



AUTO CORSA

JOHNSON SPACE CENTER

SPEED WEEK HOUSTON

AUTO CORSA – JOHNSON SPACE CENTER

Auto Corsa – Johnson Space Center will be the inaugural historic racing event of Speed Week Houston, which is scheduled for May 5-7, 2017. Managed by Escuderia Charities and L'Equipe Management LLC, the non-profit Auto Corsa has been granted existence through a Space Act Agreement with NASA and the Federal Government.

The May 2017 event is anticipated to draw 30,000 spectators in its first year. Through the annual addition of related automotive, motorcycle, boating and aviation events, Speed Week Houston is slated to become one of the largest motorsports festivals in the country. It is not unlikely that 150,000 people may eventually travel to the Clear Lake area to participate in the events over a ten day period.

The attachments contained in this package outline the potential schedule of events for future years.

The purpose for this presentation is to introduce the reader to the specifics of Auto Corsa, in an effort to obtain both public and private financial support for the non-profit event.

SPEED WEEK HOUSTON

AUTO CORSA – JOHNSON SPACE CENTER

TABLE OF CONTENTS

1. AUTO CORSA PREVIEW PRESENTATION
2. SPONSORSHIP APPLICATION
3. EVENT BUDGET INFORMATION
4. MARKETING SUPPORT INFORMATION
5. SPEED WEEK HOUSTON EVENT LINE-UP



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JOHNSON SPACE CENTER

FASTEN YOUR SEATBELTS YOU'RE IN FOR A SOARING NEW ADVENTURE!

Coast to coast, car enthusiasts of all ages trek in massive numbers to classic car shows and vintage racing venues. Now, such an event is coming to Houston on May 5-7, 2017, and for the first time, links aerospace exploration.

Auto Corsa will feature historic automobile road racing across NASA's Johnson Space Center (JSC); aerospace, military, automobile, and celebrity attractions; a collector car auction; and star-studded parties.

Held in conjunction with the 22nd annual *Keels and Wheels Classic Car and Vintage Wooden Boat Show's Concours d'Elegance*, the weekend promises enormous tourism potential.



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HISTORIC AUTOMOBILE ROAD RACING IS ONE OF THE FASTEST GROWING SPORTS IN THE UNITED STATES AND EUROPE.

Inspiration for *Auto Corsa* comes from major signature events, such as *Monterey Car Week*, which attracts 50,000+ fans, the *Pittsburgh Vintage Grand Prix*, which attracts 250,000 spectators, and England's *Goodwood Revival*, which caps its attendance at 150,000.

VIDEO RESOURCES

[PVGP: Pittsburgh Vintage Grand Prix \(1\)](#)

[PVGP: Pittsburgh Vintage Grand Prix \(2\)](#)

[Coronado Speed Festival](#)

[Road America Lola Can Am Race](#)



THE VISION

Entrepreneur and organizer, Cragg Eubanks, and his firm, L'Equipe Management, LLC, envision *Auto Corsa* as an annual event, growing into a nationally acclaimed, weeklong venue, the size, scope, and prestige of *Monterey Car Week* and *Pittsburgh Vintage Grand Prix*. Initially, the inaugural three-day weekend will feature a classic car show, a historic racing series, a high-level auto auction, and a grand-scale party.

Auto Corsa will be a non-profit event, with income benefitting a number of Texas charitable institutions, managed by L'Equipe Management, LLC.



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STRATEGIC PARTNERSHIPS

NASA AND JSC

A 3.4-mile road track has been approved, utilizing streets within the 1,620-acre JSC and the City of Houston. Aerospace, military, and automobile themed attractions and displays as well as concession and merchandizing stations will also be present, adding to the festival atmosphere. All participants will enter through Space Center Houston, where they will celebrate the early years of space flight, and see the Orion space capsule, the Mars rover, and the Space Shuttle, perched atop a Boeing 747. Then, spectators will board trams bound for Rocket Park (home of NASA's historic launch vehicles, including the Saturn 5 rocket booster) for the vintage racing series.

CVAR

Corinthian Vintage Automobile Racing (CVAR) is one of the nation's preeminent historic racing clubs and a race-event sponsor since 1989. Additionally, CVAR is one of the founding members of the Vintage Motorsports Council, the organization that oversees historic racing in the U.S. CVAR will serve as the festival's sanctioning motorsports body.



