AEI LIGHTING



BETTER THAN ASPHALT PATCH



CASCADE WINDOWS



TEAM SELECT HOMECARE



AZ REPUBLIC INSIDER / GANNETT



SCOTTSDALE POLICE DEPT



INGROUND TRAMPOLINES



DRIPPING SPRINGS VODKA



SIMPLE SITES

2015 SPONSORS & PARTICIPANTS



ASHLEY FURNITURE



BIG O METALS



VINTAGE KART COMPANY



iHEART RADIO



SCOTTSDALE MAYOR JIM LANE



COCA-COLA



NEIMAN MARCUS



NICKELODEON / VIACOM



UBER



THE 2ND ANNUAL
GRAND PRIX^{OF}
SCOTTSDALE
NOVEMBER 4-6, 2016

Driven To Take Part? Contact Us:

480-527-9779

Sales@GrandPrixScottsdale.com

GrandPrixScottsdale.com

Producers:

Napoleon Smith III • Andrew Bracanovich
Gary Tarr • Sean Gillespie • Jack Gee
Ron Kotloff • Bret Rowe • Jamie Radigan
Viet Le • Ryan Mogelesky



MINI RACERS™

APPENDIX B

The Scottsdale Grand Prix / Republic Media 2016 MEDIA/MARKETING PLAN



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with REPUBLIC MEDIA Newsprint / Digital
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Section</u>	<u>Item</u>	<u>Issue Date / Commence</u>	<u>Art Due</u>
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition 4.938" x 4.938"	9/10	9/05 via AdDrop TCode 015
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	9/27 Pickup	9/22
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	9/24 New Art	9/19
Scottsdale Republic*		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	10/01	9/25
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	10/08	10/03
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	10/15	10/10
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	10/22	10/17
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	10/29	10/23
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Roasters, Events 3 Col x 7.5"d Ad Size Sunday Edition	9/18	9/13
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Roasters, Events 3 Col x 7.5"d Ad Size Sunday Edition	9/25 Pickup	9/20



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with REPUBLIC MEDIA Newsprint / Digital
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Section</u>	<u>Item</u>	<u>Issue Date / Commence</u>	<u>Art Due</u>
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Roasters, Events 3 Col x 7.5"d Ad Size Sunday Edition	10/2	9/25
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Roasters, Events 3 Col x 7.5"d Ad Size Sunday Edition	10/9	10/2
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Roasters, Events 3 Col x 7.5"d Ad Size Sunday Edition	10/16	10/09
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Roasters, Events 3 Col x 7.5"d Ad Size Sunday Edition	10/23	10/16
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Events 3 Col x 7.5"d Ad Size Sunday Edition	10/30	10/23
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Events 3 Col x 7.5"d Ad Size FRIDAY Edition	11/4	10/30



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with REPUBLIC MEDIA Newsprint / Digital
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Section</u>	<u>Item</u>	<u>Issue Date / Commence</u>	<u>Art Due</u>
RepublicMedia.com		Could We List 11/7 Grand Prix under 'Event Sponsorship Opportunities', Elsewhere?	ASAP	9/18
AZCentral.com		Could We List 11/7 Grand Prix on AZCentral Things To Do / Events Calendar? Get VIP Tickets link	ASAP	9/18
Scottsdale.AZCentral.com		Could We List 11/7 Grand Prix on AZCentral Things To Do / Events Calendar? Get VIP Tickets link	ASAP	9/18
AZCentral.com		Homepage Pushdown Ad Unit (GPX, Roasters)	10/2 or 10/3	9/25
AZCentral.com Admail HTML		HTML EMail re: GPX Racing Teams, VIP, Roasters	9/30 Drop	9/25
AZCentral.com Admail HTML		HTML EMail re: GPX Racing Teams, VIP, Roasters	10/7 Drop	10/1
AZCentral.com Admail HTML		HTML EMail re: GPX Racing Teams, VIP, Roasters Buy 3rd? If Successful	10/14 Drop	10/6
Insider Program		Exclusive offer / promotion inclusion in AZ Republic AND AZCentral.com AND 140K+ Newsletter for months of SEPT, OCT Post	ASAP	9/21 Offer Due w/4C



