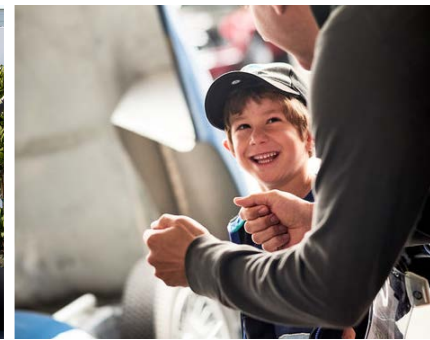


Attachment F

VELOCITY INTERNATIONAL January 2022



Who we are.

Steve Earle

Consultant

Steve started the races in Monterey and is still one of the most respected people in historic racing.

Jeff O'Neill

Founder + Entrepreneur
Driver + Collector

Jeff is a car collector and racer, and his primary goal is to help revitalize historic motorsports in this country.

Ardelle Lind

Registrar

Ardelle has relationships with the racers and is well known and respected in the community.

Ryan Turri

Principle + Operator

Ryan has been around vintage racing cars his entire life, he brings a historic frame of reference as well as a fresh perspective.

Ellen Bireley

Exhibits + Displays

Ellen is experience in curation for large museums and displays such as the IMS Museum, Petersen Automotive Museum and Rennsport Reunion.

The Scenic Route

Production + Design

A complete production resource, providing services for the entertainment, live event, touring, museum, government and trade show industries—from creative direction, marketing and branding, to curation, conceptual design and project management.

Experience with some of the most refined collection spaces and events in the country:

Petersen Automotive Museum
Mullin Automotive Museum
Seegerstrom Shelby Event Center
Galpin Underground
ArtCenter's Peter and Merle Mullin Gallery
Sonoma Speed Festival
Velocity Invitational
and much more.





2021 VELOCITY RECAP

Velocity Invitational At Laguna Seca Sets A New Standard In Vintage Racing

"Everything was top tier from the tents housing the cars to the simple addition of astroturf and white picket fencing. Bringing in McLaren's heritage collection was inspired. My jaw dropped to the floor when I first walked through the paddock as one tent housed one of the famous Shelby Cobra Daytona Coupes next to a trio of Ferrari 250 GTOs, a handful of other 250s, and a gorgeous pontoon-fender TestaRossa"

—Bradley Brownell, Jalopnik



"Velocity Invitational continued to leave me speechless for the entirety of my time at WeatherTech Raceway Laguna Seca. The sheer pedigree of the cars in attendance was impressive in itself, but seeing them take the track at 10/10 was an absolute treat. You had three Ferrari 250 GTOs hitting the corkscrew with their 50s and 60s GT counterparts. There was a reunion of all the Ford GT Le Mans race cars led by Jim Farley in his Mk II Ford GT. Mika Hakkinen lapped the track in McLaren's two-seater V10 F1 car and was joined by one of McLaren's V8-era Vodafone cars as well."

—Chris Turek, DRIVETRIBE

JALOPNIK 10.5 M UMV

[Click here to open](#)

"Even when the on-track action was neither timed nor ranked, the exhibitions were fantastic. The sights and sounds of rare racers at speed on the hallowed tarmac of Laguna Seca are second to none. Where else can you see Porsche 917s, Ford-powered Indy cars, and Stirling Moss' Mercedes 300SLR on the track at the same place?"

—Brandan Gillogly, Hagerty

RACER 1.60 M UMV

[Click here to open](#)



ROAD & TRACK 3.13 M UMV

[Click here to open](#)

FORBES 104 M UMV

[Click here to open](#)

MSN 990 M UMV

[Click here to open](#)



VELOCITY INTERNATIONAL

Historic cars are what drives us.

Historic preservation is our mission.

Event production is what we do.



MISSION

Explore a fascination with speed, history, and the stories of racing in a festival style atmosphere where you can see and hear the storied cars, on track.

Inspire owners, collectors and future generations of drivers, by reuniting the finest automobiles in the world in an environment that encourages dialog and interaction.

Provide a full program of events that extends past the racing. We want there to be exciting and refined things for racers, their guests, as well as families to be able to do throughout the day.

Educate and connect our visitors to the historical past and the exciting future, inviting them to further investigate and learn the significance of where the automobile has come from, and where it is headed.

Highlight vehicle conservation and preservation while providing an opportunity for drivers, owners, teams and spectators to openly communicate about what makes these vehicles so important.

Understand and appreciate the effort it takes to bring teams and vehicles to an event such as this. In addition to the on-track action, we provide first class hospitality for our partners and drivers, their teams and guests. We want to make this an inviting, enjoyable and relaxing event for everyone.

Engage partners that share our values and understand the type of luxury lifestyle event that we are trying to achieve. Together we carefully curate the content being presented in every venue to ensure that it supports the Festival's vision.