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PLEGGED SUPPORT TO DATE

- Bay Area Rotary Clubs to provide staffing for crowd control and general manpower needs
- Cities of Houston, Nassau Bay, Seabrook, Pasadena and Webster
- Houston Sports Authority
- Bay Area Houston Economic Partnership
- Johnson Space Center
- Corinthian Vintage Auto Racing

RACING LEGENDS, ADDING STAR POWER

Six road-racing celebrities have been invited to serve *Auto Corsa* as Grand Marshalls, historians, and marketing ambassadors. They include:

JIM HALL | Formula One driver from 1960-1963 and innovator of the all-conquering Chaparral sports racers. Hall was the leader in automotive aerodynamics, and set numerous records and wins in both the United States Road Racing Championships and the Can-Am series.

BRIAN REDMAN | Participant in 15 World Championship Grands Prix, and extremely successful in World Sportscar Championships, winning the Targa Florio and the 12 Hours of Sebring twice. Three-time champion of the SCCA/USAC F5000 series

PRICE COBB | Winner of the 1990 LeMans race in the Silk Cut Jaguar XJR-12. Three time Porsche Cup USA champion, in addition to World Porsche Cup champion.

DAVY JONES | Winner of the 1990 24 Hours of Daytona and the 1996 24 Hours of LeMans. Well-known driver competing in CART, IndyCar, and IMSA series

PETER EGAN | Well-known journalist revered for his features, "Side Glances" in *Road and Track*, and "Leanings" in *Cycle World*. The *New York Times* calls Egan "one of America's standout auto writers"

BURT LEVY | Novelist best known for his iconic series of "The Last Open Road" books. An SCCA and vintage racer for 50 years, he is well-versed in motorsports history



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MORE ABOUT KEELS AND WHEELS

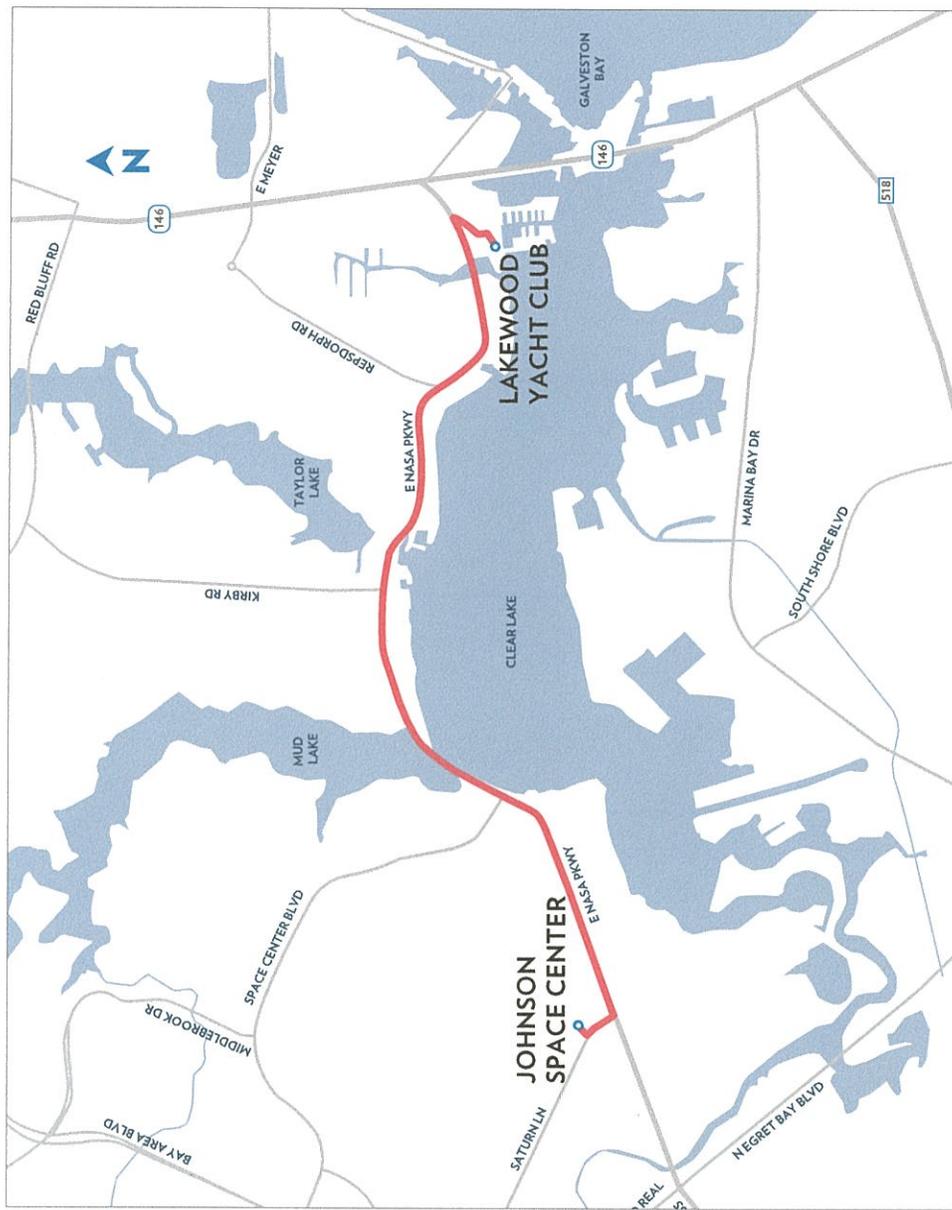
Over the past two decades, *Keels and Wheels Concours d'Elegance* at Seabrook's Lakewood Yacht Club has become a national destination venue, annually drawing 15,000 spectators. More than \$1.5 million in charitable donations have been raised in support of Boys and Girls Harbor, Inc. Such success lays the groundwork for a much larger Bay Area festival, one that completely incorporates mankind's fascination with speed across land, water, and air.

