



FESTIVALS
of Speed
EVENT SEASON 2022 - 2023





AFFINITY MARKETING FOR LUXURY BRANDS

Luxury brands traditionally spend most of their marketing budget and time on traditional forms of advertising and PR, and not with affinity marketing, considered by experts to be one of the most effective forms of new business development.

Simply put, affinity marketing enables companies to interact with the right people in structured, professional environments and to share business development initiatives and ideas. This approach dramatically increases product awareness and sales opportunities.

For many luxury brands, creating an affinity marketing program from scratch is a very daunting task.

This typically requires a considerable financial investment, time, contacts and a comprehensive plan.

All of which many companies do not have available.

By partnering with the FESTIVALS OF SPEED, your company accomplishes your affinity-marketing objectives while avoiding the huge financial burden and hard work.



OUR MISSION

FESTIVALS OF SPEED (FOS) is a series of motorsports-themed events that display the world's most exotic cars, motorcycles, watercraft, aircraft and luxury brands. Founded in 2004, FOS operates four large-scale automotive events and multiple boutique events every year. FOS specializes in the creation of powerful consumer engagements that build brands and drive purchase intent.

The events allow collectors of fine automobiles, motorcycles and luxury brands to come together for an experience that offers camaraderie, entertainment and product knowledge.

Guests have the opportunity to explore a wide variety of exceptional products and services presented by our sponsors in one convenient location. A typical weekend itinerary may include a luxury lifestyle jetport reception, cocktail reception, automotive ride & drive experience, fine wine and spirit tastings, unique culinary offerings and more.

Attendance varies with anywhere from 12,000 to 20,000 guests attending the large automotive displays, 500 to 700 attending the jetport receptions and cocktail parties, and 100 to 150 attending our exclusive boutique experiences, such as wine connoisseur dinners and fine jewelry unveiling's.

Events take place at luxury resort properties that offer the finest amenities and services. Currently FOS operates at the Ritz-Carlton Orlando Grande Lakes, Omni Amelia Island Plantation Resort, the Mission Inn Resort & Golf Club and the Renaissance Vinoy Hotel in St. Petersburg.









WHEELS WATCHES WHISKEY & WINE ®

ATTENDANCE: 125 -250

WHEELS, WATCHES, WHISKEY & WINE events take place at exotic car dealerships and cater to the affluent exotic car owner. Typically the events take place on Thursday evenings from 6:30pm-9:00pm. The concept is to invite car collectors to sample 80+ fine wines and spirits while viewing a dazzling display of fine time pieces and jewelry. Dealerships benefit by having car collectors in their showroom in a relaxed setting. Guests can view the latest models from companies like Rolls-Royce, Bentley, Lamborghini, Porsche and others.

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RITZ-CARLTON ORLANDO, GRANDE LAKES RESORT

ATTENDANCE: 12,000 to 15,000

Luxury Lifestyle Jetport Reception:
2022: DATE TO BE ANNOUNCED

FESTIVALS OF SPEED at Ritz-Carlton Orlando:
Sunday, November 6th, 2022 10 a.m. to 4 p.m.

The Ritz-Carlton Orlando, Grande Lakes encompasses 500 acres of tropical landscapes, exquisite beauty and timeless charm. The property has grown to become the region's most sought-after luxury resort. It is on these pristine gardens hand grounds that FESTIVALS OF SPEED displays over 200 of the world's most exotic cars.

The resort features two hotels, with the exceptional comfort of the Ritz-Carlton's 582 guest rooms, and the JW Marriott's 1,000 guest rooms and suites. The Ritz-Carlton Golf Club offers an 18-hole, par-72 Greg Norman Signature Golf Course, a 40,000-square-foot spa retreat, two luxury pools, eight dining options and other world-class amenities.

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VINOY PARK, ST. PETERSBURG WATERFRONT

ATTENDANCE: 18,000 to 22,000

FESTIVALS OF SPEED in Vinoy Park:
Sunday, January 22, 2023 10 a.m. to 4 p.m.

Located in downtown St. Petersburg, our location is Vinoy Park, situated alongside The Vinoy Renaissance St. Petersburg Resort & Golf Club.

