



Strategic Partnership 2015

November 2014 / Prepared by Rum Bum Racing



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Rum Bum Racing is in the business of building brand equity through integrated motorsports marketing communications.

A leader in its class, Rum Bum Racing is comprised of highly skilled professionals who compete in the premier U.S. based endurance Sports Car Series and Championships, sanctioned by IMSA.

Rum Bum Racing partnership includes a suite of tailored program activation opportunities to capitalize on new or existing brand marketing initiatives.

As one of the earliest forms of sports marketing, motorsports represents a unique platform targeting a broad demographic with proven global reach.

With the experience and resources to win Championships, Rum Bum Racing is now poised to compete in IMSA's premier Sports Car Racing class in North America, and maximize each partner's return on investment.

Luis Bacardi, Team Owner

- Founder of Rum Bum Racing, 2010
- Founder of lifestyle & entertainment brand, Rum Bum, 2008
- Founder of affiliates: Rum Bum Live (concert promotion), Rum Bum Records (music label), Rum Bum Film & HD Studios (film production company), Rum Bum Technology (event live web streaming)
- Creator of new content for TV and Movies
- American entrepreneur and true racing aficionado whose initial exposure to the high value of motorsports marketing came via sponsorship in 2008 with new business venture
- World Class Angler
- Engaged in sportfishing industry and conservationism
- Member of the Board of Director's for the Billfish Foundation



Matt Plumb, General Manager, Driver

- Holds a Bachelor’s Degree in History and Economics from the University of Virginia
- Mother, Donnan Sharp, is a one time Olympic Equestrian rider
- Father, Mike, has competed and captained 8 Olympic Games in the same discipline; and in 2008 was inducted into the United States Olympic Hall of fame, holding the title of the US Olympic competitor competing in the greatest number of Olympics; winning two team gold medals, three team silvers and one individual silver
- Began professional career in finance at Donaldson, Lufkin & Jenrette
- Began racing career in 1997 by winning the Skip Barber Formula Dodge Championship with 13 wins
- Has won 20 more professional races while competing in 6 different championships
- Back-to-Back Continental Tire SportsCar Challenge Champion, 2012 - 2013
- Winningest driver in series history and a leading endurance driver in the country



Joe Varde, Team Manager

- Winner of 6 Driver's Championships
- One of the most decorated crew chiefs in the IMSA United SportsCar Championship
- Crew Chief of the Year, Grand-Am, 2007
- Crew Chief of the Year, Ferrari Challenge, 1995
- Has worked with NASCAR Sprint Cup, Nationwide and Camping World Truck Series Teams
- 57 victories in 6 professional series
- Successful engine builder
- 30 years of experience



Nick Longhi, Technical Director, Co-Driver

- Back-to-Back Continental Tire SportsCar Challenge Champion, 2012 - 2013
- Legends of Motorsports Can-Am Driver Champion, 2011
- IMSA/Grand-Am GT Champion Engineer, 2010, 2012
- Test & Development Driver, GT/Prototype/Vintage
- Vice President of Motorsports Monticello Motor Club
- Circuit Design Consultant, Monticello Motor Club, Circuit Mont Tremblant
- Director/Chief Instructor, Ferrari Driving Experience, 2006 - current
- Director/Race Series Designer, Ferrari Driver Academy
- Sponsorship Marketing Manager FXDD (w/Red Bull Racing Formula One Team)
- COO/Founding Partner, grandprix.com Formula One News Agency

Gian Luis Bacardi, Driver

- 3 wins, 5th overall Continental Tire Challenge Series, 2010
- 4 FARA wins at Homestead Miami Speedway and 2 NASA Pro poles, 2009
- 2 wins at Mid-Ohio Sports Car Course, 2009
- Skip Barber Racing School graduate, 2008



Emmanuel Lupe, Marketing Director

30 year motorsports marketing expert who has worked with teams in the highest tiers of motor racing:

- F1: Skoal Bandit Ram, Ligier Gitanes, Larrousse F1
- IndyCar: Hemelgarn Racing, Dick Simon Racing
- Sports Car: JMB Ferrari, Sigalsport BMW, Rum Bum Racing
- Helped spearhead the RBR Concept in 2008
- Activated multiple \$ million sponsorship programs for NYSE public companies, enjoys valuable business relationships with top IMSA executives, and assures the liaison between the sponsor and the team executives



Rum Bum Racing offers the best mileage in racing team sponsorship. As one of the very few sports car teams with an integrated marketing and public relations team, RBR will assist your company by delivering a high level racing platform to increase brand awareness, drive sales, create track event promotions, and establish sales incentives or rewards for your customers, distributors and employees.

RBR's PR team includes marketing and social media experts who also create website enhancements to go along with press releases and targeted media content.