Auto Corsa will transport guests between the JSC campus and the Lakewood Yacht Club for the benefit of both venues.



AUTO CORSA

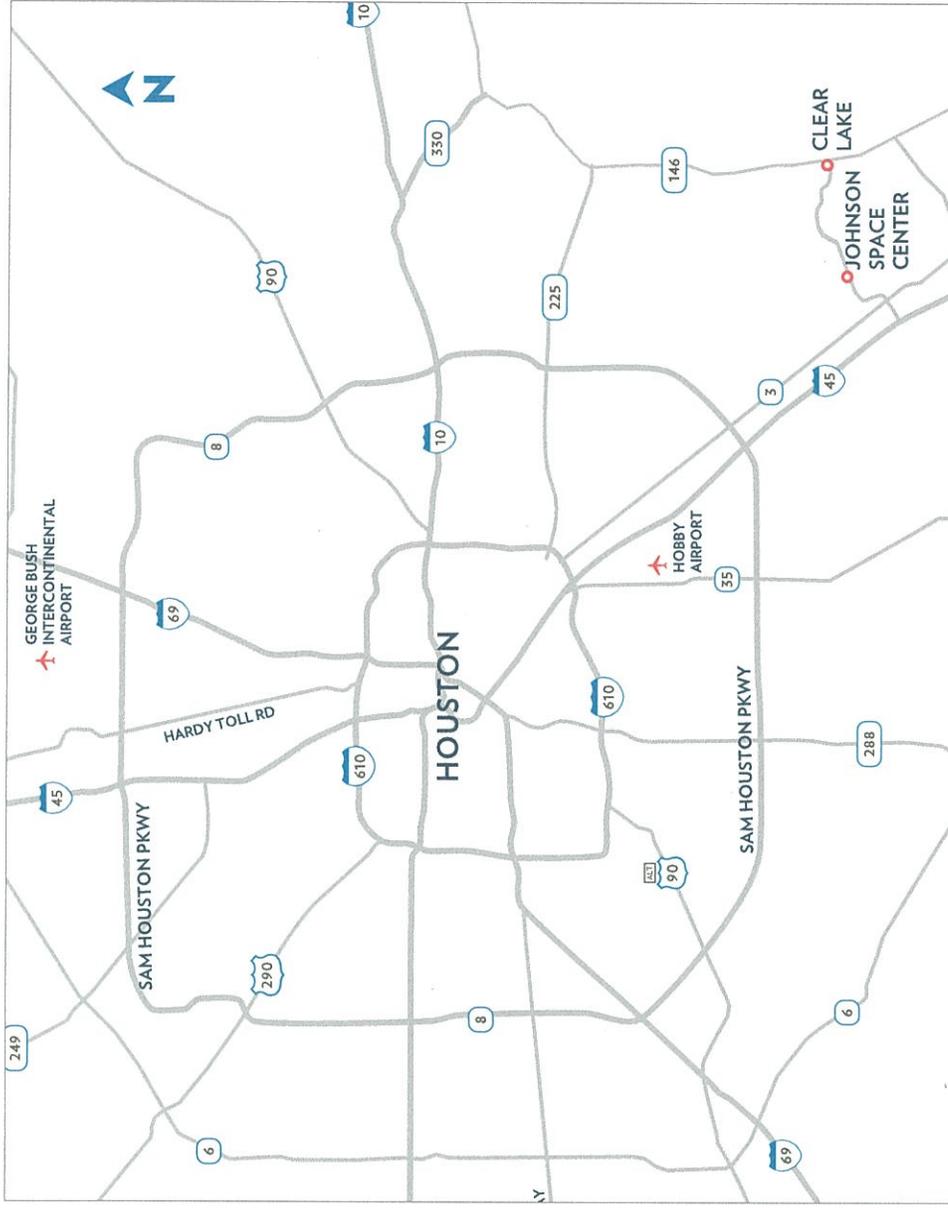
LAKWOOD YACHT CLUB TO JOHNSON SPACE CENTER



