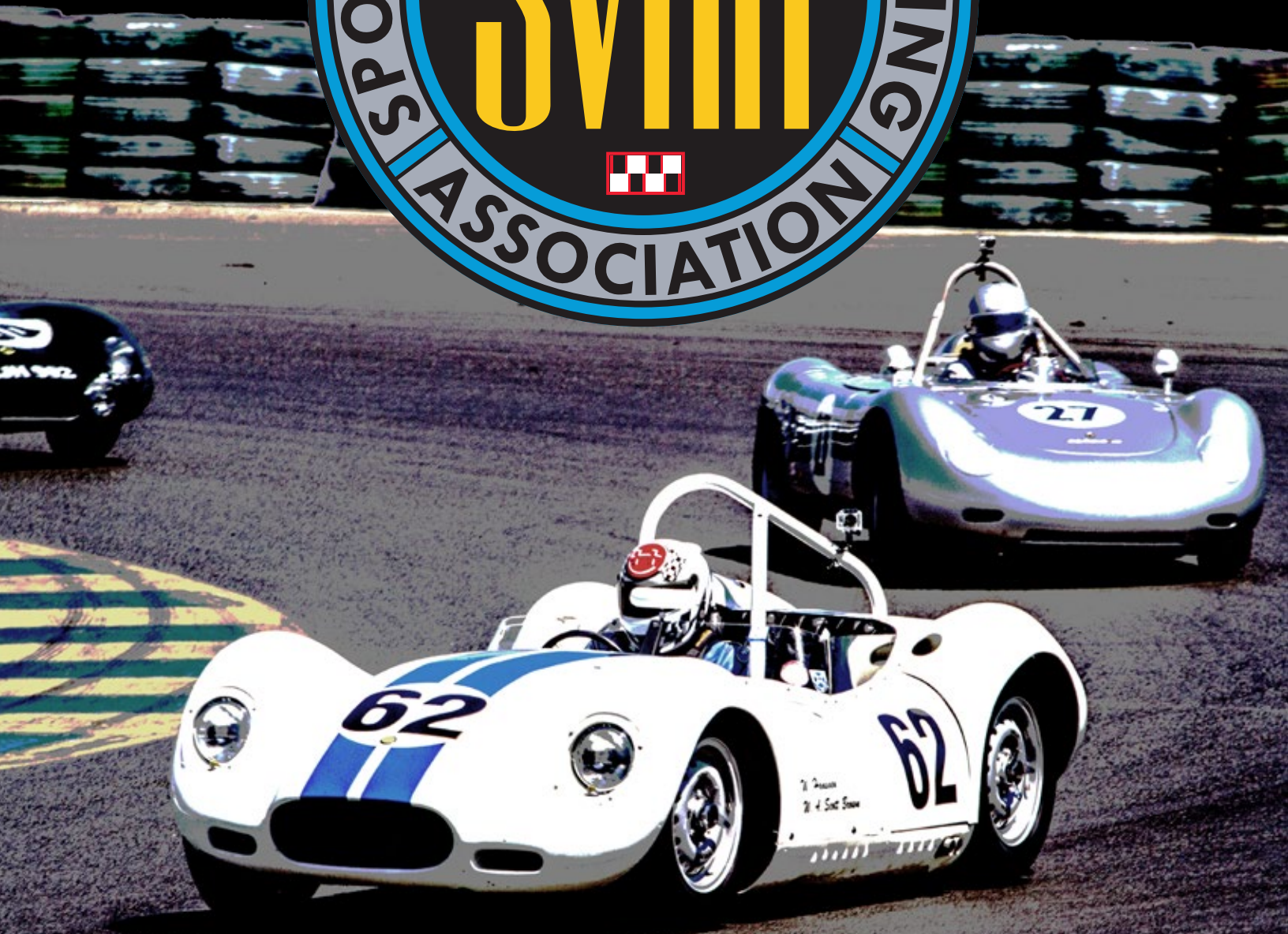


*Some People Collect Art...
We Race It.*



Setting the New Standard for Vintage Racing Nationwide

www.SVRA.com • 1312 Regency Ct, Southlake, TX 76092



SVRA OVERVIEW

Mission Statement

The Sports Car Vintage Racing Association, through the establishment of a truly national sanctioning organization, is dedicated to presenting a series of premium racing events at legendary race circuits throughout the United States. By encouraging the principles of safe, fast and enjoyable competition at its events, as well as adherence to period-correct standards of car preparation, the SVRA will continue to keep the rich heritage of motorsports alive for generations of enthusiasts now and into the future.

