



Mazda
RACEWAY
LAGUNA SECA ●●



2015 SEASON IN REVIEW



WHO WE ARE

The **Sports Car Racing Association of the Monterey Peninsula (SCRAMP)** built what is known today as Mazda Raceway Laguna Seca in 1957. Laguna Seca was created by a Federal Land grant to provide a safe and dedicated facility for racing. The land was originally part of Fort Ord but was deeded to the county in 1974 to administer the land with a concession agreement to operate the facility with SCRAMP.

SCRAMP is a **non-profit organization** that has served the community for **nearly 60 years**, which annually donates more than \$250,000 of its proceeds to 60-70 local charities and civic organizations. SCRAMP has grown from presenting a single motor sports event in 1957 to annually producing five major events which generate a **\$200 million economic benefit for Monterey County**.

More than 300 local community members annually commit thousands of hours volunteering at Mazda Raceway Laguna Seca for the love of motorsports in Monterey County. We are a local, active and highly visible member of the community dedicated to bringing world-class racing events to the Monterey Peninsula—benefitting our race fans, sponsors, charitable organizations and our community.

SCRAMP has invested more than \$50 million in the Laguna Seca facility, and we continue to be committed to upgrading Mazda Raceway Laguna Seca to enhance the overall experience for spectators, sponsors, participants and visitors.

MISSION STATEMENT

Mazda Raceway Laguna Seca is dedicated to continuing to bring world-class racing events to the Monterey Peninsula, benefitting our race fans, sponsors, charitable organizations and our community as a whole.

HOW WE IMPACT THE COMMUNITY

Our staff serves in various board positions for local nonprofit organizations including:

CSUMB Business College Advisory Board

Road Racing Industry Council—President

Vintage Motorsports Council

Carmel Chamber of Commerce—Vice Chair

Carmel Valley Chamber of Commerce

Laguna Seca Raceway Fund

Little League Intermediate World Series

Monterey County Conventions & Visitors Bureau

Monterey County Hospitality Association

Monterey County Young Professionals

Sports Professions and Recreation Careers Academy—Monterey High School

Pebble Beach Sports Car Club

On vital community committees such as:

Rabobank President Advisory Committee

Monterey County Convention and Visitors Bureau Marketing Committee

Monterey Bay Officers Spouses Club

Big Sur International Marathon

And as members of the following groups:

Entre Nous Society

Junior League of Monterey County

Oldtown Salinas Association

Rotary Club of Salinas

Carmel Chamber of Commerce

Marina Chamber of Commerce

Monterey Peninsula Chamber of Commerce

Pacific Grove Chamber of Commerce

Salinas Valley Chamber of Commerce

Additionally, we participate in various community events such as:

Hospitality Employee Appreciation Day

MCHA Annual Golf Tournament/Dinner

All Chamber Community Mixer

Carmel Chamber of Commerce Taste of Carmel / Awards of Excellence Gala

Hot Wheels and High Heels

The Salinas Jaycees Dodgeball Tournament

The Salvation Army's Toy Drive

Turkey Trot benefiting Monterey County Food Bank

Meals on Wheels

Twilight Cycling Rides

Recognition:

Volunteer of the Year—Carmel Chamber of Commerce 2015

Lifetime Achievement Award—City of Salinas, 2014

Athena Award—Salinas Valley Chamber, 2014

27 Year Honor, Monterey Peninsula Chamber of Commerce, 2014

Business Woman of the Year—Salinas Valley Chamber, 2013

25 Year Honor, Monterey Peninsula Chamber of Commerce, 2012

Economic Vitality Award—Tourism, Monterey County Business Council, 2012

Economic Leadership Award—Monterey County Chambers, 2012

Hospy, Monterey County Hospitality Association, 2011

Business Excellence Award—Entertainment/Recreation, Monterey Peninsula Chamber of Commerce, 2009

Porsche Rennsport Reunion V Named International Motorsports Event of the Year

Business of the Year, Monterey Peninsula Chamber of Commerce, 2003

SCRAMP VOLUNTEERS

The Sports Car Racing Association of the Monterey Peninsula (SCRAMP) was established in 1957 to negotiate the land use, raise construction funds and then, once built, manage and operate what is now known as Mazda Raceway Laguna Seca. What began as a small group of local businessmen who volunteered their time because of a shared passion to keep sports car racing viable on the Monterey Peninsula has grown significantly over nearly 60 years. SCRAMP is now a group of more than 300 local women and men, from many different walks of life, who serve as governors, directors and assistant directors.

One other very important thing hasn't changed over the decades: they're all still volunteers.