RBR works with a network of sports marketing professionals with access to industry leading consultancy services.

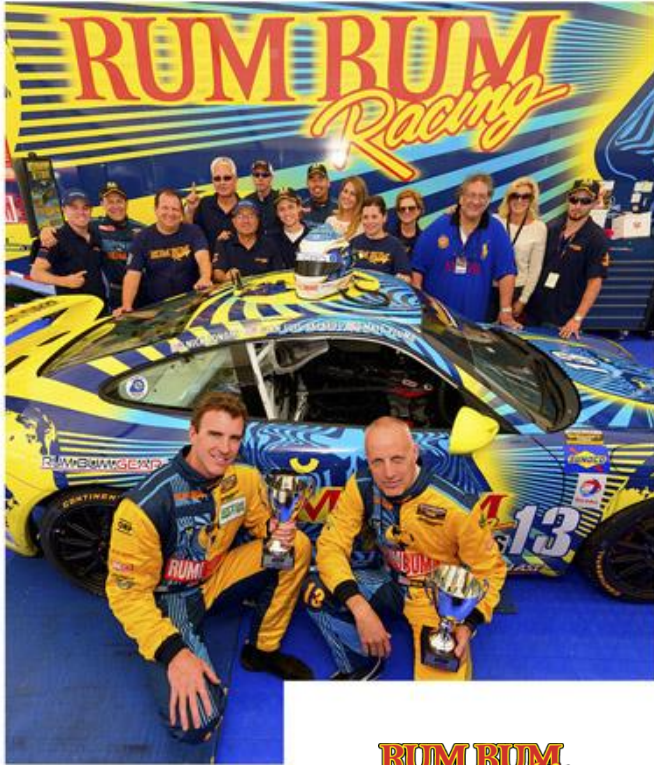
RBR acts like a full-service agency and ensures that client expectations are met in all phases of their motorsports marketing solution.





Under the management of Matt Plumb and Joe Varde, **RBR has collected 2 Championships**, 15 wins, 5 poles, 26 podiums and 33 top-five results in just 53 starts and led a total of 738 (road course) laps.

- Made history by winning its first professional race entered: the GRAND-AM 200 at Daytona
- RBR was able to win the first time out with both a BMW and a Porsche and played a crucial role in helping BMW win the 2010 and 2011 Manufacturer's Championships.
- In 2012 and 2013, RBR was instrumental in helping Porsche secure the Manufacturer's Championship.
- In 2013, RBR was selected by Audi Sport Customer Racing to run an Audi R8 at the Rolex 24 At Daytona.
- International Mile Racing Association (IMRA) Record Holder, BMW M3 E92 Grand-Am spec: Standing Mile / 173.71, Flying Mile / 185.804, NASA Kennedy Space Center



Rum Bum Racing Milestones / A History of Success

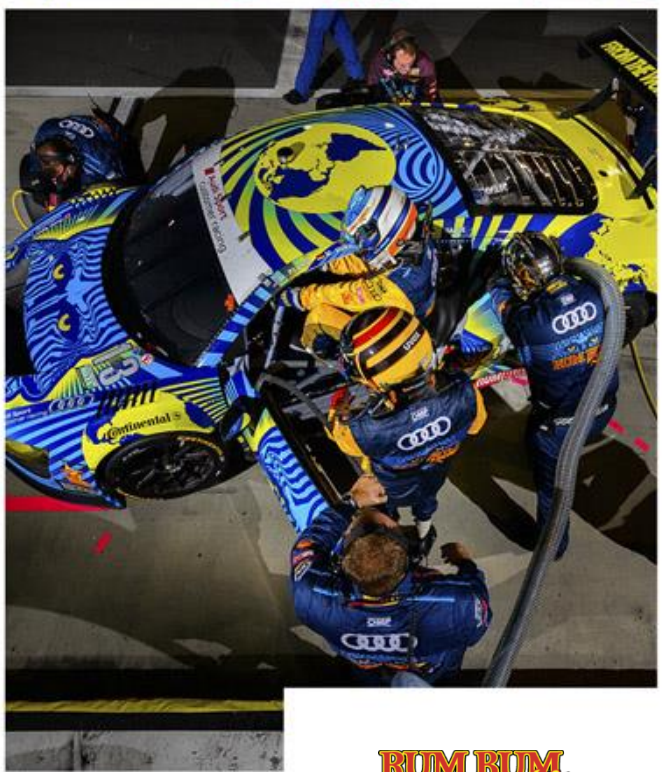


In only 5 years since its arrival, RBR's stable of skilled veterans has demonstrated its championship caliber operations and is looking steadily toward the future.