- Founded in 1976
- Purchased by Parella Motorsports Holdings LLC in September 2012
- Purchased HSR West in September 2012
- Formed the first and only national vintage racing sanctioning body in the US
- Largest vintage racing organization in the United States
- Over 2,500 licensed members
- Created the U.S. Vintage National Championship
- Purchased General Racing in July 2014
- Formed Vintage Racing Quarterly Magazine LLC in August of 2014
- Currently has scheduled 13 events across the United States
- Traditionally have 11 different race groups at our events
- Standardized the safety and car preparation rules across the US
- Launched **Vintage Racing Quarterly** in October 2014
- **Pursuit of Passions** TV pilot aired in April 2015
- Purchased a percentage of the contemporary Trans Am Series in 2016
- Driver School licensing program in March 2017 at Roebing Road in Savannah, GA

Vintage race cars are the marvels in motorsports, enthusiasts can never get enough: no matter the year, make or model.

Whether racing, being worked on in the pits, or on display at a Concours d'Elegance, there is nothing more beautiful and exciting than a vintage race car.

MEMBER DEMOGRAPHICS

AGE

Over 70 Yrs old.....	1%
55 - 69 Yrs old.....	31%
45 - 54 Yrs old.....	42%
35 - 44 Yrs old.....	23%
18 - 34 Yrs old.....	3%

REAL ESTATE

Homeowners.....	98%
Own two or more residences.....	61%

INCOME

\$100,000 - \$145,000.....	13%
\$150,000 - \$225,000.....	37%
\$230,000 - \$499,000.....	27%
\$500,000 and above.....	19%

EMPLOYMENT

Business Owners.....	40%
Professionals.....	28%
Executives.....	13%



SVRA BENEFITS

BENEFITS FOR SPONSORS & VENDORS

Reaching influential, high-end customers, difficult to reach through traditional media, that reinforces luxury and premium brand positioning.

» **SVRA Members:**

Sponsor an activity for members only, website, direct mailing, electronic mailing, member discounts, etc.

» **Event Participants:**

Sponsor activity for participants. Pre- and post-mailings, driver gift bags, awards, product displays, samples, seminars, racer discounts.

» **Spectators:**

Printed collateral, posters, tickets, brochures, programs and signage.

VIP Experience at SVRA events, includes: pace car rides, track tours and hospitality during the Saturday evening parties. Complimentary vendor privileges at SVRA events.

\$142,000 Average Annual Expenditure for Racing





VINTAGE CAR CLASSES

PRE-WAR



Open and closed wheel race cars produced prior to World War II. Typical entries include: rare Formula One cars of that era, early MG's, American oval track and some home built "specials." Sometimes includes cars from the early postwar period in America, 1946-1953.

GROUP 1



"Small bore," mass-produced, sports cars and sedans built prior to 1973. Cars competing include: MGA, Mini Cooper, Alfa Romeo Giulietta, Austin Healy Sprite, Spitfire and Lotus 7.

GROUP 2



Open wheel race cars built prior to 1973. Cars competing include: Chevron, Brabham, Crossle, Titan, Lotus, Caldwell, Merlyn, Elva, Royale and Hawke.

GROUP 3



Medium displacement, mass-produced sports cars and sedans built prior to 1973. Cars competing include: Morgan, Porsche 356, Triumph TR-3 & TR-4, Alfa Romeo, Elva Courier, Austin Healey 3000, MGB and Sunbeam Alpine.

GROUP 4A



Limited production sports racing cars built prior to 1960. Cars competing include: Scarab, Devin, Maserati, Lotus 11, Porsche RSK Spyder, Ferrari, Allard and Lister.

GROUP 4B



Larger displacement, production sports cars built prior to 1969. Cars competing include: 1956-1961 Corvettes, BMW 507, Jaguar XK-140, 150, E-type and Aston Martin DB4/GT.



