



The Port of
LONG BEACH



Marketing Partnership Proposal



43RD **TOYOTA** GRAND PRIX OF LONG BEACH



MARKETING PARTNERSHIP PROPOSAL

APRIL 7-9, 2017



AMERICA'S #1 STREET RACE AND ONE OF THE PREMIER SPECIAL EVENTS IN SOUTHERN CALIFORNIA FOR 42 YEARS!

AN EVENT WITH A PROVEN TRACK RECORD THAT DELIVERS FOR OUR MARKETING PARTNERS.



**IMSA WEATHERTECH
SPORTSCAR CHAMPIONSHIP**



PIRELLI WORLD CHALLENGE



ICONIC

SPECTACULAR RACING:

The Verizon IndyCar Series with stars like Sebastien Bourdais, Juan Pablo Montoya, Helio Castroneves, Will Power, Marco Andretti, Scott Dixon, and Graham Rahal. The WeatherTech SportsCar Championship, Pirelli World Challenge, and Motegi Racing Super Drift Challenge.



VERIZON INDYCAR SERIES



ENGAGING

BRAND EXPOSURE:

In 2016, the Grand Prix featured 10 hours of national television and on-site attendance in excess of 182,000.

PROMOTIONAL OPPORTUNITIES:

More than 30,000 fans took advantage of sponsor promotional offers to attend the event!

THE BEST IN HOSPITALITY:

Entertain your clients at Southern California's most unique sports/special event!





GREAT FOOD...



GREAT ACTION...



GREAT FUN!



**MORE THAN 400 COMPANIES HOST CLIENTS AND EMPLOYEES
IN SEVEN FIRST-CLASS HOSPITALITY AREAS.**

ENTERTAINING



GREAT MUSIC!

MEDIA IMPACT

Total Media Placements	5,529
Total Publicity Value.....	\$56,684,722
Print Placements.....	674
TV/Radio Broadcast Placements.....	707
Online News/Print/Radio/TV Placements	4,148

Provided by VOCUS and compete.com

Social Media Impact

19,114 total mentions of the event across Twitter, Facebook and Instagram

- 13,056 on Twitter
- 1,854 on Facebook
- 4,204 on Instagram

GPALB posts on its channels had organic impression totals of:

- 2,246,027 on Facebook
- 525,400 on Twitter
- 1,284,543 on Instagram

Provided by Meltwater, Instagram and Twitter, Facebook Analytics



DEMOGRAPHICS

Gender

Male	59%
Female	41%

Age Groups

0-17	9%
18-24	11%
25-34	28%
35-44	28%
45-54	17%
55+	7%

Marital Status

Married	52%
Single	48%

Education

College Graduate	34%
Some College.....	46%
High School.....	20%

Race

White	58%
Hispanic	25%
Asian	11%
African-American.....	5%
Other	1%

Household Income

250k+.....	8%
\$150k – 240k.....	14%
\$100k – 149k.....	26%
\$75k – 99k	21%
\$50k – 74k.....	20%
Under \$50k	11%

Some data provided by DOORSTAT (2016)



- More than 150 displays featuring the latest in automotive, home, recreation, travel, and entertainment products and services,
- More than 270,000 sq. ft. of exhibit space in the beautiful Long Beach Convention and Entertainment Center. Display opportunities range from 100 to 10,000 sq. ft.,
- An expanded Family Fun Zone with Interactive games, simulators, race cars, video arcade, action sports demonstrations and other attractions create an exciting environment to encourage Lifestyle Expo attendance over and over again,
- Meeting and exhibit rooms and special bulk space rates that are available to exhibitors seeking to conduct a "show within the show," at the same time providing exposure for their product or service to the Grand Prix audience,
- Hospitality services to produce a unique trade show experience for your customers.

LIFESTYLE EXPO & GREEN POWER PRIX-VIEW

Get your product or service in front of the more than 182,000 active lifestyle Grand Prix ticket holders who don't hesitate to visit the Expo more than once during race weekend!



EXPERIENTIAL

Toyota Grand Prix of Long Beach Marketing Partner Proposal for



The Grand Prix Association of Long Beach presents the following partnership proposal to **Port of Long Beach** to be an Associate sponsor of the Toyota Grand Prix of Long Beach. The 43rd edition of the event is scheduled for April 7-9, 2017. It will be broadcast nationally and internationally, live and tape delayed, and features up to ten (10) hours of national television (NBC Sports Network, CBS Sports Network and Fox Network). Attendance is in excess of 182,000 over three-days.

EXCLUSIVE SPONSOR

- **Port of Long Beach** will be designated as the Official Sponsor of the Toyota Grand Prix of Long Beach (TGPLB) event. This designation will ensure that no competitive company will be allowed to brand event signage and banners, nor be involved with any of the promotions coordinated and implemented by the Grand Prix Association of Long Beach (GPALB).