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with REPUBLIC MEDIA Newsprint / Digital
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Section</u>	<u>Item</u>	<u>Issue Date / Commence</u>
Suggested Editorial As Able -- SEND PRESS RELEASES via VKC, GPX:			
Arizona Republic / Scottsdale Republic		Any Editorial on Grand Prix / Race Teams	Wk of 10/3
Arizona Republic / Scottsdale Republic		Any Editorial on Grand Prix / Race Teams	Wk of 10/10
Arizona Republic / Scottsdale Republic		Any Editorial on Grand Prix / Race Teams	Wk of 10/17
Arizona Republic / Scottsdale Republic USA Today		Any Editorial - Ninja Turtles USA Today Cares no texting Any Editorial - Ninja Turtles USA Today Cares no texting	Wk of 10/24
Arizona Republic		Any Editorial	11/3
Arizona Republic / Scottsdale Republic		Any Editorial - Pre-Race Day	11/5
Arizona Republic		Any Editorial - Race Day	11/6
Arizona Republic		Any Editorial - Post Race w/Photographs on slideshow	11/7

DIRECT COST for REPUBLIC MEDIA Print / Online Marketing \$77,000.00



Spec Ads for Grand Prix of Scottsdale (GPX)
with REPUBLIC MEDIA Newsprint / Digital
Event Date: November 4-6, 2016

WANT A RACE TEAM?
480-527-9779
RESERVE NOW!

COME TO THE GRAND PRIX OF SCOTTSDALE!

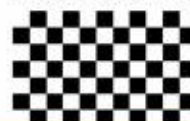
FOR V.I.P. TICKETS:
GRANDPRIXSCOTTSDALE.COM

RESERVE A TEST DRIVE!

Step back in time for the inaugural, 1920s-themed Grand Prix of Scottsdale on Sunday, November 6th. Experience the heritage and craftsmanship of original Grand Prix racing being celebrated through the streets of Downtown Scottsdale as 10-person race teams go for the glory of being the first Grand Prix of Scottsdale champion.

- 1920s-era Theme. Dress up!
- Locally-Made Vintage Mini Races
- Concours D'Nickelodeon Kids Area
- Beer Garden & Food Trucks
- Charity & Main Event Races
- Free Admission - Open To Public

GRAND PRIX OF SCOTTSDALE



NOVEMBER 6, 2016

WATCH IN STYLE WITH 3 V.I.P. LEVELS!
RESERVE NOW

BUY A RACE TEAM!
CALL: 480-527-9779

GRAND PRIX OF SCOTTSDALE

azcentral.com HYATT REGENCY UBER iHeartRadio Neiman Marcus
nickelodeon GANNETT American Girl

NOVEMBER 6, 2016
GRANDPRIXSCOTTSDALE.COM



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with iHEART RADIO & MONEY RADIO AirTime
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Station</u>	<u>Item</u>	<u>Issue Date / Commence</u>
iHeart Radio	99.9 KEZ	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	96.9 MIX	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	95.9 MOUNTAIN	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	104.7 KISSFM	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	102.5 KNIX	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	550AM KFYI	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	99.9 KEZ	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	960AM PATRIOT	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	910AM FOX SPTS	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
Money Radio	510AM / 99.3FM	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/22 to 11/1

DIRECT COST for iHEART RADIO Airtime / Radio Marketing \$19,750.00

DIRECT COST for MONEY RADIO Airtime / Radio Marketing \$ 9,750.00



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with KNIGHT AGENCY - PUBLIC RELATIONS
Event Date: November 4-6, 2016**