Today Rum Bum Racing is a 100% debt-free racing operation, ensuring that 100% of partner sponsorship dollars go to performance and marketing activation, giving RBR's partners a true measure of the return on their investment. On the threshold of the 2015 racing season, Rum Bum Racing is seen by the IMSA community stakeholders as one of the best professional racing organizations evolving in its series.

According to recent media exposure analysis, Rum Bum Racing generated more TV coverage in the 2011 - 2014 IMSA CTSCC series than any other team.

Rum Bum Racing is headquartered in a state-of-the-art shop in Orlando, Florida less than 10 mi. from Orlando International Airport. The shop has multiple expansion opportunities.





Driven By the Strength of NASCAR

- IMSA is owned by NASCAR, the North American leader in motorsports, established in 1948.
- Has unparalleled access to resources in technology and marketing
- Leverages innovations such as the Fan and Media Engagement Center and NASCAR Productions
- Has integrated IMSA into its business ecosystem

The Future of Sports Car Racing is Here: IMSA

- The TUDOR United Sports Car Championship is the premier sports car racing platform in North America.
- Features the most technologically advanced and consumer relevant race cars in North America
- Houses seven Sports Car Racing series under one umbrella
- Unites North America's greatest endurance races, the Rolex 24 At Daytona and the Mobil 1 Twelve Hours of Sebring, with a direct connection to the 24 Hours of Le Mans





Sports fans can only dream of standing in the huddle at a National Football League game or sitting in a Major League Baseball dugout.

- At a typical Sports Car Racing venue, the spectators become part of the action throughout an event weekend, right up until the checkered flag waves.
- Spectators enjoy unparalleled access to the cars, drivers, competitors, and sponsor kiosks in the open paddock area where they view crews prepare their cars for practice, qualifying and racing.
- Race fans are also invited to participate in a Fan Walk on pit road approximately one hour prior to green flag action. There, they are afforded a close-up view of both Prototype and GT racecars, drivers, teams, and pit stop demonstrations only moments before the race.





Sports Car Racing is the Fastest Growing Motorsport. While attendance and television viewership has declined in IndyCar and NASCAR over the last several seasons, Sports Car Racing has seen double digit growth in both areas.

- 2014 TUSCC attendance is over 1 million.
- The TUSCC enjoys 10 million unique TV viewers with an average of 243,000 per event and a 39% increase in TV viewers since 2010. The last 2014 event on FOX reached a peak of 2.3 million viewers.
- During the 2014 season, the TUSCC received over a half million unique live race viewers (streams) on IMSA.COM.

Sports car racing is driven by relevance in design and leading edge technology that allows fans to relate to cars they can ultimately drive out of the showroom. The powerful new alliance of the TUDOR United Sports Car Championship, a recent merger between Grand-Am Road Racing and the American Le Mans Series, will continue to grow and gain shares over all other forms of motorsport.





Leading brands worldwide leverage motorsports to achieve their sales and marketing objectives.

RBR executives are in the process of negotiating with an elite group of auto manufacturers including BMW, AUDI, Aston Martin, Bentley, Lamborghini, Mercedes, Porsche, and Ferrari. With these relationships and the most competitive package, RBR and its sponsors will be able to create brand marketing overlays with the most recognized automotive marques and partners in the world.

RBR will ensure your return on investment is realized through valuable business-to-business relationships, corporate guests and prospects entertainment, product brand awareness and innovative internal or customer sales promotions.

Give your finest distributors the once-in-a-lifetime behind-the-scenes experience: sitting on the pit box during the race, listening to race strategy on your own headset, dining with drivers and team members, having your own tour of North America's legendary road courses, wearing official team RBR gear, and taking home photo and video mementos of the occasion.



Your brand's racecar transporter will criss cross the nation on its way to and from the largest population centers in the country, traveling the busiest interstates and highways. It will be seen by millions, building brand exposure on a continual basis. The branded transporter will also serve as a rallying point for spectators at the most distinguished race venues in North America.

Imagine the dynamic impression your company will make as the transporter arrives at driving events, partner stores, store openings, key customer offices, and corporate events with a highly-branded environment, hospitality, and widescreen displays.



Our RBR team works closely with your team to define realistic partnership objectives with benchmarks for evaluation—building the highest caliber program to promote your brand.

Creating real value for corporate sponsorship is a critical component of any successful campaign. RBR can assist your brand in utilizing its racing involvement to increase brand awareness, drive sales, create track event promotions with experiential marketing displays, and establish sales incentives for your customers and employees. Social media tools and memorable online marketing campaigns may also be implemented to target an affluent audience.

- Business-to-Business Opportunities
- Business-to-Consumer Programs
- Sales Incentives
- VIP Client Entertainment & Hospitality



Meet an elite group of peer investors.

The opportunity to join your next business client in a unique B2B setting is unparalleled outside of the paddock – described by one high ranking international executive as “An incredibly effective and targeted environment unlike any I’ve ever been accustomed to.”