SCRAMP is a 501 (c)(4) nonprofit organization comprised of three levels of membership and responsibility: the nine-member Board of Governors; the 26-member Race & Event Board of Directors; and the 200-plus assistant directors. The board of governors, a group established at the end of 2015, has overall fiduciary responsibility for the organization. The race and event board consists of 16 committees which oversee everything from admissions to concessions to hospitality to medical to vehicle control. The assistant directors serve in the different committees under the guidance of the 26 directors.

The men and women of SCRAMP annually devote thousands of hours of service and rightfully take great pride in their efforts to ensure every event held at the now iconic Mazda Raceway Laguna Seca runs smoothly and successfully.

Volunteerism was a cornerstone of the SCRAMP philosophy from the beginning, which grew into a tradition and is now bigger and stronger than ever.



2015 SERVICE CLUBS

311th TRS Boosters

314th TRS Cougar Boosters

517 TRG Chaplain Office

Al Kadosh Shriners #14

All Service Airborne

Alvarez Eagles

Alvarez Titans

Cannery Row Rotary

Carmel Valley Rotary

Christian Memorial Community Church

Defense Language Institute

Firebaugh Police Dept

FNMOOC Morale, Welfare, & Recreation

Gonzales Explorers

Gustine Police Dept

Junior League of Monterey County

King City Explorers

Livingstone Police cadets

Los Banos CHP

Masonic Youth Group

Merced CHP Explorers

Modesto CHP Explorers

Monterey Bay Veterans Inc

Monterey Bay Boy Scouts

Monterey High School Motorsports Club

Monterey County Young Professionals

Monterey Ski & Social Club

Narconon Vista Bay

North Monterey High School Golf

Pacific Grove Volunteer Fire

POM USGA Better Opportunity

Rehabilitation, Restoration, & Respite

Sacred Heart Youth Group

Salinas Police Dept Explorers

San Benito Sheriff Post 441

Seaside JROTC

Seaside Police Dept Cadets

Seaside Rotary Club

SJSU Society of Automotive Engineers

Soledad High School NJROTC

Sou'L Out Youth Programs

Teen Challenge

VFW Post 10110

Victory Mission

Visalia CHP Explorers

TRACK RENTALS

SCRAMP manages approximately **281** track rental clients on a **365**-day schedule. Included in that client list are automobile/motorcycle/tire manufacturers, automobile and motorcycle driving schools, racing clubs and sanctioning bodies, all of whom stay in hotels and dine in restaurants. Below is a partial list of some of our key track rental clients:

Automobile/Motorcycle Manufacturers:

Aston Martin USA

American Honda Motor Company

BMW North America

Ducati North America

Ferrari North America

Kawasaki Motor Corporation USA

Lamborghini

Mazda North American Operations

Porsche Cars North America

AMG

Ford

Jaguar

McLaren

Clubs:

Apple Auto Club

Audi Club-Golden Gate Chapter

Golden Gate Lotus Club

Miata Performance Club of America

Porsche Club of America-Golden Gate Region

Shelby Club-Northern California

SCCA-San Francisco Region

Driving Schools:

BMW of North America

Bondurant School of High Performance Driving

California Superbike School

Jaguar Driving Academy

Keigwins at the Track (motorcycle)

McLaren Driving Program

Mercedes-Benz AMG Driving School

Richard Petty Driving Experience

Simraceway Performance Driving Center

Skip Barber Racing School

Racing Organizations:

Sports Car Club of America (SCCA)

National Auto Sport Association (NASA)

Classic Sports Car Racing Group (CSRG)

Historic Motorsports Association (HMSA)

Tire Manufacturers:

Continental Tire of the Americas

Falken Tire Corporation

Dunlop

Michelin

Cooper Tires

ABOUT MAZDA

Mazda North American Operations (MNAO) and the Sports Car Racing Association of the Monterey Peninsula (SCRAMP) developed a partnership in 2001 which included title sponsorship of Mazda Raceway Laguna Seca. With its headquarters in Irvine, Calif., MNAO, which includes Mazda Motor of America, Inc., is Mazda Motor Corporation's North American arm, and constitutes the largest component of that company outside Japan. Mazda Motor of America controls the US research and development, sales and marketing, distribution, parts, and customer service operations of Japan-based Mazda Motor Corporation. The company sells or leases its line of cars, trucks, and SUVs through 700 dealerships in the US and Mexico.



CONTINENTAL TIRE MONTEREY GRAND PRIX

POWERED BY MAZDA

MAY 1-3, 2015 | EVENT IN REVIEW



HISTORY

The IMSA TUDOR United SportsCar Championship returned to Mazda Raceway Laguna Seca for its second season of unparalleled action with the Continental Tire Monterey Grand Prix Powered By Mazda. The exotic Prototype (P) class highlighted the event though the competition was just as fierce in the Prototype Challenge (PC), GT Le Mans (GTLM) and GT Daytona (GTD) classes. The weekend also saw incredible doorhandle-to-

doorhandle action in the IMSA Continental Tire SportsCar Challenge, Lamborghini Super Trofeo, and Battery Tender Mazda MX-5 Cup presented by BF Goodrich Tires. Activities during the event included Hot Wheels & High Heels, a Community Chamber Mixer, car corrals, Wine Tasting Pavilion, vendor row in The Marketplace, a live/silent auction, autograph sessions and Twilight Cycling.