<u>Item</u>	<u>Issue Date / Commence</u>
PR for Grand Prix of Scottsdale (AUGUST) - Print & News Cycle Editorial / Spots -Tribune & Republic Editorial -Scottsdale Magazine, Modern Luxury Placement Online -Fox, NBC, ABC, CBS Affiliate TV News - Grand Prix Editorial -On The Ground Event Marketing / Drive Days -Local Corporate Marketing / Scottsdale Retail Marketing	8/24 - 8/31
PR for Grand Prix of Scottsdale (SEPTEMBER) - Print & News Cycle Editorial / Spots -Tribune & Republic Editorial -Scottsdale Magazine, Modern Luxury Placement Online -Fox, NBC, ABC, CBS Affiliate TV News - Grand Prix Editorial -On The Ground Event Marketing / Drive Days -Local Corporate Marketing / Scottsdale Retail Marketing	9/1 - 9/30
PR for Grand Prix of Scottsdale (OCTOBER) - Print & News Cycle Editorial / Spots -Tribune & Republic Editorial -Scottsdale Magazine, Modern Luxury Placement Online -Fox, NBC, ABC, CBS Affiliate TV News - Grand Prix Editorial -On The Ground Event Marketing / Drive Days -Local Corporate Marketing / Scottsdale Retail Marketing	10/1 - 10/31
PR for Grand Prix of Scottsdale (NOVEMBER) - Race Week Events & Editorial / TV Spots	11/1 - 11/5
DIRECT COST for KNIGHT AGENCY PR / Marketing	\$ 6,500.00



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with OUTFRONT MEDIA Digital Bulletins & Billboards
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Location</u>	<u>Item</u>	<u>Issue Date / Commence</u>
Outdoor / Bulletin	I-10, 202 Remnant	Grand Prix Event Billboard Ad - Main Ad	9/1 to 9/30
Outdoor / Bulletin	I-10, 202 Remnant	Grand Prix Event Billboard Ad - Main Ad	10/1 to 10/31

DIRECT COST for OUTFRONT MEDIA Outdoor Marketing \$19,750.00



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with CLASSICCARS.COM Online Marketing / Advertising
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Item</u>	<u>Issue Date / Commence</u>
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 9/5
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 9/12
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 9/19
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 9/26
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 10/3
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 10/10
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 10/17
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 10/24
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 10/31

DIRECT COST for CLASSICCARS.COM Online Marketing

\$19,750.00+



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with OUTSIDE THE COOP & MARKETSHARE Social
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Item</u>	<u>Issue Date / Commence</u>
SOCIAL	Social Mktng for Grand Prix of Scottsdale (AUGUST) per COOP & MARKETSHARE -Facebook Posts & Editorial, Photo Tag, Invites - 2/Day -Twitter Posts, Tags - 2/Day -Instagram Posts, Photo Matrix - 2/Day -SnapChat - Random Posts as Events Require	8/24 - 8/31
SOCIAL	Social Mktng for Grand Prix of Scottsdale (SEPTEMBER) per COOP & MARKETSHARE -Facebook Posts & Editorial, Photo Tag, Invites - 2/Day -Twitter Posts, Tags - 2/Day -Instagram Posts, Photo Matrix - 2/Day -SnapChat - Random Posts as Events Require	9/1 - 9/30
SOCIAL	Social Mktng for Grand Prix of Scottsdale (OCTOBER) per COOP & MARKETSHARE -Facebook Posts & Editorial, Photo Tag, Invites - 2/Day -Twitter Posts, Tags - 2/Day -Instagram Posts, Photo Matrix - 2/Day -SnapChat - Random Posts as Events Require	10/1 - 10/31
SOCIAL	Social Mktng for Grand Prix of Scottsdale (NOVEMBER) per COOP & MARKETSHARE	11/1 - 11/5
DIRECT COST for OUTSIDE THE COOP Social Marketing		\$3,500.00
DIRECT COST for MARKETSHARE Social Marketing		\$3,500.00



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with NEW TIMES Weekly Newsprint Magazine
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Item</u>	<u>Issue Date / Commence</u>
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	9/7 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	9/15 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	9/22 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	9/29 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	10/5 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	10/12 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	10/19 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	10/26 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	11/2 Issue

DIRECT COST for NEW TIMES Weekly Magazine Marketing

\$19,750.00



Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
TOTAL DIRECT COSTS
Event Date: November 4-6, 2016

