



FACT SHEET/PROPOSAL for 2017 IMRRC Award Dinner honoring Mario Andretti with Cameron R. Argetsinger Award for Outstanding Contributions to Motorsports

NAME:

Fourth annual International Motor Racing Research Center (IMRRC) Award Dinner, presenting the Cameron R. Argetsinger Award for Outstanding Contributions to Motorsports. The 2017 honoree is iconic, multi-time champion, Mario Andretti.

LOCATION:

Corning Museum of Glass
One Museum Way
Corning, N.Y. 14830

DATE/TIME:

Thursday, August 31, 2017 - in advance of the Verizon IndyCar Series race at Watkins Glen International, Watkins Glen, N.Y.

The Master of Ceremonies for the fourth consecutive year is popular race commentator Dr. Jerry Punch.

COST:

\$250 per person

ATTIRE:

Business casual

CAPACITY:

300 guests, 30 tables of 10

MISSION OF EVENT:

This fourth annual award dinner is a fundraiser for the International Motor Racing Research Center. Mario Andretti has been selected by a committee of auto racing professionals as the fourth honoree and recipient of the Cameron R. Argetsinger Award.

The previous honorees have been Chip Ganassi (2014), Richard Petty (2015) and Roger Penske (2016).

BACKGROUND ON CAMERON R. ARGETSINGER:

Cameron R. Argetsinger, often referred to as the father of American road racing, was a visionary who could make things happen. He had a passion for fast cars and is remembered as an outstanding driver. In 1948, at Watkins Glen, he conceived, organized, and drove in the first post-war road race in America. He brought full international races to Watkins Glen in 1958 and, beginning in 1961, was organizer and race director of the Formula One United States Grand Prix. Formula One enjoyed a successful run of 20 years at the Glen circuit. He was subsequently executive director of the Sports Car Club of America (SCCA) in the 1970s. He later served as commissioner for the International Motor Sports Association (IMSA) in the 1980s. A graduate of Cornell Law School, he practiced law for 48 years. Retiring from the law in 2002, he was president of the International Motor Racing Research Center (IMRRC) in Watkins Glen until 2007. In 2005, Watkins Glen International honored Argetsinger's legacy by titling the Indy Racing League winner's trophy the "Cameron R. Argetsinger Trophy," a prestigious sterling-silver cup.

BACKGROUND ON MARIO ANDRETTI

Not many have driven a race car better than Mario Andretti. He could make a bad car competitive and a competitive car victorious. He won the Indianapolis 500, the Daytona 500, the Formula One World Championship and the Pikes Peak Hillclimb. He won the Indy Car National Championship four times and was a three-time winner at the Sebring 12 Hours. He won races in sports cars, sprint cars and stock cars - on ovals, road courses, drag strips, on dirt and on pavement. He won at virtually every level of motorsports since he arrived in America from his native Italy at age 15. He is a racing icon, considered by many to be the greatest race-car driver in the history of the sport.

He took the checkered flag 111 times during his career - a career that stretched five decades. He was named Driver of the Year in three different decades ('60s, '70s, '80s), Driver of the Quarter Century ('90s) and the Associated Press named him Driver of the Century in 2000.

DESCRIPTION OF THE CAMERON R. ARGETSINGER AWARD TROPHY:

The trophy, awarded in the name of Cameron R. Argetsinger, is a unique glass bowl on a granite slab, the original of which will be held on display at the IMRRC. It will be etched with Mario Andretti's name as the 2017 recipient. Mr. Andretti will receive a smaller replica of the original trophy.

UNIQUE ART PRODUCED:

Noted motorsports artist Randy Owens has been commissioned by the IMRRC to produce an original work of art depicting Mario Andretti's successful role as the sport's iconic superstar.

SILENT AUCTION:

A silent auction will be held before and during the dinner, with access to bidding on items available on the IMRRC web site as well. Contact Kip Zeiter at the IMRRC – 607-535-9044 or kip@racingarchives.org

TENTATIVE SCHEDULE OF EVENTS:

5:30-6:30 p.m. – arrival and registration – Andretti cars expected to be on display at entrance

5:30 p.m. – cocktails in plaza

7:00 p.m. – dinner (slide show).

