

SUNCOAST SUPERBOAT GRAND PRIX FACT SHEET

The Suncoast Super Boat Grand Prix in Sarasota, FL has one of the longest continuously running race venues in the country. Net proceeds over the past 26 years have been earmarked towards facilities serving special needs children valued at over \$14 million dollars. The race site on average attracts over 40 powerboats many racing in excess of 170 mph and generates over \$9.6 million dollars of economic impact into the Sarasota community.

This annual Festival is organized by two staff members of Suncoast Charities for Children (benefiting charity) and engages over 200 volunteers. 100% of the net proceeds generated goes directly to the charity.

Super Boat Demographics

Audience Gender: Male 68% and Female 32%

Super Boat's Website (Superboat.com) averages 30,000 hits per month and 60,000 page views a day

<u>Audience Income</u>	<u>U.S. Population</u>	<u>Super Boat Fans</u>
\$50-\$ 75,000	18.27%	19%
\$75-\$100,000	10.93%	23%
\$100,000+	15.73%	27%

<u>Audience Age</u>	<u>U.S. Population</u>	<u>Super Boat Fans</u>
18-34	30.90%	21%
35-44	20.00%	33%
45-54	19.30%	28%

Sarasota Race Venue Demographics

- Average Age 35-45 – Average Income \$80,000 – Male 60% / Female 40%
- Most of those who attend have traveled over 100 miles to attend (50.3% residents/49.7 Visitors)
 - Average party is 3 people staying an average of 5.3 days in the area
- Festival website (www.suncoastoffshore.org) averages 100,000 hits per month

Approximate Attendance - 2010 Festival Events

Golf Tournament / Approx. 200
Festival Kickoff Party/ Approx. 900
Car Show / Approx. 2,000
Hyatt Regency's "Grand Prix" Party / Approx. 1,500
Kilo World Speed Record Event / Approx. 200
Downtown Festival Parade of Boats / Approx. 40,000+
"Meet and Greet Who's In the Driver's Seat" Event / Approx. 500
Powerboats By The Bay / Approx. 25,000 (over 2 days)
Motorcycle "Speed Card" Ride / Approx. 300
Super Boat Grand Prix Race / Approx. 60,000+ (land and on the water)
Race Awards Celebration / Approx. 400

Advantages To Being A Sponsor

- Excellent opportunity to promote your brand onsite at various venues with a large demographic reach
 - Strong media coverage (social, television, print, radio) prior to and during the Festival
 - Charitable tax deduction for your business – not run by a promoter but by a charity
 - Proven safety record – family friendly environment