<u>Media</u>	<u>Vendor</u>	<u>Item</u>	<u>Direct Cost</u>
Newsprint	REPUBLIC MEDIA	Print / Online Marketing	\$77,000.00
Radio	iHEART RADIO	Airtime / Radio Marketing	\$19,750.00
Radio	MONEY RADIO	Airtime / Radio Marketing	\$ 9,750.00
Public Relations	KNIGHT AGENCY	PR / Marketing	\$ 6,500.00+
Outdoor/Billbds	OUTFRONT MEDIA	Outdoor Marketing	\$19,750.00+
Online	CLASSICCARS.COM	Online Marketing	\$19,750.00+
Social Apps	OUTSIDE THE COOP	Facebook, Twitter, Instagram	\$ 3,500.00
Social Apps	MARKETSHARE	Fbook, Twitter, Insta, Snapchat	\$ 3,500.00
Magazine/Print	NEW TIMES	Weekly Magazine Marketing	\$19,750.00
TOTAL DIRECT COST - MARKETING / ADVERTISING			\$179,250.00

APPENDIX C

**The Scottsdale Grand Prix / PR for
Television News Media Editorial**



Grand Prix of Scottsdale
Event Television News Editorial - Valleywide
(Six news events, 2 Million+ impressions)





Grand Prix of Scottsdale
Event Television News Editorial - Valleywide
(Six news events, 2 Million+ impressions)



THANK YOU FOR YOUR SUPPORT

CITY OF SCOTTSDALE

YOU'RE A WORLD-CLASS DESTINATION!

- The 2016 Grand Prix Team -

Scottsdale Grand Prix

2016 MARKETING & PROMOTION PLAN

All Media



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with REPUBLIC MEDIA Newsprint / Digital
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Section</u>	<u>Item</u>	<u>Issue Date / Commence</u>	<u>Art Due</u>
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition 4.938" x 4.938"	9/10	9/05 via AdDrop TCode 015
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	9/27 Pickup	9/22
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	9/24 New Art	9/19
Scottsdale Republic*		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	10/01	9/25
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	10/08	10/03
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	10/15	10/10
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	10/22	10/17
Scottsdale Republic		Quarter-Page Ad GPX, VIP, Roasters, Events List Saturday Edition	10/29	10/23
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Roasters, Events 3 Col x 7.5"d Ad Size Sunday Edition	9/18	9/13
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Roasters, Events 3 Col x 7.5"d Ad Size Sunday Edition	9/25 Pickup	9/20



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with REPUBLIC MEDIA Newsprint / Digital
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Section</u>	<u>Item</u>	<u>Issue Date / Commence</u>	<u>Art Due</u>
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Roasters, Events 3 Col x 7.5"d Ad Size Sunday Edition	10/2	9/25
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Roasters, Events 3 Col x 7.5"d Ad Size Sunday Edition	10/9	10/2
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Roasters, Events 3 Col x 7.5"d Ad Size Sunday Edition	10/16	10/09
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Roasters, Events 3 Col x 7.5"d Ad Size Sunday Edition	10/23	10/16
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Events 3 Col x 7.5"d Ad Size Sunday Edition	10/30	10/23
Arizona Republic	Arts & Ent	22.5 column-inch Ad for GPX, VIP, Events 3 Col x 7.5"d Ad Size FRIDAY Edition	11/4	10/30



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with REPUBLIC MEDIA Newsprint / Digital
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Section</u>	<u>Item</u>	<u>Issue Date / Commence</u>	<u>Art Due</u>
RepublicMedia.com		Could We List 11/7 Grand Prix under 'Event Sponsorship Opportunities', Elsewhere?	ASAP	9/18
AZCentral.com		Could We List 11/7 Grand Prix on AZCentral Things To Do / Events Calendar? Get VIP Tickets link	ASAP	9/18
Scottsdale.AZCentral.com		Could We List 11/7 Grand Prix on AZCentral Things To Do / Events Calendar? Get VIP Tickets link	ASAP	9/18
AZCentral.com		Homepage Pushdown Ad Unit (GPX, Roasters)	10/2 or 10/3	9/25
AZCentral.com Admail HTML		HTML EMail re: GPX Racing Teams, VIP, Roasters	9/30 Drop	9/25
AZCentral.com Admail HTML		HTML EMail re: GPX Racing Teams, VIP, Roasters	10/7 Drop	10/1
AZCentral.com Admail HTML		HTML EMail re: GPX Racing Teams, VIP, Roasters Buy 3rd? If Successful	10/14 Drop	10/6
Insider Program		Exclusive offer / promotion inclusion in AZ Republic AND AZCentral.com AND 140K+ Newsletter for months of SEPT, OCT Post	ASAP	9/21 Offer Due w/4C