With social media outreach and online marketing, your audiences in retail, distribution, and corporate relationships will be significantly impacted.



From social media to consumer promotion and/or sweepstakes, we'll work with you to build a model which results in more targeted exposure and sales for your product or service.

Connecting directly to your consumer is vital in any business. At RBR, we will work with you on a variety of programs that take your message direct-to-consumer by using our motorsports program as a marketing overlay with your consumer marketing programs.



Your best “needle movers” are often sitting right in front of you - sales and customer service representatives.

- Create an incentive program that allows your biggest accounts to reap the benefits of their success.
- Whether monthly, quarterly or annually, devise an internal promotion that sends your top performers to a race weekend complete with VIP Passes featuring one of the world’s top sports car teams, with his or her top customer/client.

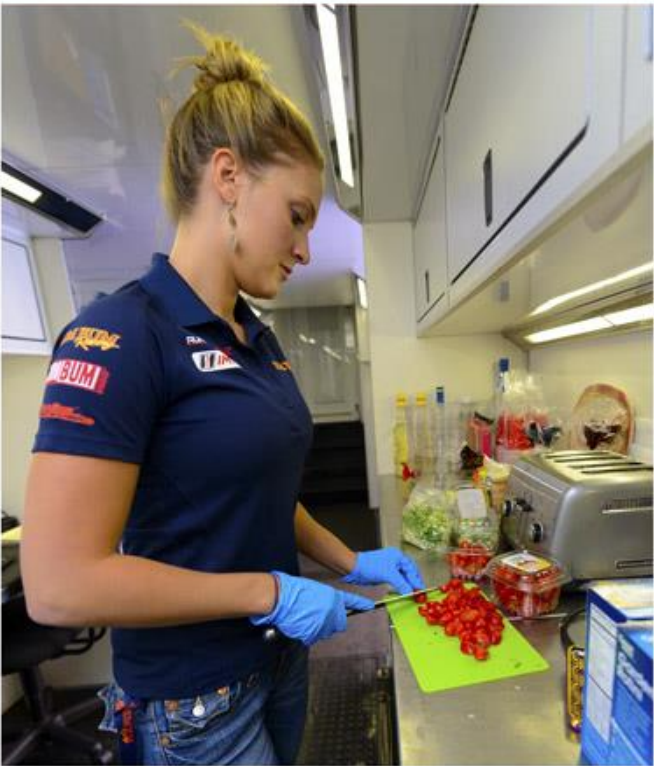
Not only have you created a reward for those who perform above and beyond, but you have also created a bond to the brand and your core values.



RBR's hospitality programs yield intensely personal one-on-one time for guests and allow our sponsors to greatly strengthen relationships with their most important clients.

These business-to-business networking opportunities generate the lucrative contacts our sponsors demand in an atmosphere that is highly charged, professional, relevant, and unforgettable.

- Full-time travel coordinator and concierge services
- Full-time client relations and hospitality staff to help connect with your guests and make them feel like part of the team
- Custom-tailored hospitality and entertainment packages to fit every need



RBR’s commitment to executive-level marketing and hospitality is second to none.

With a full-time staff to ensure that your race experience is flawless, we deliver a level of professionalism that few can rival. From a brand specific team identity, to custom hospitality and executive attention, to collateral materials and take-home memorabilia for your guests – **our team can fill a limitless number of needs and deliver long lasting memories.**

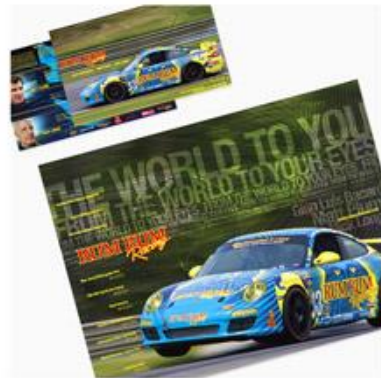
Sponsorship Benefits

- B2B with Dealers / Distributors / Corporate Partners
- Guest Information Guide
- Team Pit Access
- Team Garage / Paddock Access
- Team Dinner
- Venue Transportation / Pit Vehicles
- Pre-race Strategy Session
- Access to RBR in-race Radio Communications
- Introductions/Photos with Drivers / Team Members
- Honorary Pit Crew Position(s)
- Guided tours of Garage / Paddock
- In-market Dealership events
- Commemorative Season Photo Book
- Introductions to Network TV Talent



Sponsorship Benefits

- Naming Rights / Team Brand Identity
- Car Livery
- Transporter Livery
- Support Vehicles
- Driver / Team Helmets
- Driver Firesuit
- Teamwear / Firesuits / Crew Uniforms
- Promotional Apparel
- Pit Equipment
- Pit Barriers
- Environment Graphics
- Experiential Displays
- Marketing Collateral
- Website
- Mobile Apps



Imagine bringing the impact of Sports Car Racing and your company branded racecar directly to your customers, distributors, prospects, employees, and corporate events. **You can.**

Your branded RBR race car and race transporter can provide an on site experience for consumers and key partners. From retail locations to private track events, increase your brand value and create a lasting impact.