ECONOMIC IMPACT

It is anticipated that 320 historic road race teams from all across the U.S. will participate in up to 48 races within the three-day historic race series.

In 2017, it is reasonable to expect 30,000 to 35,000 spectators. Potential seven-figure income will be injected into the local economy from ticket sales, corporate sponsorships, public grants, and concession and event-clothing sales. Plus, the event's net income will financially benefit local educational facilities, service clubs, and charities.



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ACTION TAKEN TO DATE

- An advisory team is assembled for planning and facilitating
- A national insurer of motorsport events has been secured
- *Auto Corsa* is being legally established as a not-for-profit organization
- JSC and Space Center Houston have granted approvals at the local level
- NASA headquarters in Washington has approved Auto Corsa via a Space Act Agreement



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MARKETING TEAM

Dancie Perugini Ware Public Relations

PHASE 1 | Event Announcement - TBD

Provide comprehensive public relations and strategic communications

PHASE 2 | Event Promotion : November 2016 – June 2017

Develop and implement a comprehensive marketing plan, including public relations, advertising partnerships, and promotions

Judson Design

PHASE 1 | Creative development, brand positioning, and graphic standards for capital campaign, and beyond

PHASE 2 | Develop and produce print collateral, press materials, and advertising

PHASE 3 | Development of capital campaign website, development of the *Auto Corsa* Website



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BENEFIT SUMMARY

Auto Corsa offers car enthusiasts an opportunity unlike any other: the chance to follow their passion amid the landscape of space exploration and adventure.

Auto Corsa offers NASA a national venue to showcase the Orion Mars Project, while celebrating the history and accomplishments of its storied space program.

Auto Corsa offers Houston a signature vintage motorsports venue with enormous tourism potential, a first in the Southwest.

Auto Corsa will serve as a platform for touring Houston, Galveston, and other destinations across Texas.

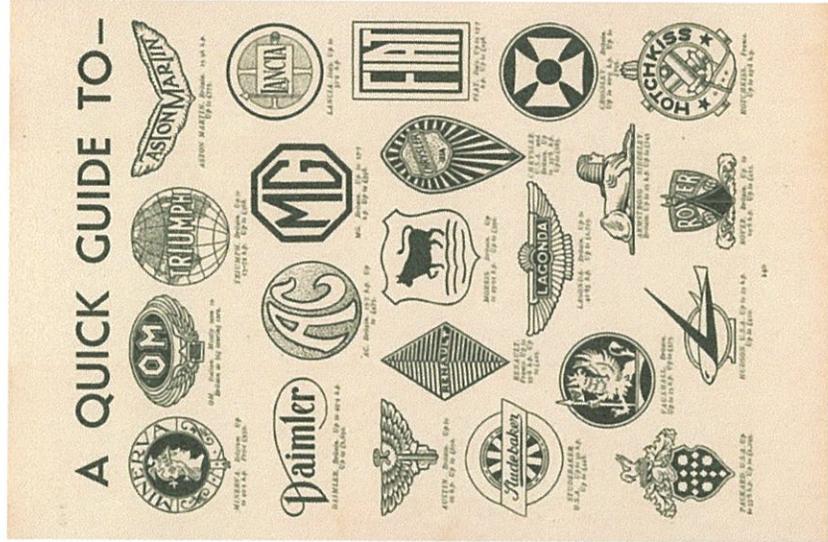
Auto Corsa will bring great economic value to Bay Area communities.