Support and celebrate our local communities by providing our guests with goods or services from locally sourced restaurants, vineyards, and luxury goods vendors.

Increase visitor attendance by broadening our reach beyond the racing community.

SERVICES

Project planning

Project management

Exploration and ideation

Curation

Execution and production

Race management

Driver management

Partner management

Hospitality management

Vendor management

Ticketing management

Merchandise coordination

Press relations

Spatial planning

Drafting and engineering

Content creation

Digital content creation and
production

Network, audio-visual and lighting

Broadcast logistics

Custom fabrication

Graphics and printing

Logistic solutions

There are many routes and ways to make the legendary Monterey Reunion successful and long lasting. We think we can help.

- Utilize the immediate support we already have from Racers, Collectors and Selection Committee members.
- Develop a forward looking structure that identifies and outlines our plan, as well specific roles and responsibilities and points of contact.
- Be mindful of the history of the vintage racing industry yet find ways to incorporate new concepts, ideas and groups.
- Acknowledge that the event and track at Laguna Seca are unquestionably unique, with a special heritage that is worth celebrating, on par with other great events such as Goodwood, Silverstone Classic, etc.
- Understand that the combined passion of fans, drivers, event operators, and partners is what will make this event successful. Everyone has a part to play, and it takes all of these pieces working in harmony to create success.

Look forward

Build trust

Engage our audience

Our Approach

1

We acknowledge the functional realities of operating a race and efficiently address how drivers, visitors, partners and staff use the facilities.

2

We look for opportunities to engage all attendees, not just racers, for the entire length of their stay.

3

We focus on world-class vehicles only, letting them tell their stories while presenting them in ways that will appeal to a wide and diverse audience.

CUSTOMER CONSIDERATIONS

Racer / Collector

A refined customer — they are often very wealthy, expect a certain level of finish and customer service, and have attended five star events around the world. If the experience is not great, they simply will not return with their great cars. They also truly enjoy being an active part of the show—showing/racing their cars, and bringing their knowledge and expertise to the event. The key is making them feel safe and respected on track, providing a professionally run event deserving of their time and automobiles, while still creating a feeling of warmth and welcomeness where they and their families/guests can remain active throughout the event.

Sponsors / Partners

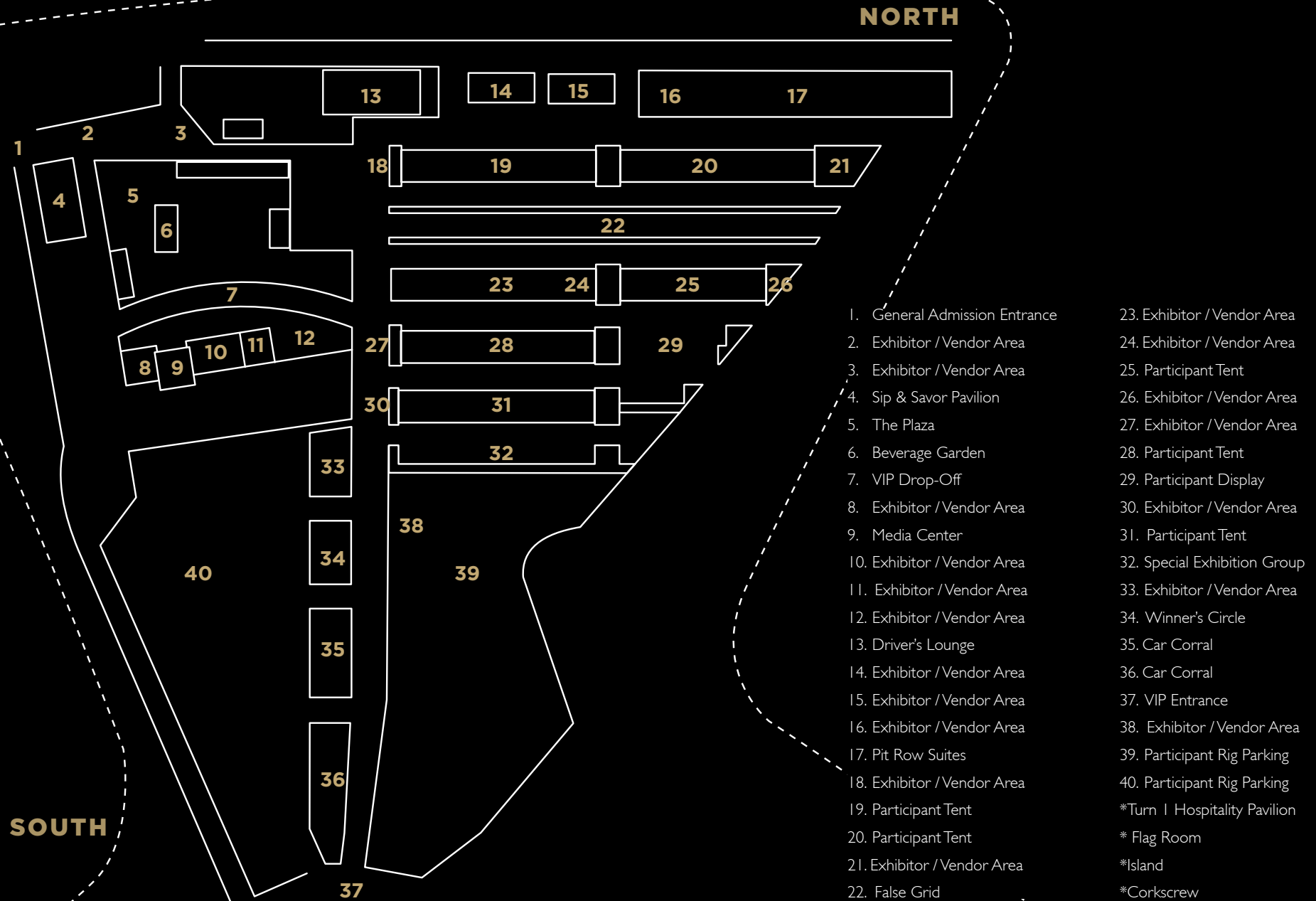
The sponsor must not only perceive value from their relationship, they must receive value. This is key, and our motto is simple: we can do almost anything for a sponsor with enough time and support. We want to keep them happy while providing value, encourage creative activation concepts, and find ways their brand can enhance the experience for all attendees — from onsite booths, exhibitions, ticket package concepts and hospitality areas, to after hours events and happenings.