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with REPUBLIC MEDIA Newsprint / Digital
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Section</u>	<u>Item</u>	<u>Issue Date / Commence</u>
Suggested Editorial As Able -- SEND PRESS RELEASES via VKC, GPX:			
Arizona Republic / Scottsdale Republic		Any Editorial on Grand Prix / Race Teams	Wk of 10/3
Arizona Republic / Scottsdale Republic		Any Editorial on Grand Prix / Race Teams	Wk of 10/10
Arizona Republic / Scottsdale Republic		Any Editorial on Grand Prix / Race Teams	Wk of 10/17
Arizona Republic / Scottsdale Republic USA Today		Any Editorial - Ninja Turtles USA Today Cares no texting Any Editorial - Ninja Turtles USA Today Cares no texting	Wk of 10/24
Arizona Republic		Any Editorial	11/3
Arizona Republic / Scottsdale Republic		Any Editorial - Pre-Race Day	11/5
Arizona Republic		Any Editorial - Race Day	11/6
Arizona Republic		Any Editorial - Post Race w/Photographs on slideshow	11/7

DIRECT COST for REPUBLIC MEDIA Print / Online Marketing \$77,000.00



Spec Ads for Grand Prix of Scottsdale (GPX)
with REPUBLIC MEDIA Newsprint / Digital
Event Date: November 4-6, 2016

WANT A RACE TEAM?
480-527-9779
RESERVE NOW!

COME TO THE GRAND PRIX OF SCOTTSDALE!

FOR V.I.P. TICKETS:
GRANDPRIXSCOTTSDALE.COM

RESERVE A TEST DRIVE!

Step back in time for the inaugural, 1920s-themed Grand Prix of Scottsdale on Sunday, November 6th. Experience the heritage and craftsmanship of original Grand Prix racing being celebrated through the streets of Downtown Scottsdale as 10-person race teams go for the glory of being the first Grand Prix of Scottsdale champion.

- 1920s-era Theme. Dress up!
- Locally-Made Vintage Mini Races
- Concours D'Nickelodeon Kids Area
- Beer Garden & Food Trucks
- Charity & Main Event Races
- Free Admission - Open To Public



GRAND PRIX OF SCOTTSDALE



NOVEMBER 6, 2016

GRAND PRIX OF SCOTTSDALE

WATCH IN STYLE WITH 3 V.I.P. LEVELS!
RESERVE NOW

BUY A RACE TEAM!
CALL: 480-527-9779

azcentral.com HYATT REGENCY USER iHeartRadio Neiman Marcus
nickelodeon GANNETT American Girl

NOVEMBER 6, 2016
GRANDPRIXSCOTTSDALE.COM



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with iHEART RADIO & MONEY RADIO AirTime
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Station</u>	<u>Item</u>	<u>Issue Date / Commence</u>
iHeart Radio	99.9 KEZ	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	96.9 MIX	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	95.9 MOUNTAIN	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	104.7 KISSFM	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	102.5 KNIX	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	550AM KFYI	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	99.9 KEZ	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	960AM PATRIOT	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
iHeart Radio	910AM FOX SPTS	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/15 to 11/5
Money Radio	510AM / 99.3FM	16 Hrs/7 Days Grand Prix, Grand Prix Charity Ads	9/22 to 11/1

DIRECT COST for iHEART RADIO Airtime / Radio Marketing \$19,750.00

DIRECT COST for MONEY RADIO Airtime / Radio Marketing \$ 9,750.00



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with KNIGHT AGENCY - PUBLIC RELATIONS
Event Date: November 4-6, 2016**