Auto Corsa will augment the already popular *Keels and Wheels Concours d'Elegance*.

Auto Corsa will garner national and international publicity.



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SPONSORSHIP SUPPORT INFORMATION

1. ORGANIZATION INFORMATION:

- Escuderia Charities, a non-profit corporation
PO Box 972
Seabrook Texas 77586
- Escuderia Charities is a contractual partner of a Space Act Agreement with NASA and the United States Government
- Event website address: www.autocorsajsc.com (under construction)
- Contact: C. Cragg Eubanks
(281) 467-1874
eubanks@lequipemanagement.com
- Organization Purpose: To administer the non-profit festival, Auto Corsa – Johnson Space Center, a Speed Week Houston event

2. EVENT/PROGRAM INFORMATION:

- Event name to be funded: Auto Corsa – Johnson Space Center
- Primary purpose of funded event: historic motorsports festival featuring automobile road racing on a 3.4 mile street course at Johnson Space Center. Net income will be distributed to the following entities:
 - Space Center Houston
 - Starport NASA Exchange – JSC (The Gilruth Center)
 - Bay Area Rotary Clubs
 - Corinthian Vintage Auto Racing (a Texas non-profit corp.)

- Date of event: May 5-7, 2017 (held annually the first week in May)
- Expected total attendance: 30,000 spectators in 2017. As events are added to the development of Speed Week Houston, up to 150,000 spectators are anticipated over a 10 day festival period (see Tab 5)
- Projected number of overnight visitors: 750 event participants for 3-4 nights, unknown number of spectators
- Projected number of overnight stays: 1,300 for event participants, unknown as to spectators

3. ADVERTISING AND PROMOTIONAL ACTIVITIES:

- Dancie Ware Public Relations will provide public relations services to the event (see Tab 4)
- Judson Design will provide graphic design and website services to the event (see Tab 4)
- Advertising geographic area: USA, Europe, Mexico. While the bulk of media expenditures will be local and statewide, motorsports print and video outlets will cover the event worldwide
- **Co-promotion with Offshore Technology Conference: OTC ends on Friday morning, May 5th. Auto Corsa begins Friday, May 5th. It is anticipated that Auto Corsa will attract a significant number of OTC attendees, filling Houston hotel rooms for additional nights**

4. FUNDING REQUEST:

- Total event budget: \$2.38MM
- Total amount requested from Seabrook: **\$33,000**
- How funds will be used: general expenses (see Tab 3)

2017 AUTO CORSA – JOHNSON SPACE CENTER
PRELIMINARY EXPENSE ESTIMATE – 6/8/2016

• Accounting	15,000
• Legal	20,000
• Graphic design	70,000
• Public Relations	70,000
• Insurance	15,000
• Media Buys	225,000
• Friday 5/5/17 Party	20,000
• Saturday 5/6/17 VIP Cocktail Party	10,000
• Saturday 5/6/17 Party	39,000
• Saturday 5/6/17 Entertainment	75,000
• Course Prep	100,000
• Grandstands	275,000
• Tents & Tables	70,000
• Portable Toilets & Trash Removal	40,000
• Public Address System	40,000
• Photography & Videography	20,000
• Labor – Non Rotary	20,000
• Event Merchandise	35,000
• Program Printing & Design	75,000
• Contract Management Fee	150,000
• Administrative Expenses	70,000
• Shuttle Buses & Golf Carts	50,000
• Vehicle Transport	30,000
• Grand Marshall/VIP Guest Expenses	30,000
• JSC, SCH Reimbursements	125,000
• Race Management Expenses	20,000
• Trophies	7,000
• Charitable Donations	450,000
• Misc. Expenses	<u>215,000</u>

