

**RUM BUM**  
*Racing*



# RUM BUM *Racing*





Like the modern day racing car, the sport of motor racing itself has become more sophisticated every year. Today's racing environment requires special design and engineering skills for car builders. The total team effort also requires the skills of exceptionally talented mechanics and technicians to keep the cars moving at high speeds. The final elements to complete today's racing team package are the corporate sponsors and the business, communication and driving skills of a highly professional driver.

Increasing the bottom line is the main goal of every corporate sponsor, whether through the racing fan's association with a brand or product, or by on-site entertainment of corporate customers. Every sponsor attempts to increase corporate awareness, and ultimately sales, through positive association to their corporate name. Nearly every industry is involved in racing in some manner. Traditional automotive-related companies, tobacco, financial, internet-based companies as well as consumer packaged goods companies such as breakfast cereal, batteries and film continue to participate in auto racing.

**The time to get involved with Rum Bum Racing is now.**

# The Visionary Behind Rum Bum Racing

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Rum Bum Racing was created by American entertainment businessman Luis Bacardi, direct decedent of Facundo Bacardi, the founder of the famous liquor company. Luis Bacardi originally was exposed to the high value of motorsports marketing as a sponsor in 2008 while promoting a new business venture and became a true racing aficionado. It was such a powerful tool for his businesses that by 2010 he had built his own Rum Bum Racing organization which continues to make headlines by scoring top wins since its first race at Daytona.

Mr. Bacardi runs a 100% debt-free racing operation, ensuring that 100% of your sponsorship dollars go into the performance and marketing activation, giving you a true measure of the return on your investment.

# GRAND-AM Continental Tire Challenge Series



There's a revolution taking place in North American road racing and it's called GRAND-AM Road Racing. It is a revolution driven by the pure spirit and raw enthusiasm of American motorsports fans searching for real, hands-on-and-hearts-in-it, sportscar racing experiences. NASCAR recently acquired GRAND-AM and is fully committed to using its resources to make GRAND-AM the pre-eminent road racing series in the world. GRAND-AM races are held in major media markets (New York, San Francisco, Detroit, Philadelphia, Miami, Montreal, etc.). With nearly 20 million GRAND-AM fans in the U.S. and a SPEED TV partnership potentially bringing the races to 77 million homes, there has never been a better opportunity for GRAND-AM teams and their sponsors.

The Continental Tire Sports Car Challenge features sports cars from manufacturers worldwide, straight from the showroom floor, racing side-by-side with only minor modifications. The only improvements made are in the area of safety. The two classes competing simultaneously on track in the Continental Tire Sports Car Challenge are Grand Sport (GS) and Street Tuner (ST).

## Grand Sport (GS)

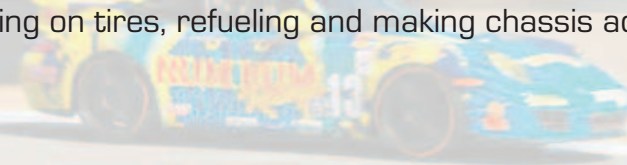
GS cars have engines that generate between 350 - 405 horsepower, which equates to speeds in excess of 160 mph. This class includes Aston Martin Vantages, BMW M3s, Chevrolet Camaros, and Ford Mustangs, among other high performance race cars.

## Street Tuner (ST)

ST cars can reach speeds in excess of 130 mph but there are no V-8s allowed, only four- and six- cylinder engines are permitted. MAZDASPEED3s, Ford Focus ST-Rs, Volkswagen GTIs and Honda Civic Si's are examples of ST cars. These race cars create a thrilling event for spectators.

# GRAND-AM Rolex Sports Car Series

The GRAND-AM Rolex Sports Car Series offers extremely competitive sports car racing and features two classes of cars, exotic Daytona Prototypes and sleek Grand Touring machines that run simultaneously on track. Rolex Series races are measured in time, not distance, and require more than one driver at the helm. Typically a two-man team competes in the shorter, sprint events which last anywhere from two to three hours. For the longer and more difficult races, such as our marquee event, the Rolex 24 At Daytona or the Six Hours At Watkins Glen, a three-to-five man team will contend. In addition to taking on tires, refueling and making chassis adjustments, driver changes are also required during the race.