RBR is able to deliver a true experiential marketing program. If your vision is outside of the scope of our internal capabilities, we have leaders in the highest echelon of motorsports to assist.



- VIP Race Event Hospitality
- Mobile Marketing / On-site kiosk to educate/inform, obtain potential reseller, key client or end user data through tablets or smartphones
 - Point-of-Purchase
- In-car Camera Network TV
- Event Signage / Billboards
- Print Advertising / Media Guide Placement
- TV and Web Advertising / 30 second commercial with 2 unit minimum (Media/TV via Fox)
 - “Arrive & Drive” day at mutually agreed upon tracks for distributors/retailers/employees
 - Special racing themed events organized at local bars/night clubs before/after the race
 - Driver / Car Appearances
 - Business and National media invitation to races
- Community Outreach / Partnership with charitable organizations
- Teen Driving program to encourage road safety and safe driving
 - Communications with the “Don’t Drink and Drive” slogan
 - Co-Branding
 - Merchandising



“Brand awareness influences perceived quality and thus consumer preference when making purchasing decisions.”

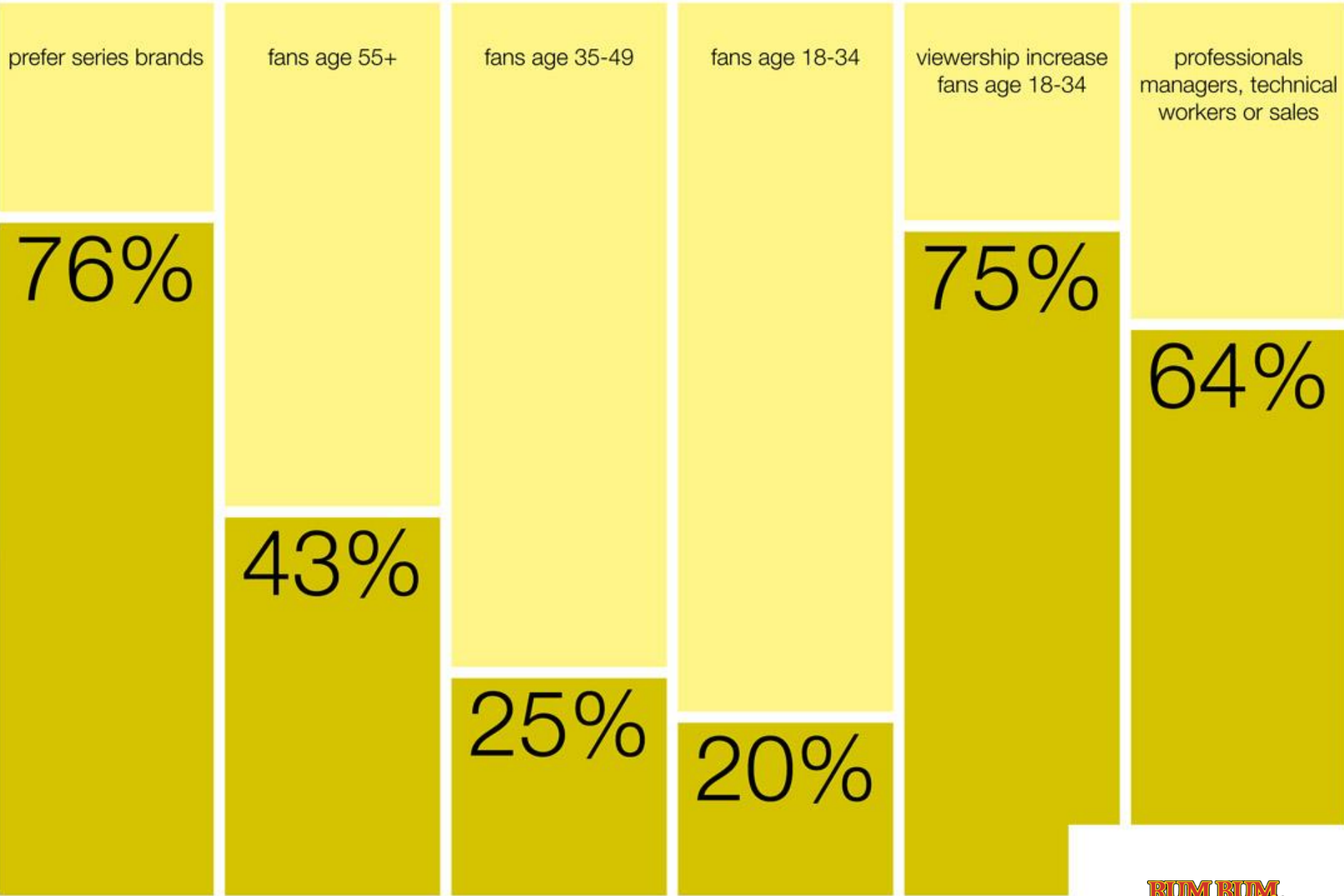
(Wilson)