Event Poster ▲



Web Banner ▲



Street Banner ▲



T-Shirt ▶

CONTINENTAL TIRE MONTEREY GRAND PRIX

POWERED BY MAZDA

MAY 1-3, 2015 | EVENT IN REVIEW

Web Banners:

San Francisco DMA: Road & Track,
Car & Driver: February 23-May 1

Re-Targeted Websites: Mogo Marketing:
April 6-May 1

Street Banners:

Location: City of Seaside Highway 218,
Entrance to the Track Highway 68

Print Advertising:

Poster, event brochures, ads

Radio Advertising:

San Francisco: April 13-May 1

Monterey/Salinas: April 13-May 1

iHeartMedia Salinas/Monterey

iHeartMedia Fresno

iHeartMedia San Francisco

Entercom San Francisco

CBS Radio San Francisco

Cumulus San Francisco

Mapleton Communications Monterey

Entravision Sacramento

Radio Merced

TV Advertising:

When: April 6-May 1

Sainte Television Group

Eureka Television group

Spokane Fox TV Network

Telemundo Saramento

KOTR Monterey County

ABC Central Coast

Corkscrew Newsletter Highlights:

1/14: TUDOR season kicks off with a roar

2/11: Schedule released for IMSA Event

3/11: TUDOR United SportsCar Championship
get ready for non-stop action

4/8: Hospitality Packages almost sold out

4/22: Overview of the Weekend

5/6: Recap of the Weekend

Retargeting:

Core Audience/Hearst

Social Media Statistics:

Facebook: (May 1-3, 2015)

Page Likes: 91,925
 New Likes: +380
 Total page reach: 109,360

Twitter: (May 11, 2015)

Total Followers: 11,567
 New Followers: 123
 Profile Visits: 1,907
 Tweet Impressions: 33.2k
 Mentions: 1628

Top 5 Cities:

Los Angeles 6%
 San Francisco 5%
 Monterey/Salinas 3%
 New York City 2%
 Washington, DC 2%

Hash Tags:

#MazdaRaceway
 #LagunaSeca
 #MontereyGP
 #ContiPrix

Instagram:

9,085 Followers as of 5/11/15
 –An increase of 1,949 Followers
 20,227 Likes on Media Posted +
 57.4% up from month prior
 Average Post Received 332 Likes
 360 Comments +17.3% up
 from month prior

Attendance/Market Research: (3-Day Attendance: 46,196)

Age Groups:

18-24 16%
 25-34 23%
 35-44 16%
 45-54 18%
 55-64 15%
 65+ 12%

Household Income:

\$54-\$74 14%
 \$75-\$99 11%
 \$100-\$124 12%
 \$125-\$149 7%
 \$150+ 14%

Accommodation:

Hotel 27%
 Friend 5%
 Camp 12%
 Day Visit 17%
 Local (50 miles) 38%

Gender:

Male 72%
 Female 28%

Education:

HS Graduate 13%
 Some College 24%
 Assoc. College 11%
 Bach. Degree 30%
 Masters 18%
 Professional 3%

Attractions:

Aquarium 54%
 Cannery Row 66%
 Steinbeck Centre 14%
 Hiking 31%

Return to Monterey (non-race):

Yes 78%
 No 22%

Top Auto Magazines:

Autoweek 72%
 Road & Track 42%
 Sports Car Market 10%
 Hemmings 8%
 MotorTrend 36%
 Car and Driver 38%
 RACER 22%
 Classic Motorsport 15%

Purchased Tickets:

Gate 15%
 Ticket Office 20%
 Ticketmaster 30%

Top Websites:

Jalopnik 27%
 Sports Car Market 11%
 Road & Track 47%
 Car & Driver 46%
 Road Racing World 14%
 Motor Trend 38%
 Velocity 17%
 European Car 13%

Hear About the Event:

Magazine 13%
 Poster 8%
 TV 10%
 Mazda Raceway 76%

ENI FIM SUPERBIKE WORLD CHAMPIONSHIP

GEICO MOTORCYCLE U.S. ROUND

JULY 17-19, 2015 | EVENT IN REVIEW



HISTORY

The eni FIM Superbike World Championship, GEICO Motorcycle U.S. Round featured elite international riders, teams and manufacturers providing breathtaking competition on spectacular high-performance motorcycles. The event was the series' only North American stop and fans were treated to world championship excitement. MotoAmerica made its Mazda Raceway debut with five classes of

competition, including two rounds of the Superbike/STK 1000 classes which compete together in the same race. Activities during the event included a press conference in San Francisco, Ducati Island, motorcycle stunt shows, autograph sessions, Experience Monterey, vendor row in The Marketplace Kawasaki ROK Fan Party, Land Rover Experience, and Tissot press conferences open to the public.