VINTAGE CAR CLASSES

GROUP 5



World Sports Championship (WSC) and World Manufacturer's Championship cars raced between 1960–1972, Can-Am cars raced prior to 1969, and front engine "Specials" as raced after 1959. Cars competing include: Lotus 23, Lola T70, Porsche 904, 906, 908, 910, Ford GT40, and Elva Mk 6, 7, 8.

GROUP 6



"Big bore," mass-produced, sports cars and sedans built prior to 1973. Cars competing include: Corvette 427 & 454, Shelby GT 350, Cougar, Griffith, Shelby Cobra, Camaro Z28, Porsche 911 and Mustang.

GROUP 7A



Sports 2000 race cars built from 1984-2008. Cars competing include: Tiga, Swift, March, Crossle, Martin, Swift DB2, March 85S and Carbir.

GROUP 7B



Can-Am cars as raced after 1967. World Championship sports cars raced after 1970 and under 2.0 liter sports cars raced after 1972. All cars may race on "slick" tires. Cars competing include: Lola T298, Chevron B36, Osella, Porsche 917K and March.

GROUP 8



Production sports cars and sedans produced from 1973-1985. Cars must race on treaded racing or street radial tires. Cars competing include: Datsun 240Z, Porsche 911RS, BMW 2002, Alfa Romeo GTV, Porsche 914-6, and Datsun 510.

GROUP 9



"Wings & Slicks," open wheel race cars as raced from 1973 to 2008. Cars competing include: Lola T270, Reynard, Selected Indy Lights, Formula Atlantic and Formula 5000 cars.



VINTAGE CAR CLASSES

GROUP 10



Selected "GT" sports cars and sedans as raced from 1973-1999. Over 6.0 liter sports racing cars as raced after 1967, on slicks. Center-seat race cars, over 5.0 liter, on slicks. NASCAR "Cup" and "Nationwide" Stock Cars and production-based 1980-2008 race cars. Other cars competing include: Porsche 911RSR, Ferrari 360 Challenge cars, McLaren and BMW M3.

GROUP 11



GTP/Group C, ALMS, WSC, and Grand Am prototype cars as raced from 1973-2008. Tube frame Trans-Am, IMSA, GTS, GTO, and FIA GT cars as raced from 1981-2008. Production-based race cars as raced from 1999-2008. Cars competing include: Porsche RS Spyder, Chevrolet Intrepid, Audi R8 LMP-1, Porsche 962, and late model Trans-Am cars.

4.8 Cars

Avg Number of Cars Owned





SVRA OPPORTUNITIES

OPPORTUNITIES

Website and Online presence: SVRA Web presence and Social Media reach with a click through button

- » Average of **44,000 hits/month** to SVRA.com - over 21,000 unique visitors
- » Average of **4:23 minutes** spent per visit with an average of 4 pages visited

Email & Direct Mail Campaigns: Select marketing campaign's to SVRA's exclusive customer database

Social Media & Online Videos: Extensive reach through all social media platforms

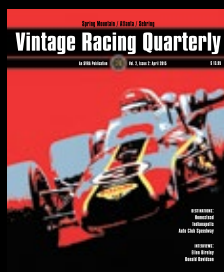
- » Over **800 videos online**
- » Over **3,500 active subscribers** to the SVRA YouTube page
- » Over **102,000 "Likes"** on Facebook page
- » Over **4 MILLION views** on the SVRA Facebook and YouTube channels in the previous 12 month
- » Over **2 MILLION video content minutes** viewed in the last 12 months



Advertisements & Media: Exposure on all SVRA print ads and marketing material included in all driver race welcome kits

Vintage Racing Quarterly magazine to engage SVRA participants and fans

<p>Full Page with Bleed</p> <p>Trim Area: 9"x10.875" Bleed (4 sides): .25"/side Total Area: 9.5"x11.375"</p>	<p>Horizontal Half Page no Bleed</p> <p>Total Area: 7.75"x4.8"</p>	<p>Horizontal Half Page with Bleed</p> <p>Trim Area: 9"x5.3" Bleed (3 sides): .25"/side Total Area: 9.5"x5.55"</p>	<p>Vertical Half Page no Bleed</p> <p>Total Area: 3.792"x9.875"</p>	<p>Vertical Half Page with Bleed</p> <p>Trim Area: 4.292"x10.875" Bleed (3 sides): .25"/side Total Area: 4.542"x11.375"</p>
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1 INSERTION 4 INSERTIONS