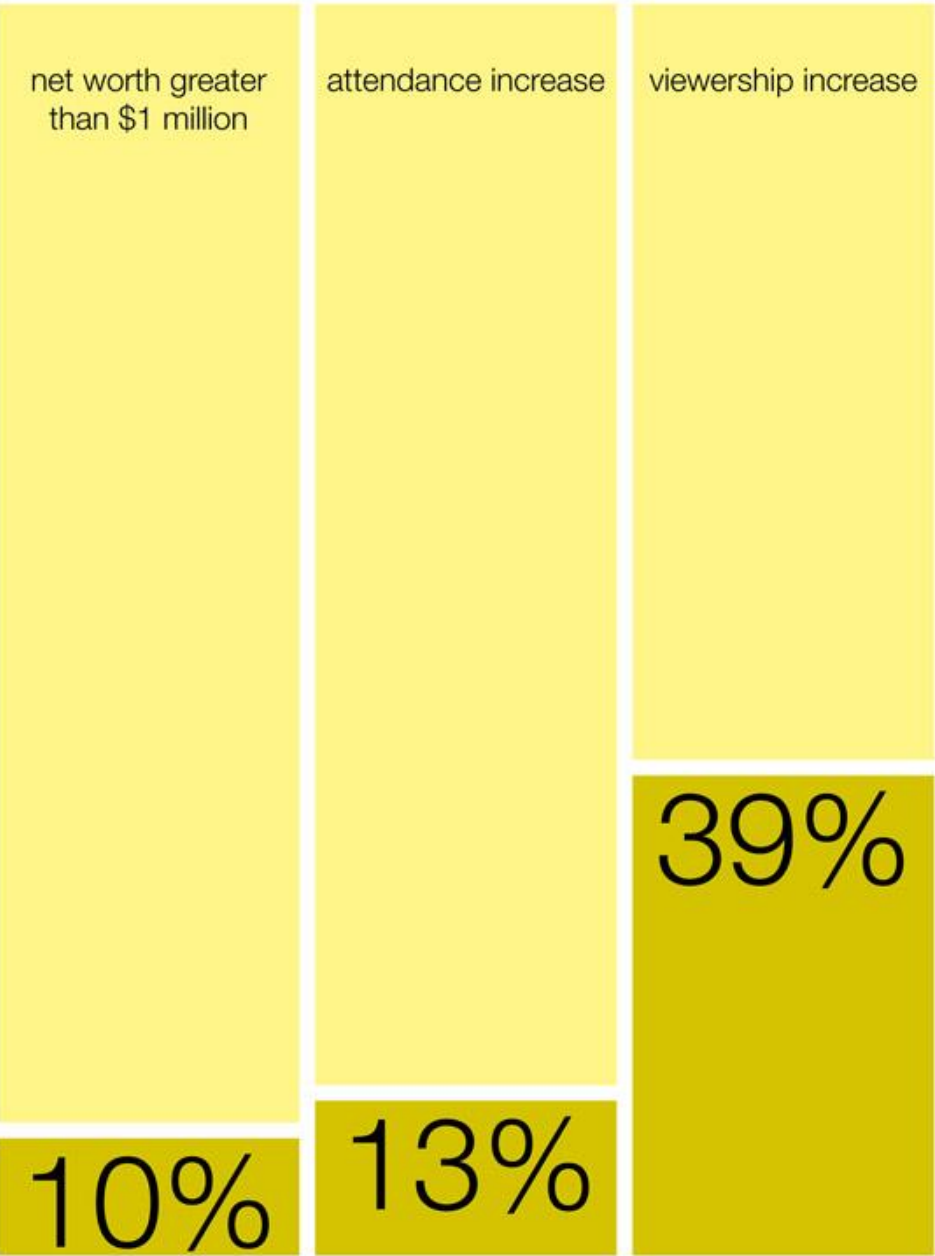
A Top Five GT program, equivalent to Rum Bum Racing, in the IMSA TUDOR United Sports Car Championship averages \$8,072,000 worth of television exposure for all brands represented on its race car.

Television exposure for a Top Five GT program and all its brands range from a low average of \$1,600,000 to a high of \$15,100,000.