2015 SEASON IN REVIEW

SBK **eni** **FIM** **MAZDA RACEWAY**
 FIM SUPERBIKE WORLD CHAMPIONSHIP WORLD SBK.COM

**MAZDA RACEWAY
 LAGUNA SECA**
 GEICO MOTORCYCLE, U.S. ROUND
 JULY 17-19, 2015

MONTEREY, CA / TICKETS / 831.242.8200 / MAZDARACEWAY.COM / TICKETMASTER.COM

PIRELLI **TISSOT** **PROSECCO DOC** **FASSI**
GEICO Motorcycle

TOP SPONSORS OFFICIAL SPONSORS EVENT SPONSORS & PARTNERS

Print Ad ▲

**eni FIM SUPERBIKE
 WORLD CHAMPIONSHIP**
 GEICO MOTORCYCLE U.S. ROUND

**JULY 17-19 / 2015
 MAZDA RACEWAY
 LAGUNA SECA**

SBK eni
 GEICO U.S. ROUND

GET TICKETS

Web Banner ▲

SBK eni
 FIM SUPERBIKE WORLD CHAMPIONSHIP
GEICO U.S. ROUND
 Motorcycle

Street Banner ▲

SBK eni
 FIM SUPERBIKE WORLD CHAMPIONSHIP
 U.S. ROUND

MAZDA RACEWAY

SUPERBIKE
 GO FAST GO HOME
 2015
 Mazda Raceway
 LAGUNA SECA

T-Shirts ▶

ENI FIM SUPERBIKE WORLD CHAMPIONSHIP

GEICO MOTORCYCLE U.S. ROUND

JULY 17-19, 2015 | EVENT IN REVIEW

Web Banners: Motorcycle Websites

Geo-targeted to (14) Motorcycle Websites

San Francisco DMA:

July 15 to 19:

SFGate.com, SFWeekly.com, ABCLocal.go.com, SFChronicle.com, NBCBayArea.com, SanFrancisco.CBSLocal.com, TechCrunch.com,

April 27 to July 19:

Asphalt & Rubber

June 22 to July 19:

KGO.com, KSFO.com, 102.5FM KDON iHeartMedia Salinas, 92.7FM KTOM iHeartMedia Salinas, 101.1FM KION iHeartMedia Salinas, KYLD iHeartMedia San Francisco, KKSF iHeartMedia San Francisco, 957thegame.com, KFOX.com

June 21 to July 11:

1077thebone.com (leaderboard 728x90)

July 1 to July 8:

1077thebone.com (homepage takeover)

July 1:

The Guys Guide

June 22 to July 17:

KALZ/KRZR iHeartMedia Fresno, KCBL iHeartMedia Fresno

June 29 to July 17:

KBOS iHeartMedia Fresno

April 1 to July 17:

Monterey County Weekly

Re-Targeted websites:

Mogo Marketing

AdRoll

Street Banners:

Location: City of Seaside Highway 218, Entrance to the Track Highway 68

Outdoor Billboards:

June 8 to July 19:

Berkeley: (10) Locations

June 8 to July 19:

Emeryville: (1) Locations

June 8 to July 19:

Napa: (1) Locations

June 8 to July 19:

Oakland: (30) Locations

June 8 to July 19:

Redwood City: (3) Locations

June 8 to July 19:

Richmond: (3) Locations

June 8 to July 19:

San Francisco: (16) Locations

June 8 to July 19:

San Jose: (10) Locations

June 8 to July 19:

Solano County: (4) Locations

Print Publications:

Arizona Magazine

Continental Tire Monterey Grand Prix Event Program

Monterey Herald

Quail Motorcycle Gathering Event Program

Radio Advertising:

Fresno, Monterey, Sacramento, Salinas, San Francisco:

iHeartMedia Salinas/Monterey, iHeartMedia San Francisco, iHeartMedia Fresno, Radio Merced, Entercom San Francisco, CBS Radio San Francisco, Cumulus San Francisco, Pandora (Geo-Targeted, San Francisco), Mapleton Communications Modesto, Entravision Sacramento

TV Media:

May 18 to June 29

ABC Central Coast, Sainte Television Group, Eureka Television group, Spokane FOX TV Network, KOTR Monterey County, KGO ABC 7 San Francisco

Social Media Statistics:

Facebook: (July 13–20, 2015)