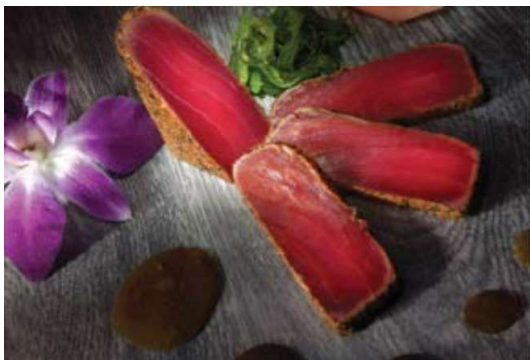
The hotel features a 74-slip marina, a 12-court tennis complex, five restaurants, 5,000-square-foot fitness center, 361 recently renovated guest rooms and a golf course. The property is just steps away from the Dali Museum, the Museum of Fine Arts and vibrant downtown St. Petersburg.

This event features 300+ exotic cars, motorcycles and race boats all placed for display on the beautiful lawns of Vinoy Park overlooking the bay.

Live music, wine and craft cocktail pavilions, an awards presentation and more are all part of the fun.

[Click to See St. Petersburg Video](#)





MISSION INN RESORT & GOLF CLUB, NORTHWEST ORLANDO

ATTENDANCE: 10,000 to 12,000

FESTIVALS OF SPEED at Mission Inn Resort & Golf Club:
Sunday, April 16th, 2023 10 a.m. to 4 p.m.

The Mission Inn Resort & Golf Club is an elegant 1,100-acre resort located just North of Orlando in Howey-in-the-Hills.

Renowned for its picturesque rolling hills, orange groves and shimmering lakes, the area draws golf enthusiasts, fishermen and ecotourists who enjoy being surrounded by the region's expansive natural beauty.

With four restaurants, two championship 18-hole golf courses, a luxury spa, skeet shooting and a wide range of recreational activities, Mission Inn Resort & Club offers a truly unique and memorable guest experience.

Our setting for 200+ automobiles is the manicured 1st fairway of the golf course.

[Click to See Mission Inn Video](#)









AVALON, ALPHARETTA, GA

ATTENDANCE: 10,000 TO 14,000

Motorsports display at AVALON on the boulevard.

Sunday, October 9th, 2022

In the heart of Alpharetta is AVALON. This sustainably designed, 86-acre development features more than 750,000 sq. ft. of luxury retail, a 12-screen all premium theater, a full-service hotel, Class A office space, luxury single-family residences and rental homes offering resort-level hospitality throughout a walkable, seamlessly connected luxury community of shopping, dining, entertainment, living and working. The hand-picked restaurants are owned by some of Atlanta's most renowned chefs. AVALON is more than just another place to go, it's a place to be. It is a hub of local art and activity that delivers the luxury of the modern South. AVALON is also Georgia's first Gigabit community, a futureproof fiber hood with internet connection speeds 100x faster than what's currently available.

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FESTIVALS OF SPEED THOROUGHbred WEEKEND AT WORLD EQUESTRIAN CENTER OCALA

ATTENDANCE: 10,000 TO 14,000

Luxury Lifestyle Cocktail Reception.

Friday, May 6th 2022 8:00 p.m.-10:30 p.m.

FESTIVALS OF SPEED AT WORLD EQUESTRIAN CENTER, OCALA.

Saturday, May 7th 2022 10:00 a.m.- 4:00 p.m.