There are nine (9) individual brands among Top Five GT programs that average more than \$1,000,000 worth of television exposure.

Calculations per Joyce Julius





Annual Salary

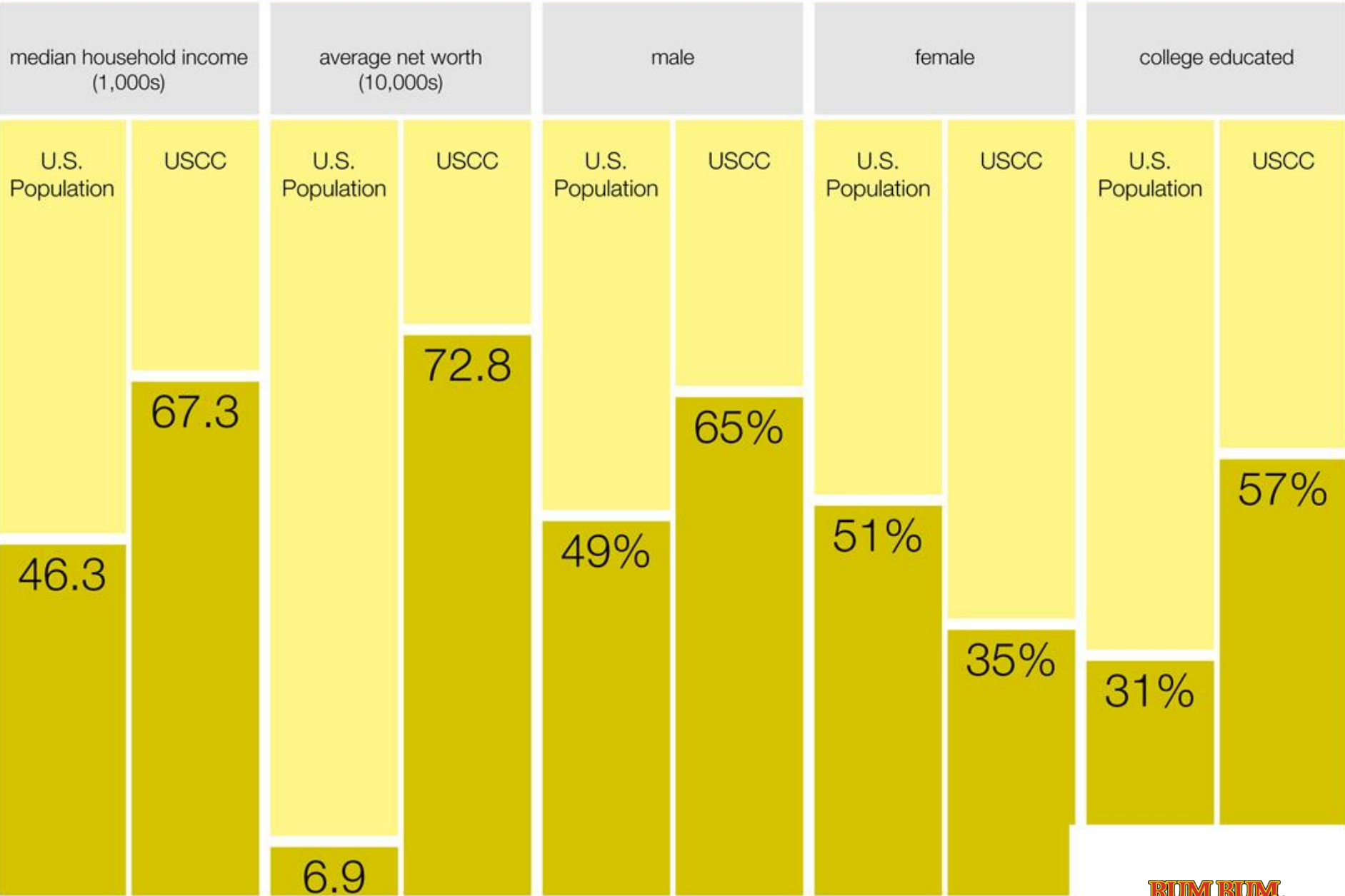
- Average Household Income: \$109,000
- Average Net Worth: \$728,000
- Average Attendance per Race: 82,000

Media Exposure

- 25 million unique TV viewers
- 628 million TV household views worldwide
- 3 million unique TV viewers for Rolex 24 Hours at Daytona
- TV and publicity value for Series presenting sponsor: \$12.4 million (Cision, Joyce Julius, 2013)



Demographic Comparison



“IMSA is delivering in excess of 10-1 on our investment.”