FULL PAGE	\$1,725	\$1,500
BACK COVER	\$2,875	\$2,300
HALF PAGE	\$1,090	\$920



At the Events: Regular **PA announcements** at events and a presence in the **Event Programs**



1 INSERTION 7 INSERTIONS

FULL PAGE	\$1,090	\$860
HALF PAGE	\$690	\$550



***We offer custom sponsor program opportunities**



SVRA 2018 SCHEDULE

FEBRUARY

16-18



ROEBLING ROAD RACEWAY
Bob Williams Heritage Cup
& Driving School
Savannah, GA

MARCH

1-4



Sebring Vintage Classic
Sebring, FL

MARCH

29-31



Road Atlanta Grand Prix
Braselton, GA

APRIL

27-29



S. California Historic Sports Car Festival
Fontana, CA

MAY

17-20



ROAD AMERICA®
Spring Vintage Festival
Elkhart Lake, WI

JUNE

May 31-June 3



SONOMA RACEWAY
THINK OUTSIDE THE OVAL
Sonoma Historic Motorsports Festival
Sonoma, CA

JUNE

13-17



Brickyard Vintage Racing Invitational
Indianapolis, IN





SVRA 2018 SCHEDULE

JUNE

21-24

MID-OHIO SPORTS CAR COURSE



Vintage Grand Prix of Mid-Ohio
Lexington, OH

JULY

26-29



Portland Vintage Racing Festival
Portland, OR

SEPTEMBER

6-9



U.S. Vintage Grand Prix
Watkins Glen, NY

20-23



Heacock Classic Gold Cup
Alton, VA

OCTOBER

5-7



Slaying the Dragon Hill Climb
Robbinsville, NC

NOVEMBER

1-4



U.S. Vintage Racing National Championship
Austin, TX





18.8 Million People

Average reach of SVRA within 200 miles of each race

9.1 Million

14.4 Million

25.3 Million

20.4 Million

27.6 Million

27.0 Million

35.7 Million

21.4 Million

9.9 Million

9.6 Million

8.4 Million

18.6 Million

17.1 Million

244.5 Million People

reached from all SVRA races

11 of 15

most populous US cities are within 200 miles of the SVRA races



- Portland, OR • Sonoma, CA • Fontana, CA • Austin, TX • Elkhart Lake, WI • Indianapolis, IN
- Lexington, OH • Watkins Glen, NY • Alton, VA • Braselton, NC • Braselton, GA • Savannah, GA • Sebring, FL



SVRA SPONSORSHIP LEVELS

OFFICIAL SERIES SPONSOR

Pricing Available Upon Request

- » Designation on the SVRA website as an Official Series Sponsor of SVRA with a click through to the sponsor's website
- » Full page ad and a presence on the cover of each **Vintage Racing Quarterly** magazine
- » Full page ad in all SVRA event programs
- » Sponsor logo on all timing sheets and awards
- » Title rights to SVRA television specials for the season, to include commercials
- » Sponsor's product collateral will be inserted in all drivers' welcome packets
- » Display privileges at all SVRA events
- » Sponsor will be given all access credentials for SVRA events. This will include the VIP experience, track touring, demonstration rides, participation in the Saturday evening parties as well as the opportunity to have customers ride in the pace car during the weekend's events





SVRA SPONSORSHIP LEVELS

OFFICIAL PRODUCT SPONSOR

\$100,000 per season

- » Designation on the SVRA website as an official product of SVRA with a click through to the sponsor's website
- » Full page ad in the **Vintage Racing Quarterly** magazine
- » Full page ad in all SVRA event programs
- » Sponsor's product collateral will be inserted in all drivers' welcome packets
- » Display privileges at all SVRA events
- » Sponsor will be given all access credentials for SVRA events. This will include the VIP experience, track touring, demonstration rides, participation in the Saturday evening parties as well as the opportunity to have customers ride in the pace car during the weekend's events

