



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legislation Details

File #:	A 23-059	Name:	Hyundai Sponsorship Agreement
Type:	BoS Agreement	Status:	Passed
File created:	2/23/2023	In control:	Board of Supervisors
On agenda:	3/14/2023	Final action:	3/14/2023

Title:

a. Approve and authorize the Monterey County Laguna Seca Representative to execute a Hyundai Sponsorship and Official Automotive Partner Agreement, effective April 1, 2023 through March 31, 2024, between INNOCEAN AMERICAS USA, LLC on behalf of Hyundai Motor America and the County of Monterey for the 2023 International Motor Sports Association Motul Course de Monterey, Rolex Monterey Motorsports Reunion and Firestone Grand Prix of Monterey, and replace Lexus as the Official Automotive Partner at WeatherTech® Raceway at Laguna Seca, for total Sponsorship fee of \$460,000.

b. Execute up to one (1) future amendment to the Agreement to offer an option to extend the term for one (1) additional year for total Sponsorship fee of \$470,000.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Board Report, 2. Attachment A - 2023-2024_IMSA_Agt LSR, 3. Completed Board Order Item No. 18

Date	Ver.	Action By	Action	Result
3/14/2023	1	Board of Supervisors		