8:00 p.m. – speakers, award presentation (including unique videos and slide show)

9:00 p.m. – Andretti interview

9:30 p.m. – auction of original event art

LIST OF SPEAKERS (may be modified):

- Dr. Jerry Punch as M.C.
- Representative of presenting sponsor/s
- Bobby Rahal, IMRRC Chairman
- Representative of the Argetsinger family
- Representatives of other event sponsors
- Racing dignitaries from variety of racing series

SPONSOR PACKAGES:

Please contact Judy Stropus at jstropus@earthlink.net

PRESENTING/TITLE SPONSOR: *OBTAINED. NASCAR, IMSA, ISC AND WGI*

- \$25,000, includes:
- Name on event logo, to be used on all promotional materials, including video display during dinner, on event lapel pins, etc.
- Two tables for 10 (negotiable)
- Individual press release announcing sponsorship
- Individual display, if applicable (to be supplied by sponsor), at cocktail reception and/or in lobby
- Logo/s included on all individual table cards in dining room
- Logo/s included on all table number assignment cards
- Time allotted in program for sponsor rep to speak at start of program
- Sponsor ad in printed program

COCKTAIL RECEPTION SPONSOR:

- \$20,000, includes:
- Table for 10
- Individual press release announcing sponsorship
- Signage in dining room and on video screen
- Signage in cocktail reception
- Logo included on all individual table cards in dining room
- Logo included on all table number assignment cards
- Signs with logo at each bar in reception
- Time allotted in program for sponsor rep to speak at start of program
- Sponsor ad in printed program

DIAMOND SPONSOR:

- \$25,000, includes:
- Two tables of 10
- Special recognition by M.C.
- Time allotted in program for sponsor rep to speak at start of program
- Special signage at entry, cocktail reception, dinner and on video screen
- Sponsor displays (provided by sponsor) at entry, cocktail reception and dinner
- Press release announcing sponsorship; mentions in all press releases
- Logo included on all individual table cards in dining room
- Logo included on all table number assignment cards
- Private meet and greet with honoree, Mario Andretti
- Sponsor ad in printed program

PLATINUM SPONSOR:

- \$15,000
- Table for 10
- Individual press release announcing sponsorship
- Signage in dining room and on video screen
- Signage in cocktail reception
- Logo included on all individual table cards in dining room
- Logo included on all table number assignment cards
- Sponsor ad in printed program
- Mention by M.C. during program

GOLD SPONSOR:

- \$10,000, includes:
- Table for 10
- Individual press release announcing sponsorship
- Signage in cocktail reception
- Logo included on all individual table cards in dining room
- Logo included on video screen
- Logo included on all table number assignment cards
- Mention by M.C. during program
- Sponsor ad in printed program

SILVER SPONSOR:

- \$7,500, includes:
- Table for 10
- Logo included on all individual table cards in dining room.
- Mention in all (remaining) press releases
- Mention by M.C. during program
- One-half-page sponsor ad in printed program

TABLE SPONSOR:

- \$2,500 includes:
- Table for 10
- Mention by M.C. during program

EVENT PROGRAM:

An event program will be produced, with space allotted for commercial advertising. Contact Kip Zeiter at the IMRRC at 607-535-9044, kip@racingarchives.org

IMRRC MISSION STATEMENT:

"Preserving and sharing the history of motorsports." The International Motor Racing Research Center at Watkins Glen aims to be the world-class leader in the collection of materials representing the documentary heritage of amateur and professional motor racing, highlighting Sports Car, Formula 1, NASCAR, and vintage and historic racing. The Research Center maintains archives for the personal papers of drivers, journalists and authors; rare books, serial publications, and reference books pertaining to drivers, cars, races and the history of motor racing; the historical records and newsletters of clubs and motor racing teams and corporations; and historical photographs, movie films, videos, oral histories, and memorabilia. Operating according to professional archival standards of preservation and bibliographic cataloguing, the Research Center is open to all for primary research, offers extensive reference and other public services, and makes the wealth of gathered information available worldwide through computer technology.

The International Motor Racing Research Center is a non-profit 501(c)(3) charitable organization. More information may be found at www.racingarchives.org.

LOCATION OF CENTER:

The Center is located at 610 S. Decatur Street, Watkins Glen, New York, in the heart of the state's Finger Lakes region. The Watkins Glen Area Chamber of Commerce can provide information about this region (607-535-4300); or call the Research Center at 607-535-9044.

IMRRC STAFF:

Tom Weidemann, Executive Director
Glenda Gephart, Director of Administration and Communications
Jenny Ambrose, Head Archivist
Bill Green, Historian
Josh Ashby, archival associate
Kip Zeiter, Visitor Services, Administrative Staff
Samantha Baker, Administrative Staff

The Research Center is guided by a Council of racing aficionados and civic and community leaders:

2017 GOVERNING COUNCIL

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CONTACT NAMES:

- Glenda Gephart – IMRRC – 607-535-9044, glenda@racingarchives.org - volunteers
- Judy Stropus jstropus@earthlink.net – event planning, sponsor coordination
– 203-438-0501, cell 203-243-2438
- Tom Weidemann – IMRRC – 607-535-9044, tom@racingarchives.org. - hotels, catering
- Kip Zeiter - IMRRC – 607-535-9044, kip@racingarchives.org - program ads, ticket sales, silent auction, gift bags