\$2,381,000

2017 AUTO CORSA – JOHNSON SPACE CENTER
PRELIMINARY INCOME ESTIMATE – 6/8/2016

• Driver Participant Fees	247,500
• Ticket Sales – 25,000	750,000
• VIP Ticket Sales – 300	300,000
• Sponsorships (Public and Private)	1,000,000
• Merchandise Sales	70,000
• Food Truck Fees	10,000
• Commercial Displays	15,000
• Program Advertising	25,000
• Beverage Sales (Net)	<u>15,000</u>
	\$2,432,500

FESTIVAL OF SPEED: SCOPE OF SERVICES AND BUDGET

February 23, 2016

We are pleased that the Festival of Speed is considering Dancie Perugini Ware Public Relations (DPWPR) as its strategic media relations, marketing and advertising partner to launch this exciting new event. A strong public relations campaign must be created to convey its messages, generate positive media coverage, and build awareness of the Festival of Speed. DPWPR proposes a phased contract. The following describes the proposed scope of work:

PHASE ONE: PRESS ANNOUNCEMENT – DATE TBD

MEDIA RELATIONS

- Create a media relations strategy complete with tactics and action items that will effectively communicate the Festival of Speed’s mission and vision, generating positive media coverage with an official press announcement
- Develop and comprehensive print and electronic press kit with components including:
 - General Press Release
 - Fact Sheet
 - Project Leadership Team
 - Event Lineup
 - Images
- Research, develop and create a targeted media list database for print, online, television media outlets
- Facilitate one-on-one meetings with key media to generate feature and business story placements in print, broadcast and electronic media
- Create and distribute a media advisory for the press announcement
- Conduct follow-up calls to media to confirm attendance
- Serve as press liaison for all on-site interviews
- Distribute press materials and announcement photo for media not in attendance

- Participate in regular client calls and/or PR planning meetings
- Secure media monitoring service as requested
- Track media placements and present publicity recaps

PHASE TWO: EVENT PROMOTION – NOVEMBER 2016 – JUNE 2017

MEDIA RELATIONS

- Develop and implement a comprehensive public relations strategy and timeline to launch the Festival of Speed
- Research and compile a targeted media list of television, radio, print, on-line contacts including local, regional and national press
- Draft and distribute press materials including calendar listings, media advisories, press releases, schedule of events and event photography to targeted media
- Conduct one-on-one meetings and follow-up calls for long-lead publications, followed by milestone event updates and work closely with weekly and daily print publications and broadcast outlets in the weeks immediately preceding the event
- Attend strategy sessions, provide counsel and marketing recommendations
- Arrange interviews and photo opportunities with television, radio, print and online media
- Consult with the leadership team to leverage media sponsorships for coverage
- Handle all media on-site at the event
- Track and monitor all coverage
- Secure media monitoring service
- Track media placements and present publicity recap

ADVERTISING PARTNERSHIPS AND PROMOTIONS

- Develop and implement advertising plan, media placements and promotions
- Direct and manage the design and production of the advertising campaign
- Craft and develop advertising copy
- Build partnerships with media outlets to maximize the advertising buy with added value support and special promotional opportunities
- Art direct photography as needed

BUDGET

Phase One Proposed Budget

Based on the scope of services outlined above, we estimate that the account team will spend approximately 60 hours on the press announcement. Therefore, based on the hourly rate of \$250/hour, the proposed special project fee is \$15,000.

Phase Two Proposed Budget

Based on the scope of services, we estimate that the account team will spend approximately 35 hours per month. Therefore, based on a reduced hourly rate of \$200/hour, the monthly retainer will be \$7,000 per month November 2016 through June 2017.

Out-of-pocket expenses including postage, color copies, courier and clipping services will be billed net to the client each month.

All third-party expenses including creative services, photography, professional printing, etc. will be billed to client separately based on an estimate approved in advance by the client.

Additionally, any advertising services will be covered under the standard agency commission. This commission will cover all agency time for research, rate negotiation and schedule development, as well as insertion orders, creative trafficking and final ad placement.