\$2.5 Million
Average SVRA
Member Net Worth





SVRA SPONSORSHIP LEVELS

INVITATIONAL TITLE SPONSOR

\$100,000 per event

- » The five invitationals are: Sonoma Historics, Brickyard Invitational, and the U.S. Vintage Racing National Championship
- » Exclusive overall naming rights to the event
- » Sponsor's name will be on all scoring sheets and schedules associated with the event
- » Naming rights on the SVRA website for that specific event
- » Title sponsor naming rights on all print ads, event posters, and event programs
- » Sponsor's product collateral will be inserted in all drivers' welcome packets for the invitational
- » Display privileges at the invitational event
- » Full page ad in the **Vintage Racing Quarterly** magazine
- » Full page ad in the event program
- » All trophies and awards for that event will have the sponsor's logo on it
- » SVRA will include sponsor's logo on all signage
- » Sponsor will be given all access credentials for the invitational event. This will include: the VIP experience, track touring, demonstration rides, participation in the Saturday evening parties/concerts as well as the opportunity to have customers ride in the pace car during the weekend's events





SVRA SPONSORSHIP LEVELS

OPEN EVENT TITLE SPONSOR

\$50,000 per event

- » Exclusive overall naming rights to the event
- » Sponsor's name will be on all scoring sheets and schedules associated with the event
- » Naming rights on the SVRA website for that specific event
- » Title sponsor naming rights on all print ads, event posters, and event programs
- » Sponsor's product collateral will be inserted in all drivers' welcome packets for the event
- » Full page ad in the **Vintage Racing Quarterly** magazine
- » Display privileges at the event
- » SVRA will include sponsor's logo on all signage
- » Sponsor will be given all access credentials for the invitational event. This will include: the VIP experience, track touring, demonstration rides, participation in the Saturday evening parties as well as the opportunity to have customers ride in the pace car during the weekend's events

**SVRA Members
Represent the**

Top 5%
in the US





SVRA SPONSORSHIP LEVELS

SPRINT & ENDURO RACE SPONSOR

\$100,000 per season

- » Exclusive overall naming rights to sprint or enduro race
- » Sponsor's name will be on all scoring sheets and schedules for all 16 events
- » Naming rights on the SVRA website for sprint and enduro series
- » Sprint and enduro race sponsor naming rights on all print ads and event programs
- » Sponsor's product collateral will be inserted in all drivers' welcome packets
- » Display privileges at all SVRA events
- » Full page ad in each edition of **Vintage Racing Quarterly** magazine
- » Full page ad in all SVRA event programs
- » All trophies and awards will have the sponsor's logo for either the sprint or enduro races
- » SVRA will include sponsor's logo on all signage
- » Sponsor will be given all access credentials for each event. This will include: the VIP experience, track touring, demonstration rides, participation in the Saturday evening parties/concerts as well as the opportunity to have customers ride in the pace car during the weekend's events
- » SVRA will conduct one direct mail and one email marketing campaign each season to its entire vintage racing database
- » Sponsor will be at the top of authorized sponsors on the SVRA website which will include a click through button to sponsor's website
- » All clothing, print, and electronic materials associated with the promotion of SVRA will carry sprint or enduro sponsor's logo





SVRA SPONSORSHIP LEVELS

HOSPITALITY EVENT PARTY SPONSOR

INVITATIONAL EVENT PARTY: Sonoma Historics (CA), Brickyard Vintage Racing Invitational (IN), U.S. Vintage Racing National Championship (TX) – **\$75,000 per event**

LEVEL 1 OPEN EVENTS: Sebring (FL), Road Atlanta (GA), Auto Club Speedway (CA), Road America (WI), Mid-Ohio (OH), Portland (OR), Watkins Glen (NY), VIR (VA) – **\$30,000 per event**

LEVEL 2 OPEN EVENTS: Roebling Road Raceway (GA) – **\$20,000 per event**

- » Event Party Sponsor receives signage and recognition for paying for the event party
- » Event Party Sponsor receives access to the party to promote their products and mingle with the participants
- » Sponsor's product collateral will be inserted in all drivers' welcome packets for the event
- » Full page ad in the **Vintage Racing Quarterly** magazine
- » Full page ad in the SVRA Invitational event programs
- » SVRA will include sponsor's logo on all signage for the event
- » Sponsor will be given all access credentials for the event. This will include: the VIP experience, track touring, demonstration rides, participation in the Saturday evening parties as well as the opportunity to have customers ride in the pace car during the weekend's events.

92%
Collect
literature, art, models &
other automobilia





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