Page Likes: 96,346
 New Likes: +1833
 Total Page Reach: 1,574,680

Twitter: (July 13–20, 2015)

Total Followers: 11,900
 New Followers: 184
 Profile Visits: 70.1K
 Tweet Impressions: 70.1K
 Mentions: 843

Top 5 Cities:

Los Angeles 6%
 San Francisco..... 5%
 Monterey—Salinas 3%
 New York City 2%
 Washington, DC 2%

Top 5 Countries:

USA..... 59%
 UK..... 7%
 Spain 3%
 Italy 3%
 Mexico..... 3%

Instagram:

12,051 Followers as of July
 117,916 Likes on Media Posted
 New Followers 2,987

Top Posts:

360 Likes from Paddock Image
 303 Likes from Podium Image

Attendance/Market Research: (3-Day Attendance: 52,704)

Age Groups:

18–24 10%
 25–34 18%
 35–44 16%
 45–54 24%
 55–64 22%
 65+ 7%

Household Income:

\$54–\$74 22%
 \$75–\$99 10%
 \$100–\$124 11%
 \$125–\$149 15%
 \$150+ 18%

Accommodation:

Hotel 38%
 Friend 7%
 Camp 24%
 Day Visit 10%
 Local (50 miles) 24%

Gender:

Male 84%
 Female 16%

Education:

HS Graduate 16%
 Some College 30%
 Assoc. College 12%
 Bach. Degree 29%
 Masters 10%
 Professional 5%

Attractions:

Aquarium 28%
 Cannery Row 54%
 Steinbeck Centre 4%
 Hiking 20%

Return to Monterey (non-race):

Yes 65%
 No 35%

Purchased Tickets:

Gate 15%
 Ticket Office 20%
 Ticketmaster 30%

Hear About the Event:

Magazine 15%
 Poster 20%
 TV 10%
 Newspaper 7%
 Mazda Raceway 63%



ROLEX MONTEREY MOTORSPORTS REUNION

AUGUST 13-16, 2015 | EVENT IN REVIEW



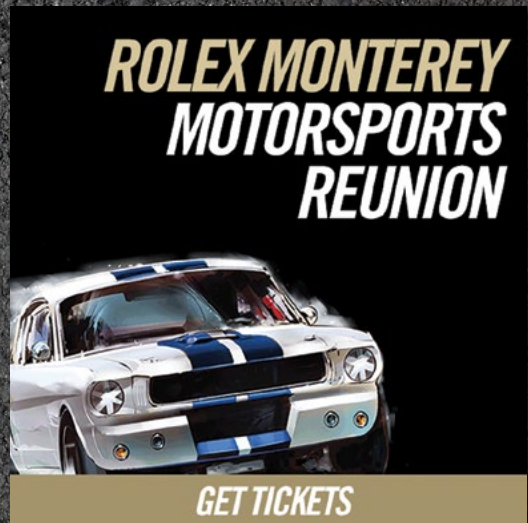
HISTORY

The annual PreReunion is held the weekend prior to the Rolex Monterey Motorsports Reunion and unofficially kicks off Monterey Car Week. The event features 11 classes of racing and more than 300 entries, a good number of which will also compete in the Rolex Reunion. The PreReunion is a bit more of a casual affair overall but the ontrack activities are just as intense for the competitors and just as nostalgic and enjoyable for the spectators. One of the many highlights of the weekend occurs when the Mazda Raceway Laguna Seca staff delivers strawberries and cream to each and every competitor in the paddock area. The Rolex Monterey Motorsports Reunion is the largest event of the internationally famous Monterey Classic Car week, one of the most prestigious vintage motorsports

events in the world, and the largest event at Mazda Raceway Laguna Seca. A field of 550 cars were accepted based on authenticity, race provenance and period correctness. The featured marque was the Shelby GT 350, celebrating its 50th anniversary and it was announced at event's end that BMW, celebrating its 100th anniversary, will be next year's featured marque. Activities during the event included the Ford Heritage Display, Automotive Alley, Picnic in the Park featuring Scott Pruett with special guest Sir Jackie Stewart, Experience Monterey, vendor row in The Marketplace, Young People & Old Cars—The Future of Restoration presentation, the Legends of Formula 5000, Bill Patterson live art display and Twilight Cycling.