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October 14, 2015

Proposal – FESTIVAL OF SPEED AT THE JOHNSON SPACE CENTER

SCOPE OF WORK-PHASE I-CAPITAL CAMPAIGN

PROJECT MANAGEMENT AND CREATIVE DIRECTION

Description: PROJECT MANAGEMENT AND CREATIVE DIRECTION

Project Management	2,000
Creative Development	1,000
Sub-total	\$ 3,000

BRANDING/POSITIONING

Description: ORIENTATION AND STRATEGIC PLANNING

Meetings with the Festival of Speed team and Judson Design to thoroughly understand the project, its goals and stakeholders. These meetings will provide the basis for the branding and marketing program.

Description: POSITIONING STATEMENT

Develop a written statement which will define the strategic approach to reach our stakeholders. This statement will serve as a creative guideline for all marketing efforts.

Description: MESSAGING PLATFORM

Develop a presentation which will define the conceptual approach and messaging.

Description: TAGLINE

An appropriate tagline will be developed which underscores the spirit of the organization's efforts.

Sub-total \$ 4,500

October 14, 2015

Proposal – FESTIVAL OF SPEED AT THE JOHNSON SPACE CENTER

SCOPE OF WORK—PHASE I—CAPITAL CAMPAIGN

GRAPHIC IDENTITY

Description: BRANDMARK
 Develop the identity for the capital campaign. The mark will be adapted to a broad range of applications, from print collateral to multi-media and signage.

Design Refinement	4,500
Illustration	1,500
Sub-total	\$ 6,000

Description: GRAPHIC STANDARDS
 To assist the institution in creating a consistent look and feel that can be carried throughout the marketing program, a style template will be created. It will include logo artwork, a color palette, secondary typography and guidelines for adapting the style to components of the marketing program and exhibit design.

Design	1,000
Design Refinement	500
Production	250
Sub-total	\$ 2,000

TOTAL **\$ 15,500**

This estimate does not include photography, photo retouching, travel expenses, shipping and deliveries, or Texas state sales tax. Production revisions will be billed as incurred at \$150/hour. Layout expenses, deliveries and state sales tax will be billed as incurred.

Client Approval

Date

October 14, 2015

Proposal – FESTIVAL OF SPEED AT THE JOHNSON SPACE CENTER

SCOPE OF WORK–PHASE II–CAPITAL CAMPAIGN

PROJECT MANAGEMENT AND CREATIVE DIRECTION

Description: CREATIVE SERVICES: Collateral

Project Management	1,500
Creative Direction	1,000
Sub-total	\$ 2,500

COPYWRITING

Description: Develop messaging and copy for the, website, vision brochure, and eblasts.

Copywriting	3,000
Sub-total	\$ 3,000

PRINT COLLATERAL

Description: STATIONERY: Letterhead, Envelope, Business Cards, Pledge Card, Forms, Mailing Label, Thank You Cards, and Envelope and PowerPoint templates.

Design	3,000
Design Refinement	1,000
Production	1,000
Printing Supervision	250
Printing	TBD
Sub-total	\$ 5,250

Description: PRESS KIT/UTILITY FOLDER:

Design	750
Design Refinement	500
Production	250
Printing Supervision	250
Printing	TBD
Sub-total	\$ 1,750

October 14, 2015

Proposal – FESTIVAL OF SPEED AT THE JOHNSON SPACE CENTER

SCOPE OF WORK—PHASE II—CAPITAL CAMPAIGN

PRINT COLLATERAL

Description: VISION BROCHURE: 8.5" x 11.5", 8 - pages Self Cover

Design	3,500
Design Refinement	1,000
Production	1,500
Printing Supervision	500
Printing	TBD
Sub-total	\$ 6,500

Description: FACT SHEET/FLYER:

Design	750
Design Refinement	500
Production	500
Printing Supervision	250
Printing	TBD
Sub-total	\$ 2,000

MEDIA

Description: E-BLAST/E-NEWSLETTER: Develop and program templates for e-blast and e-newsletter

Design	1,000
Design Refinement	500
Programming	1,000
Sub-total	\$ 2,500

TOTAL \$ 23,500

This estimate does not include photography, photo retouching, travel expenses, shipping and deliveries, or Texas state sales tax. Production revisions will be billed as incurred at \$150/hour. Layout expenses, deliveries and state sales tax will be billed as incurred.