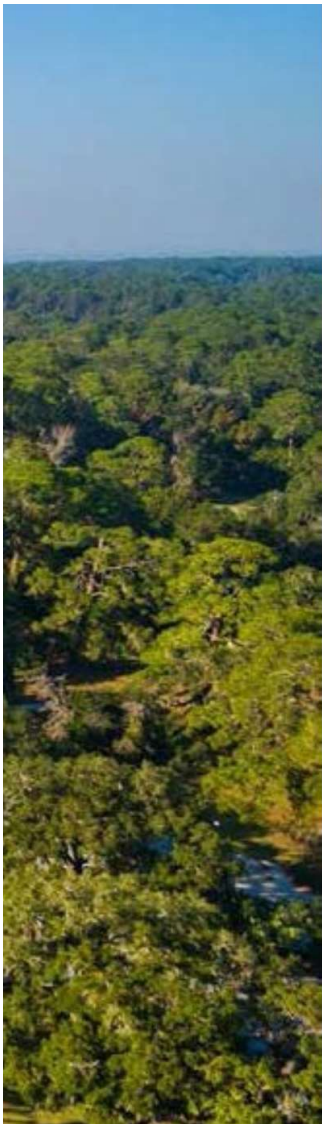
Taking place on the same day as the Kentucky derby this extraordinary event will feature a fabulous display of exotic, classic and muscle cars placed for display in an all new world class resort. Our venue, the World Equestrian Center is located in the horse capital of the world, Ocala, Florida and is the largest equestrian complex in the United States. It is nestled on 4,000 magnificent acres and features a luxurious 5-star hotel located at the heart of the equestrian resort. The hotel will feature 248 extra-large suites where guests can take in this world-class event in luxury and comfort. The hotel will also feature retail space, restaurants, craft cocktail bars and more. Cars will be displayed on in front of the hotel on pavers in the grand plaza.

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JEKYLL ISLAND CLUB JEKYLL ISLAND, GA

Saturday, December 10th Cocktail reception 8:00 pm-10:30 pm

Sunday, December 11th Motorsports gathering 10:00 am-4:00 pm

The Jekyll Island Club was referred to as, "The richest, the most exclusive, the most inaccessible club in the world."

Join us at the exclusive Jekyll Island Club for an informal gathering of car collectors displaying their cars on the pristine lawns of this historic resort. Guests can enjoy four diamond accommodations, great food, craft cocktails, fine wines along with good friends. The weekend starts with a cocktail reception at the resort followed by a display of exotic, vintage, classic and muscle cars. The display lawn overlooks the water and makes for the ultimate setting for this type of event.

The resort is the heart of the Jekyll Island historic district. Beautifully designed and fresh off of \$25 million in enhancements, it was long the preferred retreat for the most prominent families of American history including the Vanderbilts, Pulitzers, JP Morgan, the Rockefellers and others.

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IT'S A FACT: PARTICIPATING IN EVENTS DRIVES PURCHASES.

When surveyed, consumers replied back that live events and product demonstrations are the single most effective method to increase their product knowledge and confirm a purchase.

80% of consumers say that of all forms of communication, event branding and interaction is the best means to provide the information they need to make a buying decision.

93% of event attendees will give a sponsoring brand approval to communicate with them via e-mail.

Nearly 50% of consumers that attend branded event experiences will purchase a sponsored product.

97% of consumers who are exposed to a product or service at a brand event will talk up a positive experience, with two-thirds mentioning the actual brand name.

95% of consumer respondents said that, assuming the product promoted at the event was of interest to them, attending the event made them more inclined to purchase that product.

THE MARKETING MEDIUM THAT BEST HELPS CONSUMERS UNDERSTAND A PRODUCT

- 89% Live events presenting a product
- 5% TV
- 3% Print advertising
- 1% Online banner on Website
- 1% Radio





WHY CONSUMERS ATTEND THE FESTIVALS OF SPEED

80% attend to learn about new motorsports products
65% attend to make final buying decisions
77% plan to purchase power sport vehicles in the next 12 months
75% plan to purchase a luxury brand product in the next 12 months
90% plan to attend other FESTIVALS OF SPEED events

DEMOGRAPHICS:

MEDIAN HOUSEHOLD INCOME OF FESTIVALS OF SPEED ATTENDEES: \$205k+

AUDIENCE

58% Male
42% Female
38 is the median age
65% are married
83% are college graduates
63% are top management

ATTENDEES LIFESTYLE

75% plan to visit abroad in the next year
80% exercise two or more times per week at home
76% dine out several times per week
62% go to nightclubs and/or lounges

WEALTH RATING

Compared to the general population, FESTIVALS OF SPEED attendees are:

6x more likely to drive a prestige luxury vehicle
4x more likely to own a recreational motorsport or water-sport vehicle
2x more likely to have large stock holdings
3x more likely to have a personal money manager
4x more likely to own investment real estate
3x more likely to belong to a private club
3x more likely to travel abroad first-class
3x more likely to take luxury vacations
4x more likely to drink premium wine and spirits
4x more likely to shop at luxury retailers

BUYING POWER

76% Purchase luxury Items

INCOME PRODUCING ASSETS

Including fine jewelry and fine furnishings
(Exclusive of home ownership)

38% \$1MM+ investments
14% \$2MM+ investments

INFLUENCER'S

84% have advised others on where to buy
74% consider themselves peer group influencer's





MARKETING INITIATIVES

SOCIAL MEDIA MARKETING

25,000+ E-mail database
39,000+ Facebook followers
5,200+ Twitter followers
6,300+ Instagram

We create engaging social media campaigns utilizing top quality photography and video to excite both attendees and sponsors.

NEWSLETTER

Elegant E-newsletter sent to 25,000 contacts monthly to promote the events and to feature sponsors' products.

DIRECT MAIL MARKETING

Comprehensive direct mail campaigns support and reinforce messaging from e-mail, social media and print advertising programs.

VIP package invitations: Over 40,000 invitations are mailed First Class mail to luxury car, motorcycle and luxury brand owners in key demographic areas, as well as past show attendees.

Postcards: Over 40,000 full-color postcards are mailed First Class mail to luxury car, motorcycle and luxury brand owners in key demographic areas, as well as past show attendees.

Rack cards: Over 80,000 full-color rack cards are distributed in high-traffic tourism areas.

Events: We display at high-quality events to distribute a variety of high-end marketing material.

Posters: Our 22" x 28" event posters are highly sought after and we distribute 40,000 every year.

MEDIA ATTENDANCE

Media involvement at FOS is a vital component. The innovative media hub is located within the event show fields, serving as the nerve center for media, where they publish articles, photos, video, social media and more in real time. 200+ media attend.

800+ editorial features are published nationwide.

EMAIL

Targeted and compelling e-mail marketing campaigns reach both luxury motorsports consumers and industry professionals across the nation.

WEBSITE

www.FestivalsOfSpeed.com
Dedicated website with more than 75,000 unique users.

RADIO

Extensive reach into local and regional markets targeting the motorsports enthusiast.

INDUSTRY, TRADE & CLUB PUBLICATIONS

We have marketing relationships with a variety of industry and lifestyle publications across the country.

We place full-page print advertisements, as well as digital ad placements on their websites and in their newsletters.

PRESS RELEASE

Monthly and bi-monthly distribution of national press releases featuring upcoming event details and specialty vehicles that will be attending.

SPONSOR MARKETING TOOL KIT

Our sponsor marketing tool kit provides turnkey solutions to aid your company in the marketing and promotion of your product featured at the event.

MOBILE MEDIA TEAM

One element that differentiates FOS from other events is our mobile media team of photographers and videographers. This crew visits with car owners and sponsors during the event to capture entertaining footage and images. That material is then immediately uploaded online to our YouTube channel and hundreds of online forums.





- Introduce a new product or service to consumers and media on a large scale
- Generate qualified leads and gauge consumer response
- Associate with some of the industry's finest and most influential brands
- Network with the motorsports community to create new consumer and business relationships
- FACT: 92% of sponsors return year after year