Event Poster ▲



Web Banner ▲



Street Banner ▲



T-Shirts ▶

ROLEX MONTEREY MOTORSPORTS REUNION

AUGUST 13-16, 2015 | EVENT IN REVIEW

Street Banners:

Location: City of Seaside Highway 218,
Entrance to the Track Highway 68

Digital Outdoor Billboards:

SiliconView.com—Highway 101 Billboard

Print Publications:

Amelia Island Event Program Ad

Arizona Magazine

Carmel Magazine

Classic Motorsports

Continental Tire Monterey Grand Prix Event Program

Monterey Herald Newspaper

Motorsport Magazine

Octane Magazine

Open Road

PG Auto Rally

Quail Motorsports Gathering Event Program

Sports Car Market

Superbike World Championship Event Program

Victory Lane

Vintage Motorsports

Web Banners on Partner Web Sites:

KQED.com

Pandora

Racer.com

KSBW.com

CBSRadio.com

Radio Advertising:

July 27-August 16

iHeartMedia Salinas/Monterey,
iHeartMedia Fresno, iHeartMedia San Francisco,
CBS Radio San Francisco, Cumulus San Francisco,
KQED San Francisco Pandora (Geo-Targeted San
Francisco), Mapleton Communications Monterey,
Entravision Sacramento, Radio Merced
ESPN Deportes San Francisco

Retargeted Websites:

Ad Taxi

Mogo Marketing

Social Media Statistics:

Facebook:

Page Likes: 98,391
 New Likes: 847
 Total Page Reach: 868,920

Twitter: (July 13-20, 2015)

Total Followers: 12,000
 New Followers: 90
 Tweet Impressions: 68.3K
 Mentions: 487

Top 5 States/Regions:

California, US..... 23%
 England, GB..... 6%
 Florida, US..... 4%
 Texas, US..... 2%
 Ontario, DC..... 2%

Hash Tags:

#MazdaRaceway
 #LagunaSeca,
 #MontereyGP
 #ContiPrix

Instagram:

Total Followers: 12,930
 New Followers: 76
 Total Media Likes: 125,737
 Average Post Likes: 553
 Comments: 32

Social Media Track Signs:

Weekend Hashtags
 @MazdaRaceway
 @MazdaRacewayLagunaSeca

Attendance/Market Research: (3-Day Attendance: 65,422)

Age Groups:

18-24 6%
 25-34 10%
 35-44 9%
 45-54 24%
 55-64 24%
 65+ 24%

Household Income:

\$54-\$74 4%
 \$75-\$99 10%
 \$100-\$124..... 9%
 \$125-\$149 15%
 \$150+ 33%

Accommodation:

Hotel..... 47%
 Friend..... 10%
 Camp..... 9%
 Day Visit..... 11%
 Local (50 miles) 22%

Gender:

Male 82%
 Female 18%

Education:

HS Graduate 9%
 Some College..... 29%
 Assoc. College 11%
 Bach. Degree..... 34%
 Masters 14%
 Professional 2%

Return to Monterey (non-race):

Yes..... 69%
 No..... 31%

Purchased Tickets:

Gate 10%
 Ticket Office 21%
 Ticketmaster..... 48%

Hear About the Event:

Magazine..... 17%
 Poster..... 0%
 TV 8%
 Newspaper 0%
 Mazda Raceway 71%

PIRELLI WORLD CHALLENGE/ MAZDA ROAD TO INDY

SEPTEMBER 11-13, 2015 | EVENT IN REVIEW



HISTORY

The Pirelli World Challenge/Mazda Road to Indy event brought together 10 different classes of sportscar (7) and open-wheel racing with season champions in each crowned by the end of the weekend. Pirelli World Challenge featured 100+ entrants from 17 international automobile manufacturers. The Mazda Road to Indy, the only driver development program of its type in the world, crowned champions in Indy Lights

Presented by Cooper Tires, the Pro Mazda Championship Presented by Cooper Tires and the Cooper Tires USF2000 Championship Powered by Mazda. Fan activities included Military Appreciation Day, where Mazda/Operation Homefront/Citi Bank awarded three vehicles and a home to four military families, multiple autograph sessions by Pirelli World Challenge and Mazda Road to Indy drivers, vendor row in The Marketplace and Twilight Cycling.

**PIRELLI
WORLD
CHALLENGE
MAZDA
ROAD TO INDY**

SEPT 11-13 MAZDA RACEWAY LAGUNA SECA
MONTEREY / CALIFORNIA
TICKETS / 831.242.8200 / MAZDARACEWAY.COM / TICKETMASTER.COM

MAZDA RACEWAY LAGUNA SECA
PIRELLI WORLD CHALLENGE
Mazda Road to Indy
ticketmaster

Event Poster ▲

**PIRELLI
WORLD
CHALLENGE
MAZDA
ROAD TO
INDY**

GET TICKETS NOW

Web Banner ▲

**PIRELLI WORLD CHALLENGE
MAZDA ROAD TO INDY**

Street Banner ▲

PIRELLI WORLD CHALLENGE/ MAZDA ROAD TO INDY

SEPTEMBER 11-13, 2015 | EVENT IN REVIEW

Street Banners:

Location: Highway 218—City of Seaside
(installed 8/17/15)

Location: Highway 68—Entrance to the Track
(installed 8/17/15)