GREEN POWER PACE CAR

- The **Port of Long Beach** Green Port Prius will be designated the Official Green Power Pace Car. This Prius will participate in all ceremonial pace car activities. The Port Prius Pace Car will be on display when not used for pace car purposes.



PROMOTION

Usage of Name and Logo

- **Port of Long Beach** will have the right to use the Toyota Grand Prix of Long Beach name and logo in all of its media advertising, promotions and packaging. Prior to implementation, logo usage must be reviewed by the GPALB and will be done so in a timely matter.

FREE FRIDAY TICKETS

- **Port of Long Beach** will have the right to conduct a free Friday consumer ticket voucher promotion (ticket value is \$32.00 each). Free Friday vouchers or a promotional code may be distributed to customers as part of a **Port of Long Beach** promotion. **Port of Long Beach** is responsible for the production and distribution of the vouchers. Voucher artwork must be approved by GPALB.

BRANDING

Signage

- **Port of Long Beach** will receive the following signage, a comprehensive event signage package visible to media coverage and spectators attending the event, that consists of the following:

Bridge

- **Port of Long Beach** will receive exclusive exposure on a bridge which spans the race circuit.

Regular Track / Expo Banners / Back of Grandstand Banners / Flags

- Twenty (20) 36" x 10' regular track signs
- Option for two (2) 9' x 12' expo banners
- Option for four (4) 12' x 24' back of grandstand banners
- Option for twenty (20) flags



VENDOR ROW

- **Port of Long Beach** will have the option to receive a 10' x 20' display space on vendor row including banner poles for Port sign.
- **Port of Long Beach** will receive two (2) Arena Parking Passes (structure behind your space)

GPALB grants permission for the Port of Long Beach to give-a-way inexpensive sunglasses from this location.



HOSPITALITY

- **Port of Long Beach** will receive two (2) Pit Row Suites with same level seating and food service and a lounge area. Each Suite includes thirty (30) individual Suite passes for each day including circuit admission, IndyCar paddock access and limited pit access during posted times; full open bar all three days with gourmet box lunch and snacks served on Friday, continental breakfast served Friday, Saturday and Sunday and fine dining served Saturday and Sunday. Each Suite has two (2) closed-circuit HD tv's. **Port of Long Beach** will also receive six (6) parking passes per Suite. **Port of Long Beach** will also receive five (5) additional Suite Passes and two (2) Suite passes and photo vests for the Port photographers. The Port of Long Beach will also receive four (4) Terrace Parking passes for the weekend.





OFFICIAL SOUVENIR FAN GUIDE

- **Port of Long Beach** will have the option to receive one (1) full-page, four-color ad in the official fan guide for the event.

OFFICIAL RACE PROGRAM

- **Port of Long Beach** will have the option to receive one (1) full-page of advertising, four-color ad in the official souvenir program for the event.

VIDEO BOARDS - PA ANNOUNCEMENTS

- **Port of Long Beach** will receive three (3) :30 commercial / infomercial spots each day on the giant video screen boards and closed circuit television system located throughout the circuit **or** **Port of Long Beach** will receive three (3) :30 PA announcements each day during the Race Weekend.

COMMUNITY INVOLVEMENT

- **Port of Long Beach** will be incorporated into Grand Prix student outreach programs, such as school visits, etc.

TICKET DISCOUNT

- **Port of Long Beach** employees and tenants will receive a significant discount on Grand Prix tickets. GPALB will send the discount flier of which can be emailed to its constituents.

SEGWAY ADVERTISING

- **Port of Long Beach** will have the right to advertise on Segways circulating throughout the event site. (Please note access to certain areas such as the Expo may be restricted at certain times due to congestion).

PACE CAR RIDES

- **Port of Long Beach** will receive six (6) pace car rides during race weekend to be used for promotion and VIP purposes.



TWO-SEATER INDYCAR RIDES

- **Port of Long Beach** will receive two (2) two-seater IndyCar rides during race weekend one (1) on Saturday and one (1) on Sunday in the second VIP ride session.



INTERNET HYPERLINK

- GPALB will create an Internet hyperlink between **Port of Long Beach** and Grand Prix websites



TERM OF AGREEMENT:

- One Year.....2017

COST:

- 2017.....\$185,000

Not Included: Cost of production and installation of Sponsor signage.

This proposal sets forth a list of discussion points that may or may not be incorporated into a definitive agreement. It is not intended to be binding in any way, create any obligation to negotiate further, confer any rights on any third party, or impose any confidentiality restrictions, Nor shall any future discussion or negotiations impose any binding obligations. We and any potential sponsor shall only be legally bound by the terms set forth in our Entitlement, Official Sponsor, or Promotional Partner Agreements if fully excited by both parties.