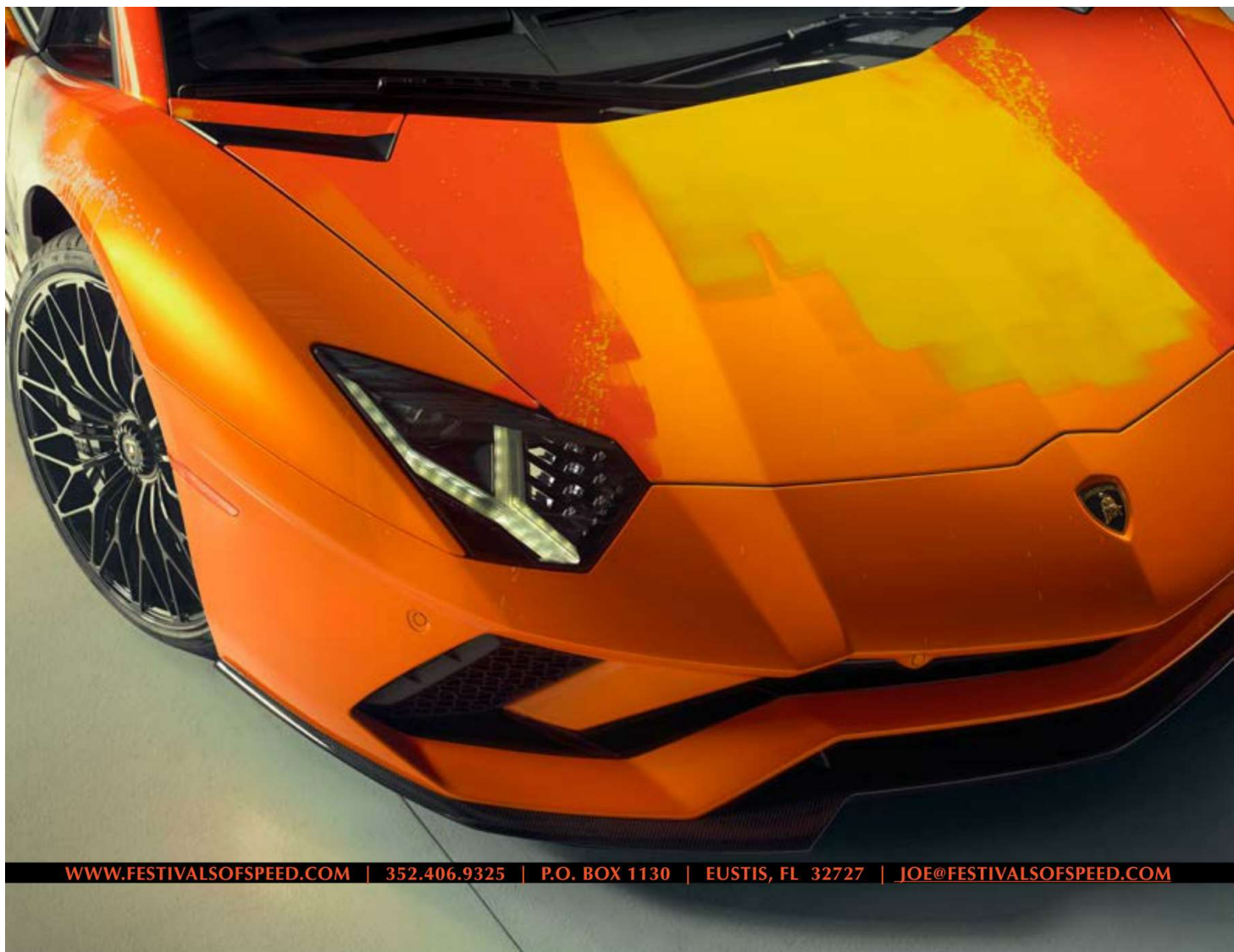
SPONSORSHIP OPPORTUNITIES

FESTIVALS OF SPEED custom creates sponsorship opportunities as well as hospitality packages that deliver a strong return on investment in a sophisticated and targeted approach. Event sponsorship is a great way to enhance your existing customer relationships – as well as build new ones. We welcome the opportunity to create a package that delivers what your company needs while meeting your existing budgets. Some sponsorship opportunities that are available include:

PRESENTING SPONSOR
MEDIA CENTER SPONSOR
TROPHY SPONSOR
LUXURY LIFESTYLE JETPORT RECEPTION SPONSOR
VIP SECTION SPONSOR
WINE, SPIRIT OR CHAMPAGNE SPONSOR
CIGAR SPONSOR
CAR OWNER, VIP SECTION GIFT BAG SPONSOR
OFFICIAL CAR TRANSPORT SPONSOR
OFFICIAL INSURANCE SPONSOR
OFFICIAL LEASING SPONSOR

We have sponsorships that meet a variety of needs. For more information, contact our office at 352-385-9450.





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