- Travis Roffler, Director of Marketing
Continental Tire of America

Tequila Patrón

\$12.3M in media exposure in 2011

\$9.4M through TV broadcasts

\$2.9M through print exposure

Nearly 5x more media exposure than in 2008

Gainsco Insurance

More than 4,000 business partners entertained

\$126.4 million increase in revenues since beginning of sponsorship

67% increase in new sales during 2 weeks after show car program is in market

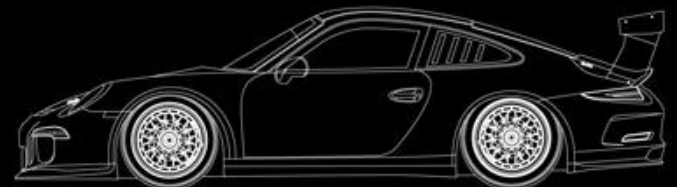
Cision, Joyce Julius Value, 2008-2011



Prototype - P



Le Mans Prototype Challenge - LMPC



Grand Touring - GT



Challenge – GS / ST

Rum Bum Racing has the option to race in three different series next year. They represent the top three Sports Car Racing series in North America.

- **IMSA TUDOR United Sports Car Championship:** features the most technologically advanced race cars in North America, a testing ground for the newest technology. USCC includes a unique format with 4 classes: Prototype (P), Prototype Challenge (PC), GT Le Mans (GTLM), and GT Daytona (GTD). **Most events are broadcast live via IMSA.COM and on Fox Sports.** Iconic races include the Rolex 24 At Daytona, Mobil1 Twelve Hours of Sebring, Sahlen's Six Hours of The Glen, and Petit Le Mans. Each racecar entered is shared by two drivers for the sprint races, up to four drivers for the endurance events.
- **IMSA Continental Tire Sports Car Challenge:** features sports cars from worldwide manufacturers, straight from the showroom floor, with only minor modifications. The CTSCC includes 2 classes: Grand Sport (GS), and Street Tuner (ST). All CTSCC races are 2.5 hours long and organized on the same weekends as the TUSCC. **All races are broadcast via live stream at IMSA.COM and on Fox Sports** a week after the event. Each racecar entered is shared by two drivers.
- **Pirelli World Challenge Championship:** thrilling 50-minute sprints, with no scheduled pit stops or driver changes. Two races are organized per weekend. **Series races are broadcast on NBC Sports Network and organized in conjunction with IndyCar events.** Series fields this season included over 15 manufacturers including Aston Martin, Audi, Bentley, Cadillac, Ferrari, Mercedes, Lamborghini and Porsche.

January 24-25 / **24 Hours at Daytona** / Daytona, FL

March 21 / **12 Hours of Sebring** / Sebring, FL

May 3 / **Laguna Seca** / Monterey, CA

May 31 / **Detroit Belle Isle Grand Prix** / Detroit, MI

June 28 / **6 Hours at The Glen** / Watkins Glen, NY

July 12 / **Canadian Tire Motorsports Park** / Bowmanville, Canada

July 25 / **Lime Rock Park** / Lime Rock, CT

August 9 / **Road America** / Elkhart Lake, WI

August 23 / **Virginia International Raceway** / Alton, VA

September 19 / **Circuit of the Americas** / Austin, TX

October 2 / **Petit Le Mans** / Atlanta, GA





January 23 / **Daytona** / Daytona, FL

March 20 / **Sebring** / Sebring, FL

May 2 / **Laguna Seca** / Monterey, CA

June 27 / **Watkins Glen** / Watkins Glen, NY

July 11 / **Canadian Tire Motorsports Park** / Bowmanville, Canada

July 25 / **Lime Rock Park** / Lime Rock, CT

August 8 / **Road America** / Elkhart Lake, WI

August 22 / **Virginia International Raceway** / Alton, VA

September 18 / **Circuit of the Americas** / Austin, TX

October 2 / **Road Atlanta** / Atlanta, GA

Geographic Reach / 2015 Pirelli World Challenge Schedule

March 6-8 / **Circuit of the Americas** / Austin, TX **

March 27-29 / **Streets of St. Petersburg** / St. Petersburg, FL*

April 17-19 / **Long Beach Grand Prix** (GT/GT Cup Only) / Long Beach, CA*

April 24-26 / **Barber Motorsports Park** / Birmingham, AL*

May 15-17 / **Canadian Tire Motorsport Park** / Bowmanville, Ontario**

June 26-28 / **Road America** / Elkhart Lake, WI**

July 31 - August 2 / **Mid-Ohio Sportscar Course** / Lexington, OH*

August 21-23 / **Miller Motorsports Park** / Tooele, UT**

August 28-30 / **Sonoma Raceway** / Sonoma, CA*

September 11-13 / **Laguna Seca** / Monterey, CA**

*Events with IndyCar
**PWC Headline Events
(All stand alone races will also feature TC/TCA/TCB rounds,
with one further event still to be announced)



Questions / Next Steps

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Thank you for your consideration.