<u>Item</u>	<u>Issue Date / Commence</u>
PR for Grand Prix of Scottsdale (AUGUST) - Print & News Cycle Editorial / Spots -Tribune & Republic Editorial -Scottsdale Magazine, Modern Luxury Placement Online -Fox, NBC, ABC, CBS Affiliate TV News - Grand Prix Editorial -On The Ground Event Marketing / Drive Days -Local Corporate Marketing / Scottsdale Retail Marketing	8/24 - 8/31
PR for Grand Prix of Scottsdale (SEPTEMBER) - Print & News Cycle Editorial / Spots -Tribune & Republic Editorial -Scottsdale Magazine, Modern Luxury Placement Online -Fox, NBC, ABC, CBS Affiliate TV News - Grand Prix Editorial -On The Ground Event Marketing / Drive Days -Local Corporate Marketing / Scottsdale Retail Marketing	9/1 - 9/30
PR for Grand Prix of Scottsdale (OCTOBER) - Print & News Cycle Editorial / Spots -Tribune & Republic Editorial -Scottsdale Magazine, Modern Luxury Placement Online -Fox, NBC, ABC, CBS Affiliate TV News - Grand Prix Editorial -On The Ground Event Marketing / Drive Days -Local Corporate Marketing / Scottsdale Retail Marketing	10/1 - 10/31
PR for Grand Prix of Scottsdale (NOVEMBER) - Race Week Events & Editorial / TV Spots	11/1 - 11/5
DIRECT COST for KNIGHT AGENCY PR / Marketing	\$ 6,500.00



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with OUTFRONT MEDIA Digital Bulletins & Billboards
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Location</u>	<u>Item</u>	<u>Issue Date / Commence</u>
Outdoor / Bulletin	I-10, 202 Remnant	Grand Prix Event Billboard Ad - Main Ad	9/1 to 9/30
Outdoor / Bulletin	I-10, 202 Remnant	Grand Prix Event Billboard Ad - Main Ad	10/1 to 10/31

DIRECT COST for OUTFRONT MEDIA Outdoor Marketing \$19,750.00



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with CLASSICCARS.COM Online Marketing / Advertising
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Item</u>	<u>Issue Date / Commence</u>
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 9/5
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 9/12
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 9/19
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 9/26
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 10/3
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 10/10
ClassicCars.com	Online / On-site Marketing / Social for Grand Prix of Scottsdale	Wk of 10/17
ClassicCars.com	Online / On-site Marketing Grand Prix of Scottsdale Concours Event	Wk of 10/24
ClassicCars.com	Online / On-site Marketing Grand Prix of Scottsdale Concours Event	Wk of 10/31

DIRECT COST for CLASSICCARS.COM Online Marketing

\$19,750.00+



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with OUTSIDE THE COOP & MARKETSHARE Social
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Item</u>	<u>Issue Date / Commence</u>
SOCIAL	Social Mktng for Grand Prix of Scottsdale (AUGUST) per COOP & MARKETSHARE -Facebook Posts & Editorial, Photo Tag, Invites - 2/Day -Twitter Posts, Tags - 2/Day -Instagram Posts, Photo Matrix - 2/Day -SnapChat - Random Posts as Events Require	8/24 - 8/31
SOCIAL	Social Mktng for Grand Prix of Scottsdale (SEPTEMBER) per COOP & MARKETSHARE -Facebook Posts & Editorial, Photo Tag, Invites - 2/Day -Twitter Posts, Tags - 2/Day -Instagram Posts, Photo Matrix - 2/Day -SnapChat - Random Posts as Events Require	9/1 - 9/30
SOCIAL	Social Mktng for Grand Prix of Scottsdale (OCTOBER) per COOP & MARKETSHARE -Facebook Posts & Editorial, Photo Tag, Invites - 2/Day -Twitter Posts, Tags - 2/Day -Instagram Posts, Photo Matrix - 2/Day -SnapChat - Random Posts as Events Require	10/1 - 10/31
SOCIAL	Social Mktng for Grand Prix of Scottsdale (NOVEMBER) per COOP & MARKETSHARE	11/1 - 11/5
DIRECT COST for OUTSIDE THE COOP Social Marketing		\$3,500.00
DIRECT COST for MARKETSHARE Social Marketing		\$3,500.00



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with NEW TIMES Weekly Newsprint Magazine
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Item</u>	<u>Issue Date / Commence</u>
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	9/7 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	9/15 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	9/22 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	9/29 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	10/5 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	10/12 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	10/19 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	10/26 Issue
New Times	TBD ROB Ad for Grand Prix of Scottsdale per Column Inch Spec	11/2 Issue

