

ADDENDUM

As an Addendum to the Sponsorship Agreement signed February 17, 2015 by SCRAMP and Cooper Tire & Rubber Company ("Cooper Tires"), the following entitlements shall become the rights of Cooper Tires through the "Addendum Term" for the "Rights Fee".

Addendum Term shall be a period of three (3) years, January 1, 2018 through December 31, 2020.

Rights Fee shall be an amount of \$100,000.00 annually. Rights Fee shall be due in two installments with 50% due March 1st and 50% due July 1st in each of the contracted years.

Beginning on July 1, 2020 and continuing through September 1, 2020 Cooper Tires shall have the exclusive right of first negotiation to enter into a new or continued Agreement at that time. If the two parties do not come to an agreement within this time period, SCRAMP shall be free to negotiate with any other entity for sponsorship to begin after the Term of this Agreement expires.

Cooper Tires' Entitlements: Cooper Tires and shall be designated as the Official Tire of Mazda Raceway Laguna Seca.

Cooper Tires shall continue to receive all elements provided by SCRAMP detailed under Exhibit "B" pertaining to Official Tire Status, Signage, Print and Hospitality.

To Cooper Tires:
Cooper Tire & Rubber Company
701 Lima Ave.
Findlay, Ohio 45840
Attention: Chris Pantani, Dir. Business Development & Motorsports

To SCRAMP
Mazda Raceway Laguna Seca
1021 Monterey Salinas Highway
Salinas, CA 93908
Attention: Ms. Gill Campbell, CEO/General Manager

COOPER TIRE & RUBBER COMPANY

SPORTS CAR RACING ASSOCIATION OF THE MONTEREY
PENINSULA

By: Jim Jones

By: G Campbell

Its: Sr VP, CEO

Its: 1/23/17

Approved as to Legal
Form

CONFIDENTIAL

MAZDA RACEWAY
LAGUNA SECA



Objectives:

Align two top motorsports brands in a strategic relationship to showcase Cooper Tire's high performance product line. To secure a highly desirable market demographic and world-renowned racing circuit as a motorsports and consumer platform facility.

PARTNERSHIP OPTIONS

Due to existing partnerships already under contract, Mazda Raceway is offering year-round presence and limited specific event exposure under this proposal.

Official Tire proposal excludes: TUDOR United SportsCar Weekend*, Rolex Monterey Motorsport Reunion*, Porsche Rennsport Reunion V* and eni FIM World Superbike**

- * Events currently under long-term partnerships with competitive tire manufacture
- ** All on-track branding governed by SBK/Dorna. Only off-track inventory is available

Official Tire of Mazda Raceway Laguna Seca - \$100,000

Mazda Raceway is seeking a minimum 3-year investment as Official Tire

Package includes:

- Tire Bridge Branding Package
 - Two (2) sets of Tire Letters
 - Two (2) 11'x90' Lower Bridge Billboards
 - Included in year-round branding and limited major motorsports Events
- One (1) Floor of the Start/Finish Hospitality Tower
 - Includes three (3) 4'x16', one (1) 44"x100" Signs
 - Included in year-round branding and limited major motorsports Events
 - Includes: Pirelli World Challenge, World Superbike event
- One (1) 8'x120' Turn 2 Super Billboard
 - Pirelli World Challenge event
- One (1) 12'x24' Turn 11 Billboard
 - Included in year-round branding and limited major motorsports Events
- One (1) 20'x40' Turn 10 Hillside Banner
 - Included in year-round branding and limited major motorsports Events
- Four (4) 4'x8' Trackside A-Frames
 - Pirelli World Challenge
 - Mazda Road to Indy Series races
- Two (2) Pit Row Suite Fascia Signs
 - Size: 4'x15'
 - Included in year-round branding and limited major motorsports Events
- One (1) Full Page Program Ad in all Event publications
- Twenty (20) Scoring Trylon Logo placements per selected Events
- Forty (40) 3-Day General Admission, including Paddock for all Events
- Four (4) VIP Sponsor Hard Cards

- Two (2) Web banners years round
- Two (2) eNewsletter banners in select issues annually
- Mazda Raceway and Event name and logo rights annually
- Opportunity to develop a retail-based in-market promotion
- One (1) 20'x20' Marketplace location at all Events
- One (1) 40'x100' Display location at one (1) Event per year
- Showcase Cooper Tires high performance tires to all Raceway Pace Cars, VIP high performance car and staff vehicles.
 - Rear panel logo placement on all cars
- Start/Finish Hospitality Tower for World Challenge weekend, includes:
 - Twenty-five (25) 3-Day Hospitality Passes
 - Option for individual day tickets to increase guests (x3)
 - Five (5) VIP Parking Passes
 - Three (3) Hospitality “worker passes” for Cooper Tires’ operations team
 - Twenty (20) Event Programs
 - Opportunity to build custom menus for guests