# Rum Bum Racing Team Performance



**13**

Launched a few weeks before the 2010 season, Rum Bum Racing stunned the racing world and made history by winning their first ever professional race entered, the GRAND-AM 200 at Daytona. In just three years of racing in the GRAND-AM Continental Tire Sports Car Challenge Series, Rum Bum Racing has amassed 11 wins, four poles, and 20 top-five results in 31 starts. Rum Bum Racing machines have been running at the end of 2,248 race laps for a total of 91% laps completed. Of those laps, the Rum Bum cars have led over 500 laps which is 20% of all the laps raced throughout the three years. A Rum Bum machine has led the field in 19 of 30 races. Rum Bum Racing employs some of the most skilled technicians in all of motorsports and has become one of the most successful, recognized professional endurance racing teams in North America.

## 2012 Season



**Champions!**  
5 wins  
247 Laps Led

## 2010 Season

5th Place Overall  
3 Wins  
101 Laps Led



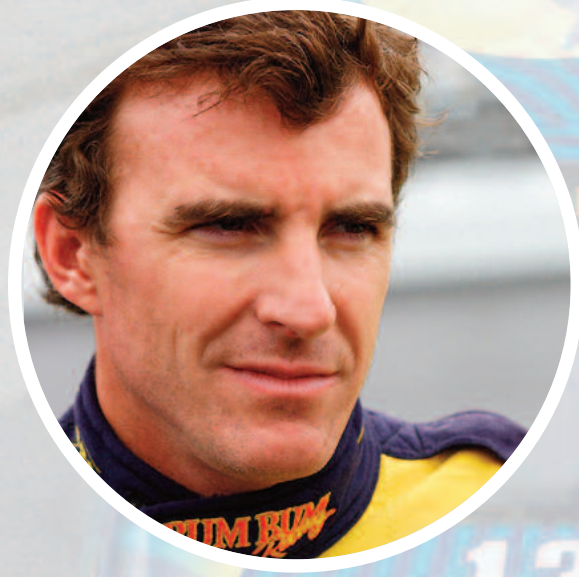
## 2011 Season

3rd Place Overall  
3 Wins  
138 Laps Led



## Rum Bum Racing Team Drivers

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### **Matt Plumb**

Matt is the General Manager and Driver for Rum Bum Racing LLC. He holds a Bachelors Degree in History and Economics from the University of Virginia. Plumb began his career in 1997 winning the Skip Barber Formula Dodge Championship in his first year with 13 wins. Since then he has won and additional 20 more professional races while competing in 6 different championships. Most recent success was in the 2012 Continental Tire Team Championship with 5 wins in 10 races.

Nick co-drove with Matt to win the 2012 Continental Tire Team Championship. He is a race engineer/development driver/coach for Indy Lights, Barber Dodge Pro Series, Speed World Challenge, Rolex GT, Ferrari Challenge & Historic race series. In addition, he currently is the Chief Instructor/Director at the Ferrari Driving Experience.

### **Nick Longhi**



# Media Exposure



GRAND-AM Continental Tire Sports Car Challenge Series enjoys substantial media coverage in both print and television. GRAND-AM is covered by 75 of the top 100 daily newspapers in the U.S. National magazines such as Car and Driver, Road and Track, Racer, Playboy, National Speed Sport News, and Sports Business Journal displayed articles and results from CT Challenge races. Also enthusiast magazines such as Grassroots Motorsports and BMW CCA Roundel print regular features of Continental Tire Series teams and drivers.

In 2012 SPEED TV broadcast 9 of the 10 CTSCCS events on a delayed view basis (usually the following Saturday). SPEED TV continues to be one of the fastest growing cable networks in North America and Grand -Am broadcasts reached more than 100 million homes last year. Also worldwide telecasts are provided by Eurosport, Televisa, MotorsTV, SPEED and other international networks.

GRAND-AM.com features video highlights, daily news and editorials, full race coverage, team and driver bios, message boards, photos, live timing and scoring and much more. More than 20 million pages were viewed last year with an average of 62,804 per day.