DIRECT COST for NEW TIMES Weekly Magazine Marketing

\$19,750.00



**Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
with SOCIAL SCOTTSDALE Magazine / Race Guide
Event Date: November 4-6, 2016**

<u>Media</u>	<u>Item</u>	<u>Issue Date / Commence</u>
SS Site Online	TBD Run of Site Ad for Grand Prix of Scottsdale - Banner Ad / Race Guide	9/5 to 9/11 Wk
SS Site Online	TBD Run of Site Ad for Grand Prix of Scottsdale - Banner Ad / Race Guide	9/12 to 9/18 Wk
SS Site Online	TBD Run of Site Ad for Grand Prix of Scottsdale - Banner Ad / Race Guide	9/19 to 9/25 Wk
SS Site Online	TBD Run of Site Ad for Grand Prix of Scottsdale - Banner Ad / Race Guide	9/26 to 10/2 Wk
SS Site Online	TBD Run of Site Ad for Grand Prix of Scottsdale - Banner Ad / Race Guide	10/3 to 10/9 Wk
SS Site Online	TBD Run of Site Ad for Grand Prix of Scottsdale - Banner Ad / Race Guide	10/10 to 10/16 Wk
SS Site Online	TBD Run of Site Ad for Grand Prix of Scottsdale - Banner Ad / Race Guide	10/17 to 10/23 Wk
SS Site Online	TBD Run of Site Ad for Grand Prix of Scottsdale - Banner Ad / Race Guide	10/24 to 10/30 Wk
SS Site Online	TBD Run of Site Ad for Grand Prix of Scottsdale - Banner Ad / Race Guide	Race Week 11/1
SS Magazine/Race Guid	Printed Race Guide for Grand Prix Scottsdale distribution	11/6 Drop

DIRECT COST for SOCIAL SCOTTSDALE Magazine Marketing \$2,750.00



Media / Marketing Plan for Grand Prix of Scottsdale (GPX)
TOTAL DIRECT COSTS
Event Date: November 4-6, 2016

<u>Media</u>	<u>Vendor</u>	<u>Item</u>	<u>Direct Cost</u>
Newsprint	REPUBLIC MEDIA	Print / Online Marketing	\$77,000.00
Radio	iHEART RADIO	Airtime / Radio Marketing	\$19,750.00
Radio	MONEY RADIO	Airtime / Radio Marketing	\$ 9,750.00
Public Relations	KNIGHT AGENCY	PR / Marketing	\$ 6,500.00+
Outdoor/Billbds	OUTFRONT MEDIA	Outdoor Marketing	\$19,750.00+
Online	CLASSICCARS.COM	Online Marketing	\$19,750.00+
Social Apps	OUTSIDE THE COOP	Facebook, Twitter, Instagram	\$ 3,500.00
Social Apps	MARKETSHARE	Fbook, Twitter, Insta, Snapchat	\$ 3,500.00
Magazine/Print	NEW TIMES	Weekly Magazine Marketing	\$19,750.00
Magazine/Print	SOCIAL SCOTTSDALE	Online Ads + Race Week Guide	\$ 2,750.00
TOTAL DIRECT COST - MARKETING / ADVERTISING			\$182,000.00

**The Scottsdale Grand Prix / PR for
Television News Media Editorial**

To Be Determined per Story



Grand Prix of Scottsdale
Event Television News Editorial - Valleywide
(Six news events, 2 Million+ impressions)





Grand Prix of Scottsdale
Event Television News Editorial - Valleywide
(Six news events, 2 Million+ impressions)





2016 Grand Prix of Scottsdale Review of the Event & Tourism Impact

Situational Analysis

The Second Annual Grand Prix of Scottsdale, scheduled for November 4-6, will once again deliver a very unique “racing” event that will attract corporate partners in an original format.

In 2015, the first race reportedly drew 10,000 people and had 32 racing teams that raced down the streets of Old Town Scottsdale evoking the image of the vintage glamour of Monaco.

In 2016 event organizers hope to further develop a family-friendly experience. Although there is very little qualitative or quantitative information about the first race, it does appear that it has the potential to attract sponsors and an attendance of 15,000 – 17,000 people in only its second year.

Organizers are asking for \$55,000 from the City to help promote the event. They hope to add another top-notch automotive spectacle to a Valley Calendar that includes NASCAR, Barrett Jackson and several others.

