

BE PART OF DETROIT'S MOST EXCITING EVENT

CHEVROLET DETROIT BELLE ISLE GRAND PRIX

JUNE 2 – 4, 2017



The Grand Prix annually hosts *the only* professional, world-class racing event in the heart of Detroit, the Motor City. The race weekend showcases the city on a global platform and shines a positive light on Detroit by connecting the surrounding communities and generating millions of dollars in economic benefits. Aligning your company with Detroit's most exciting event will:

- ENHANCE YOUR BRAND RECOGNITION ▪
- REINFORCE RELATIONSHIPS WITH CURRENT CLIENTS ▪
- SUPPORT DETROIT, MICHIGAN AND THE REGION ▪



WHY CHEVROLET DETROIT BELLE ISLE GRAND PRIX?

- 501(c)3 organization and a subsidiary of the Downtown Detroit Partnership
- Improvements to Belle Isle: Over \$13 million since 2007
- Annual Total Spending Estimate: Over \$47 million
- Fan Attendance: Over 95,000
- Media Attendance: Over 800 credentialed media from all over the world
- Television Coverage: Over 16 local / 12 national hours

Major improvements include: roadway, sidewalks, benches, bike lanes, drainage infrastructure, MacArthur Bridge lighting, Lagoon lighting, Scott Fountain, playscapes and more



74 CORPORATE PARTNERS, LOCAL AND NATIONAL COMPANIES

4 PRE-RACE NETWORKING EVENTS, BUSINESS TO BUSINESS OPPORTUNITIES

24 MEDIA PARTNERS, DIVERSE OUTLETS

10 PROMOTIONAL EVENTS, ENGAGING WITHIN THE COMMUNITY



MULTIPLE ENGAGEMENT OPPORTUNITIES

- High-exposure off and on-track signage
- Premiere hospitality chalets, private and shared
- Attractions both on and off the track throughout Belle Isle Park



NEW TRACKSIDE 300:

- Shared chalet located alongside the racetrack
- Reserved tables for 10 guests per day
- Food and beverages (including beer and wine) served throughout the day
- Signage within Trackside 300 chalet area to include partner logo
- Access to the Fifth Third Bank Paddock (garage)



"The Chevrolet Detroit Belle Isle Grand Prix enjoys tremendous corporate support, starting with Chevrolet, Quicken Loans and all of our terrific partners. We simply couldn't host this great event annually without them. We are privileged to work with companies that not only realize value in their sponsorship, but they want to support a very positive event for the area and they also see great business to business opportunities at the Grand Prix. Thanks to the support of our partners, the event is also able to help make significant and lasting improvements to Belle Isle each year so visitors can enjoy the park year round."

Bud Denker

*Chairman, Chevrolet Detroit Belle Isle Grand Prix and
Executive Vice President, Penske Corporation*



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DetroitGP.com

