

**EXHIBIT "A"** (Deleted, Replaced w/Amend #1)

**MONTEREY COUNTY'S OBLIGATIONS**

In consideration of Lexus's obligations under this Agreement, and subject to the terms and conditions listed herein and in the Agreement, the County, via its agent SCRAMP, shall provide the following promotional benefits/site enhancements to Lexus in each Agreement Year throughout the Term of this Agreement:

**A. Official Rights**

1. Official & Exclusive Status: Lexus will be the Official and Exclusive Luxury Auto of the Raceway.
2. Lexus logo will be referenced in selected advertising, media references and television shows and controlled or placed by the County or SCRAMP, including advertising that supports Major Race Events. Additionally, Lexus's race teams will be featured in Event posters and programs whenever applicable.
3. Lexus will have the right to use the name and logo for Laguna Seca Raceway.
4. Branding inclusion in all future video games featuring the Raceway (i.e. Microsoft Forza, Sony Playstation Gran Turismo).

**B. Signage & Product Showcase Elements**

1. Lexus Signage & Branding at the Raceway:
  - i. Two (2) Secondary Start/Finish Bridge Billboards
  - ii. Ten (10) 3'x8' Trackside A-Frames
  - iii. Six (6) 9'x60' Turn 1 Billboards
  - iv. Two (2) 105" x 125' Vehicle Bridge Interior Billboards – Leading to the Paddock
  - v. A-Road Platform Branding Elements
  - vi. A-Road Entrance Gate Arch Branding Elements
  - vii. One (1) Full-Page – Inside Front Cover Ads in each Event souvenir program (excluding souvenir programs for SBK World Superbike and Porsche Rennsport Reunion)
  - viii. Fifty (50) 30-Second Scoring Trylon Spots, per day, per Event
  - ix. One (1) eNewsletter Digital Banner (160x600)
  - x. Two (2) Annual Web Banners (160x600, 728x90):

Signage rights are a combination of year-round and selected Events (Events excluded from "on-track" branding is SBK World Superbike and 2018 Porsche Rennsport Reunion).

Initial Lexus signage production and installation shall be at the sole cost and expense of the County or SCRAMP; provided, however, that Lexus shall provide SCRAMP

with the Lexus Marks for use on such signage. Lexus shall be responsible for all costs associated with any Lexus signage changes requested by Lexus throughout the Term. Notwithstanding the foregoing and unless otherwise mutually agreed in advance and in writing, the County agrees that with respect to any Lexus replacement signage needs that are solely due to damage not caused by Lexus or standard wear and tear, such replacement costs shall be at the sole cost and expense of the County or SCRAMP.

2. Lexus Product Showcase Display Areas

- i. A-Road and South Boundary Entry Platform – Select Events
- ii. Pace Car Safety Car Paddock Display – Select Events
- iii. Permanent vehicle display, with signage on the fence, near the SCRAMP offices at S Perimeter Road and Directors Rd., with space to display two (2) Lexus vehicles, as selected and provided by Lexus.
- iv. One (1) 60'x100' Paddock Display location for IMSA Weekend

**C. Hospitality and Access**

1. Lexus shall receive one (1) VIP Hospitality area during the IMSA sanctioned event annually:
  - i. Includes fifty (50) VIP Hospitality Passes per day
  - ii. Lexus shall be responsible for all food and beverage within their hospitality area.
    - a. Lexus shall be provided with a track-approved caterer for all food and beverage needs.
2. Ten (10) VIP Hard Card passes for all events at the Raceway (subject to any event restrictions advised by County)
  - i. VIP passes that allow access to all areas at the Raceway, including those specified as sponsored only areas. These passes shall allow access to the pit area, unless restricted by the sanctioning body.
3. Ten (10) Blue 2 Annual Parking Passes for use at all events at the Raceway (subject to any event restrictions advised by County)
4. Two Hundred (200) General Admission Passes to all major motorsports events at the Raceway, including, for all IMSA sanctioned events at the Raceway (subject to any event restrictions advised by County). Does not include Ferrari Challenge and Porsche Rennsport Reunion events.
5. Dedicated Annual "Surprise & Delight" Wolf Hill Parking Area
  - i. Room for two hundred (200) Lexus vehicle parking spaces
  - ii. Lexus will develop and provide to the County or SCRAMP all Lexus signage and directional indicators for this area, at Lexus's sole cost and expense (the "**Lexus Parking Signage**"). The County or SCRAMP shall be solely responsible for (a) storing such Lexus Parking Signage; (b) placing and picking up the Lexus Parking Signage for each event at the Raceway (subject to any event restrictions advised by the County); and (c) providing direction to event attendees driving Lexus brand vehicles as they drive into the event, directing

them to park in the dedicated Lexus parking area (Wolf Hill Parking Area) until all available spots are filled.

**D. Lexus Track Days**

1. Lexus shall have the opportunity to utilize the Raceway as follows:
  - i. January 1, 2019 through March 31, 2019, five (5) Limited Sound Days:
    - a. 105dBa Sound Level Days
    - b. In accordance with County Track Rental Agreement Policies
    - c. Schedule available after Major Motorsports Event schedule, annually
  - ii. Each of 2019 – 2022 Agreement Years (as defined in Section 3(a) of the Agreement), five (5) Limited Sound Days per Agreement Year:
    - a. 105dBa Sound Level Days
    - b. In accordance with County Track Rental Agreement Policies
    - c. Schedule available after Major Motorsports Event schedule, annually