Rum Bum also utilizes an in-house public relations & marketing team, professionals photographers and Rum Bum Film & HD studios to produce ongoing content throughout the year which we promote through our RumBumRacing.com website and other social media channels.

## 2013 Continental Tire Sports Car Challenge Season Schedule

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January 23 - 25 , 2013  
Daytona International Speedway  
Daytona Beach, FL

June 13 - 15, 2013  
Mid-Ohio Sports Car Course  
Lexington, OH

August 16 - 17, 2013  
Kansas Speedway  
Kansas City, KS

March 1 - 2, 2013  
Circuit of the Americas  
Austin, TX

June 28 - 29 , 2013  
Watkins Glen International Long Course  
Watkins Glen, NY

September 7 - 8, 2013  
Mazda Raceway Laguna Seca  
Salinas, CA

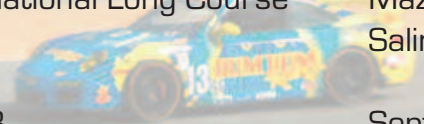
April 3 - 6, 2013  
Barber Motorsports Park  
Birmingham, AL

July 26 - 28, 2013  
Indianapolis Motor Speedway  
Indianapolis, IN

September 26 - 28, 2013  
Lime Rock Park  
Lakeville, CT

April 18 - 20, 2013  
Road Atlanta  
Braselton, GA

August 8 - 10, 2013  
Road America  
Elkhart Lake, WI





# Demographic Profile



Average Age 46.7

## Gender

Male 86.8%  
Female 13.2%

## Annual HH Income (499 Respondents)

Under \$20,000 5.0%  
\$20,000-\$35,000 7.6%  
\$35,001-\$55,000 19.6%  
\$55,001-\$75,000 19.2%  
\$75,001-\$100,000 23.8%  
\$100,001-\$150,000 15.0%  
\$150,001-\$250,000 7.2%  
More than \$250,000 2.4%

## Education (525 Respondents)

Some High School 2.1%  
High School Grad 17.1%  
Some Trade School 1.9%  
Trade School Grad 5.0%  
Some College 22.3%  
Associate Degree 10.3%  
Bachelors Degree 30.9%  
Graduate Degree 17.9%

## Marital Status (524 Respondents)

Single 25.8%  
Married 65.5%  
Widowed/Divorced 8.8%

## Occupation (519 Respondents)

Administration 6.0%  
Business Owner/Executive 13.1%  
Creative Arts 2.3%  
Law/Military 1.3%  
Legal 1.5%  
Manager 8.7%  
Medical 5.2%  
Retired 12.9%  
Sales/Marketing 9.1%  
Science/Engineering 14.8%  
Student 3.5%  
Teacher 4.8%  
Tradesman 13.1%

## Family Size

# of Adults in HH 2.0  
# of Children in HH 0.5

“Sports car racing has the highest demographic profile of any type of American motorsports. This information should be very valuable to anyone interested in sponsorship.”

- Joyce Julius & Associates, Ann Arbor, Michigan

# Get Involved with Rum Bum Racing



Rum Bum Racing offers the best mileage in endurance racing team sponsorship at the most cost effective price and can deliver to its sponsors multiple ways to enhance their exposure and relationships with clients, suppliers and partners. We can give your company recognition through its extensive media exposure, proven success and reputation on and off the track.

This multi-dimensional marketing platform can enhance your company and product brand identity and provide value by creating opportunities for increased business.

Our integrated marketing team stands ready to design for you turn-key programs that can be tailored over an array of opportunities to suit a broad range of budgets and needs.

The greatest value that a program with Rum Bum Racing can provide is the opportunity to increase your business and also solidify relationships with current customers.

By leveraging "Your race team," you will be able to:

- Benefit from increased high quality face time with your top customers and prospects.
- Create opportunities to build stronger business and personal relationships with your customers.
- Enjoy opportunities at the racetrack to meet with other key business leaders.
- Create employee-based programs to enhance bonding with employees.

## Rum Bum Racing also offers:

- Driver appearances at the retail level
- Nationwide show car program
- Corporate & Consumer incentive programs
- Unique VIP experiences
- Event sponsorship signage and hospitality



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