Radio Advertising:

Monterey: August 24–September 11

Merced: August 24–September 11

San Jose: August 24–September 11

Sacramento: August 24–September 11

San Francisco: August 24–September 11

Fresno: August 24–September 11

iHeartMedia Salinas/Monterey,
iHeartMedia San Francisco, iHeartMedia Fresno,
Radio Merced, Entercom San Francisco,
CBS Radio San Francisco, Cumulus San Francisco,
Pandora (Geo-Targeted, San Francisco),
Mapleton Communications Modesto,
Entravision Sacramento

TV Media:

August 31–September 7
KOTR

Retargeted Websites:

Ad Taxi

Mogo Marketing

Social Media Statistics:

Facebook:

Page Likes: 100,104
New Likes: 106
Total Page Reach: 642,164

Twitter:

Total Followers: 11,439
New Followers: 109
Tweet Impressions: 70,500
Mentions: 1,693
Top 5 States/Regions: Montevideo, Uruguay;
Los Angeles, CA; San Francisco, CA; San Jose, CA;
Mexico City, Mexico

Attendance/Market Research: (3-Day Attendance: 31,137)

Age Groups:

18-24	18%
25-34	20%
35-44	16%
45-54	17%
55-64	20%
65+	8%

Household Income:

\$54-\$74	17%
\$75-\$99	12%
\$100-\$124.....	8%
\$125-\$149	14%
\$150+.....	20%

Accommodation:

Hotel.....	31%
Friend.....	6%
Camp.....	16%
Day Visit.....	11%
Local (50 miles)	36%

Education:

HS Graduate	13%
Some College.....	22%
Assoc. College	10%
Bach. Degree.....	33%
Masters	16%
Professional	5%

Return to Monterey (non-race):

Yes.....	69%
No.....	31%

Hear About the Event:

Magazine.....	1%
Poster.....	4%
TV.....	1%
Newspaper.....	0%
Mazda Raceway	85%

da

WeatherTec
Automotive Accessories

COOPER
TIRES

12
MOCKETT
MOCKETT & COMPANY



PORSCHE RENNSPORT REUNION V

SEPTEMBER 25-27, 2015 | EVENT IN REVIEW

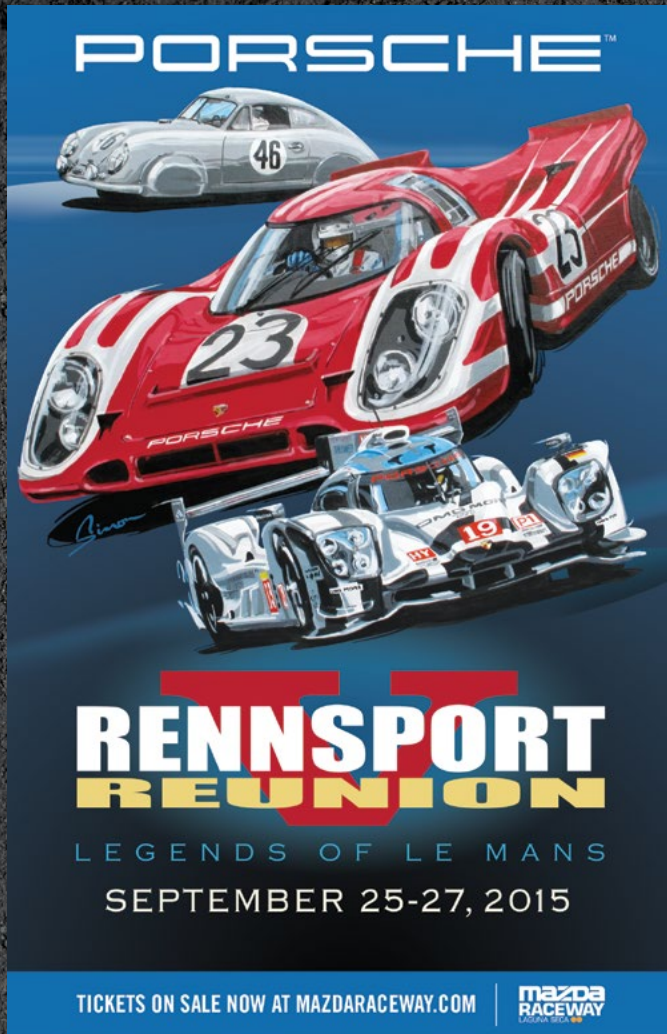


HISTORY

Porsche Rennsport Reunion V was the world's greatest gathering of Porsche race cars and the world-class drivers who drove them to victory. Hosted by Porsche Cars North America, Porsche Rennsport Reunion V assembled the widest variety of Porsche's most historic racing models, from the nimble 550 Spyder of the mid-1950s through the mighty 917 and 956/962 of the Seventies and Eighties to the highly successful RS Spyder of the last decade. Seven classes of racing competition took to the track, from club racing to historic

racing to the IMSA Porsche GT3 Cup Challenge USA. Fan activities included the Porsche Park in the Paddock, Chopard Heritage Display, Tapping of the Keg, 911 Porsche Presentation/Unveiling, multiple interview sessions at Porsche Park in the Paddock with Porsche drivers past and present/key personnel, multiple autograph sessions, car corrals of more than 1,400 entries, seminars, Concours on Pit Lane, Porsche Biergarten, Taste of the Central Coast, vendor row in The Marketplace and Twilight Cycling.