Client Approval

Date

October 14, 2015

Proposal – FESTIVAL OF SPEED AT THE JOHNSON SPACE CENTER

SCOPE OF WORK–PHASE III–CAPITAL CAMPAIGN

DIGITAL

Description: CAPITAL CAMPAIGN WEBSITE: Develop a higher level web interim web presence with which to display a diverse set of organization content for visitors and donors. An original site design concept will be developed based on current aesthetic standards to reinforce the higher level web presence created by the programming. The site will be developed with current search engine optimization standards in mind.

Site updating will take place via a content management system (CMS) with a user-friendly interface. Minimal technical knowledge will be required to make changes throughout the site.

Key functionality will include:

- Flexible Content-oriented Homepage
- Responsive Layout Design
- E-Commerce + Donations

Estimate:	FESTIVAL OF SPEED WEBSITE	
	Project Management	2,000
	Creative Direction	1,000
	Interface design	4,500
	<i>Development</i>	
	CMS / Content Framework / Front-End Themes	9,000
	CMS Software License + Related Modules	600
	Email Marketing / RSS Integration	3,000
	Sub-total	\$ 12,600
TOTAL		\$ 20,100

This estimate does not include photography, photo retouching, travel expenses, shipping and deliveries, or Texas state sales tax. Production revisions will be billed as incurred at \$150/hour. Layout expenses, deliveries and state sales tax will be billed as incurred.

Client Approval

Date

October 14, 2015

Proposal – FESTIVAL OF SPEED AT THE JOHNSON SPACE CENTER

JUDSON DESIGN – NON-PROFIT – CLIENT LIST

- » Aids Foundation Houston
- » Art Directors Club of Houston
- » Asia Society
- » Boys and Girls Clubs of Greater Houston
- » Barkitecture
- » Bering-Omega Community Services
- » Boys and Girls Clubs of Greater Houston
- » Boy Scouts of America
- » Bush-Clinton Coastal Recovery
- » Camp Aranzazu
- » Canstruction
- » Chinquapin School
- » Dress for Success Houston
- » Galveston Sustainable Communities Alliance
- » The George P. and Cynthia Woods Mitchell Institute for Fundamental Physics & Astronomy
- » Girls Inc.
- » H-E-B Teaching Excellence Awards
- » Houston Film Commission
- » Houston Symphony
- » Chinquapin Preparatory School
- » Julia Ideson Library
- » The Jung Center
- » Museum of Fine Arts Houston
- » Nau Center for Texas Cultural Heritage
- » Project GRAD
- » Urban Land Institute
- » Voices Foundation
- » Wortham Center

SPEED WEEK HOUSTON

Annually Held the First Week in May

(Book-ended by the Existing Keels & Wheels and Concours of Texas Events)

- Auto Corsa at NASA's Johnson Space Center (scheduled for May 5-7, 2017)
 1. *30,000 guests over 3 day period*
 2. *330 out-of-town historic race participants – eight classes*
 3. *Two evening parties for 1000 each*
 4. *Commercial exhibitors – automotive industry*

- Catalogue Historic Automobile Auction (Scheduled for May 5, 2017)
 1. *Approximately 150 high-end sports and racing cars*
 2. *State-of-the-art sale and presentation in Space Center Houston*

- Lucas Oil Products Drag Boat Series (Potential Event for May 2018)
 1. *Spectator event held on Clear Lake, in proximity to Hilton Hotel*
 2. *The Lucas series now encompasses 900 race boats nationwide*
 3. *The series features 8,000 HP, 4.7 second, 250+ MPH drag boats competing on a ¼ mile open water strip*

- Speed Week Classic Automobile Swap Meet (Potential Event for 2019)
 1. *Hershey, PA style classic automobile, parts, automobilia and petroliana swap meet*
 2. *Hershey is the world's largest swap meet encompassing 9,000 vendors on an 85 acre parcel for 4 days. 1200 cars are also judged in a casual concourse setting*

- Wings and Wheels Classic Aircraft and Automobile Fly-In (Potential Event for 2020)
 1. *Under current discussion with Lone Star Flight Museum*

- Classic Automobile Tours (In Planning Stage)
 1. *2 tours targeting both classic cars and hot rods*
 2. *Up-scale 50-500 mile scenic Gulf Coast tours featuring great seafood, wine and fun*

- Historic Motorcycle Racing Event (Opportunity Will Develop In Conjunction With Auto Corsa)