

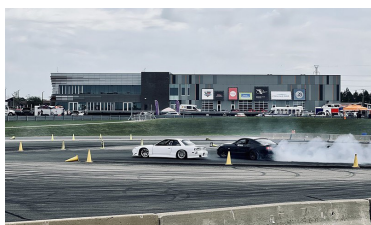


OFFICIAL SPONSORSHIP AGENCY OF
M1 CONOURSE

M1 Concourse blends style and speed, in a one-of-a-kind motorsports event and entertainment venue. Located in affluent Oakland County, on legendary Woodward Avenue, the 87-acre motorsports facility hosts over 225,000 guests annually and features a state-of-the-art event center, outdoor event spaces, and a 1.5 mile high-performance driving circuit.

SPONSORSHIP OPPORTUNITIES

We are your event and sponsorship architects. Sponsorship marketing not only increases brand awareness by reaching a wider demographic, but also enhances the customer experience. TAG offers a variety of M1 Concourse opportunities to grow your business through strategic local and national partnerships. Our team creates exclusive multi-year opportunities for maximum brand exposure. Ask about our custom packages tailored to bring you the best value and return.



ON-SITE NAMING RIGHTS:

- Event Center** 28,500 sf, adjacent to the 1.5 mile performance driving circuit
- Event Center Plaza** 40,000 sf for outdoor festivities, holds up to 2,000 guests
- Performance Track/Arena** 90,000 sf, specialty space for outdoor events, center track
- Event Pavilion** 6,000 sf, adjacent to 20,000 sf of outdoor trackside event space

MARKETING:

- Foundry Building Signage** 50ft x 27ft all-weather banner prominently seen throughout the complex
- Performance Track Rail Signage** 3ft x 10ft banner checkering the track perimeter
- Digital Advertising** Website, social media, digital billboards and marquis messaging
- Print Advertising** Publications, ticketing, programs and event collateral opportunities

EVENT ACTIVATIONS:

- Demonstrations** Hands-on or presentation-based engagements included with activations
- Clinics/Mini-Courses** Use the facility's amenities for educating your customers or introducing a specialty product or service.
- Entertainment/Audience Engagement** Special events, guests, bands and/or audience activities. A unique venue for an original experience.

EVENT RENTALS:

- Event Center Rental** Tailor a perfect event for up to 2,000 people, hospitality options
- Event Center Plaza Rental** An outdoor patio-like setting for the perfect branded welcome
- Arena Rental** A "next level" event space for large presentations and multiple activations
- Pavilion Rental** Covered rentals from 20ft x 20ft to custom sizes depending on the event
- Performance Track Rental** Follow/Drive, Thrill Ride, 20 laps for a unique day at the track
- Hospitality Chalet Rental** Host up to 50 ppl, VIP parking, 20 event tickets and more
- Tent Rental** 10ft x 10ft for show and event activations