2015 SEASON IN REVIEW



Event Poster ▲



Web Banner ▲



Street Banner ▲



T-Shirts ▶

PORSCHE RENNSPORT REUNION V

SEPTEMBER 25-27, 2015 | EVENT IN REVIEW

Street Banners:

Location: Highway 218—City of Seaside

Location: Highway 68—Entrance to the Track

Digital Outdoor Billboards:

SiliconView.com—Highway 101 Billboard

Print Publications:

Classic Motorsports

65 Degrees Magazine

Carmel Pinecone Newspaper

Guys Guide

Monterey Herald Newspaper

Pirelli World Challenge Event Program

Rolex Monterey Motorsports Reunion Event Program

RM Auction Magazine

Web Banners on Partner Web Sites:

KQED.com

Pandora

Racer.com

KSBW.com

CBSRadio.com

Radio Advertising:

Monterey: September 6-25

Salinas: September 6-25

San Francisco: September 6-25

Merced: September 6-25

Sacramento: September 6-25

San Jose: September 6-25

Fresno: August 31-September 25

Fresno: September 6-25

iHeartMedia Salinas/Monterey,
iHeartMedia San Francisco, iHeartMedia Fresno,
Radio Merced, Entercom San Francisco,
CBS Radio San Francisco, Cumulus San Francisco,
Pandra (Geo-Targeted, San Francisco),
Mapleton Communications Modesto,
Entravision Sacramento

TV Media:

August 31-September 21

KOTR, KAYU Spokane—watch-and-win promotion,
Sainte Television Group—watch-and-win promotion,
Eureka Television Group—watch-and-win promotion

Retargeted Websites:

Mogo Marketing

Social Media Statistics:

Facebook:

Page Likes: 100,993
 New Likes: 755
 Total Page Reach: 1,112,572
 Engagement: 66,247

Twitter:

Total Followers: 12,106
 New Followers: 108
 Tweet Impressions: 69,200
 Mentions: 1,656

Top 5 States/Regions:

California, US..... 22%
 England, GB..... 6%
 Florida, US..... 4%
 Texas, US..... 3%
 New York, US..... 2%

Instagram:

Total Followers: 14,010
 New Followers: 1,080
 Total Media Likes: 125,737
 Average Post Likes: 553
 Comments: 32

Social Media Track Signs:

Weekend Hashtags
 @MazdaRaceway
 @MazdaRacewayLagunaSeca
 #LagunaSeca
 #MazdaRaceway
 #PorscheRRV

Attendance/Market Research: (3-Day Attendance: 57,531)

Age Groups:

18-24 6%
 25-34 8%
 35-44 16%
 45-54 23%
 55-64 26%
 65+ 18%

Household Income:

\$54-\$74 8%
 \$75-\$99 7%
 \$100-\$124 9%
 \$125-\$149 16%
 \$150+ 31%

Accommodation:

Hotel..... 61%
 Friend..... 4%
 Camp..... 13%
 Day Visit..... 7%
 Local (50 miles) 15%

Gender:

Male 65%
 Female 35%

Education:

HS Graduate 7%
 Some College..... 14%
 Assoc. College 7%
 Bach. Degree..... 38%
 Masters 26%
 Professional 7%

Return to Monterey (non-race):

Yes..... 65%
 No..... 35%

Auto Magazines:

Autoweek 38%
 Road & Track 48%
 Sports Car Market 10%
 Hemmings 16%
 MotorTrend 45%
 RACER 11%
 Classic Motorsport 19%

Purchased Tickets:

Gate 10%
 Ticket Office 21%
 Ticketmaster..... 48%

Top Websites:

Jalopnik..... 39%
 Sports Car Market 0%
 Road & Track 43%
 Car & Driver 8%
 MotorTrend 27%
 Velocity 20%
 European Car 16%
 Classic Motorsport 19%

Hear About the Event:

Magazine..... 46%
 Poster..... 6%
 TV 0%
 Newspaper..... 11%
 Mazda Raceway 60%



Mazda
RACEWAY
LAGUNA SECA ●●



MAZDARACEWAY.COM