The event does promote the City’s overall image and its “product” by including “Scottsdale” in the name. It lacks a significant national media/marketing platform, but does have a good plan in place to promote the race in Arizona.

Pertinent Questions

1. How will be marketing dollars be spent inside and outside of Maricopa County to promote the event and enhance Scottsdale’s attractiveness as a tourist destination?
2. How many fans are anticipated to be true visitors, or travelling from outside Maricopa County?
3. What is the projected economic impact of the event and how many room nights will it generate?
4. How many of the individual car sponsors are from outside of the area?
5. How prominent will “Scottsdale” be in the logo if the event has a title sponsor like Avnet?

General Assumptions

- Organizers have expanded the event to be more than a race, and will host a Gatsby Under the Stars Gala and Gatsby Lawn Party. This has the potential to expand the reach of the audience.
- It is an outstanding participant event. Sponsors and drivers will get to compete in an experience that is not available to most people, fulfilling their dreams of being a race car driver. “Each participant and sponsor is a “story” for Scottsdale as each is an “Everyman” or “Everywoman” who can live the dream and become a driver,” according to the event promoters.
- Event organizers are also selling special VIP hospitality packages for high-profile clientele, which is also befitting of Scottsdale. They include tents, LED television screens and their own bar/wait staff. These packages can be a lure for major corporations to come to Scottsdale and add additional stays at Scottsdale hotels.
- The race will appeal to automobile racing fans, but also to other demographic groups because of its other events.
- Based on what most other sporting events spend to attract fans, limited dollars are being allocated for advertising and promotion out of state, particularly into Scottsdale “feeder markets.” (Out of the \$182,000 expenditure in their media/marketing plan, approximately 85 percent of that is being placed on local newsprint, magazine, radio and billboards).
- Organizers say that the Grand Prix event and its Scottsdale destination will be promoted nationally through active-on-the ground, grass roots functions at approximately 13 major automotive sector events.
- Regarding the contestants, it appears that last year 25 of the 36 cars were from local sponsors. Only five were true national brands (it isn’t clear if they were from Arizona or national offices – Gannett, Coca-Cola, Neiman Marcus, Nickelodeon and Uber), while another six represented out of state companies.

Economic and Media Impact

It is questionable whether this event will generate much in the way of Economic Impact. Analyzing the Media/Marketing Plan, organizers aren’t spending enough revenue on traditional national media, thus limiting the reach of the event. Most of the local advertising and publicity efforts won’t generate tourism. And without a developed brand, it is doubtful that people will travel and fill hotel rooms.

There is also little evidence that the Grand Prix will contribute to the Scottsdale CVB branding efforts nationally, internationally, and/or outside Maricopa County, or promote Scottsdale’s attractiveness as a destination to its target upscale resort visitor.

The event lacks a national television audience, something that helps brand events. It is unique, however, and does have potential if national marketing expenditures are made in the future.

Promoters have set up headquarter hotels in Scottsdale and are conducting third-party promotional campaigns with Car & Driver magazine, ClassicCars.com and Highline Auto. There will also be impact generated by visitors from Arizona outside of the Scottsdale area, who might dine and spend money in other retail establishments before/after the event. Some of the participants are from out of state and will bring people to support their entry. But the number of these visitors will be relatively minimal and will generate modest bed and city taxes.

Summary

This event appears to be well thought out and packaged. Its main strength is that it is a unique, one of a kind experience that seemingly fits the high end profile of Scottsdale. It is similar to events such as the Red Bull Flugtag, which has created economic impact in many events worldwide.

However, currently the Grand Prix of Scottsdale is unknown outside of the State. It needs a national platform such as national television if it wants to generate room nights. Unlike NASCAR and Barrett-Jackson, which have strong niche national brands and attract an audience wherever they go, this event is relatively unheard of nationally. It is doubtful if people will travel to it, as it has a very low level of awareness.

The Grand Prix of Scottsdale's public relations team is distributing marketing information for the event via print, social, email and web conduits, but we have little information on how effective that will be.

The event does have an excellent mostly in-state media/marketing plan, with a direct cost of \$182,000.

Respectfully submitted,

Bruce Skinner and Associates