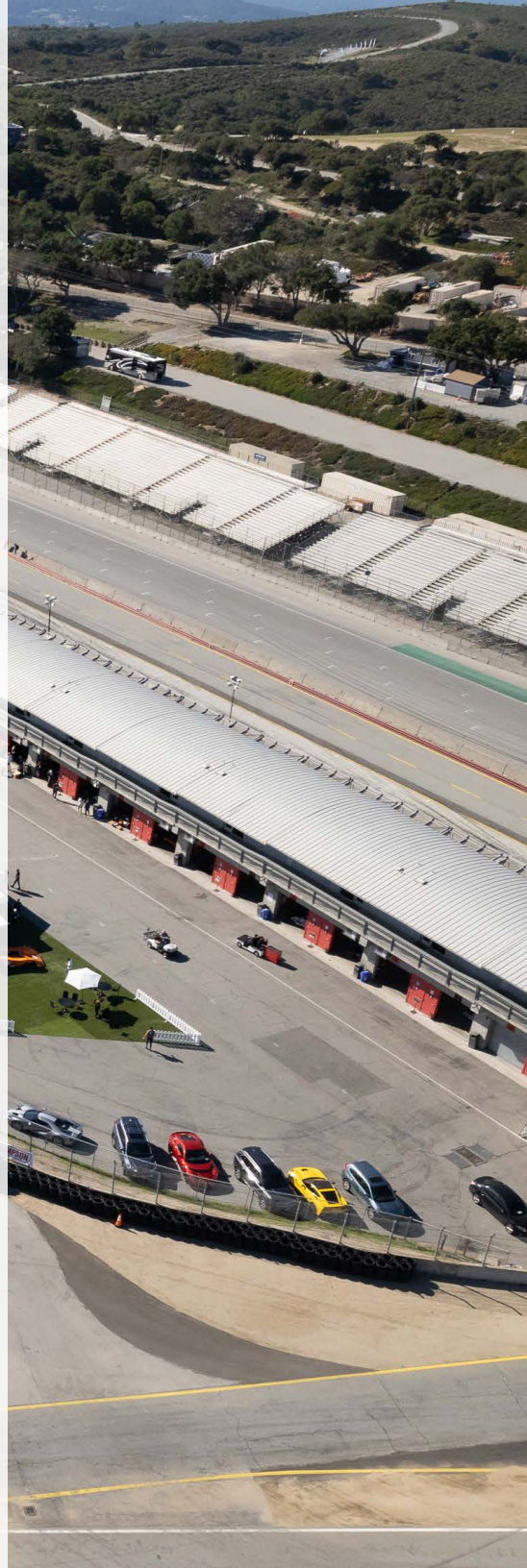
Ticket Buyers / Attendees

Much like the racers, attendees want to come and feel special, truly being engaged in the event. We focus on making them feel welcomed and that they're getting value for their admission ticket. Our planning examines each detail of the customer experience so that when our spectators leave, they recognize the unforgettable experience and memory they just created.

This will be so much more than a race.

VENUE | PRELIMINARY CONCEPTS





VELOCITY INTERNATIONAL

Jeff O'Neill
joneill@oneillwine.com

Ryan Turri
ryan@velocityinvitational.com
415-935-1190