



2018 IMRRC Award Dinner honoring Jim France and The France Family with the Cameron R. Argetsinger Award for Outstanding Contributions to Motorsports

EVENT:

Fifth annual International Motor Racing Research Center (IMRRC) Award Dinner, presenting the Cameron R. Argetsinger Award for Outstanding Contributions to Motorsports to the 2018 honorees, Jim France and The France Family.

LOCATION:

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

DATE/TIME:

Thursday, June 28, 2018, in advance of the Sahlen's Six Hours of The Glen IMSA race at Watkins Glen International, Watkins Glen, N.Y.

The Master of Ceremonies for the fifth 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 fifth annual award dinner is a fundraiser for the International Motor Racing Research Center. Jim France and The France Family have been selected by a committee of auto racing professionals as the fifth honoree and recipient of the Cameron R. Argetsinger Award.

The previous honorees have been Chip Ganassi (2014), Richard Petty (2015), Roger Penske (2016) and Mario Andretti (2017).

BACKGROUND ON THE FRANCE FAMILY AND JIM FRANCE:

One needs to look only at The France Family tree to understand the family's position at the pinnacle of American motorsports.

From NASCAR founder William H.G. "Big Bill" France to his sons William C. France and James C. France to third-generation leaders Brian Z. France and Lesa France Kennedy, the family's expertise is obvious.

James C. "Jim" France is now the patriarch, continuing the legacy of leadership, as chairman for both the International Speedway Corporation and the International Motor Sports Association. In addition, he serves as a vice chairman of NASCAR.

Brian France is NASCAR's chairman and CEO, having followed his father in those roles starting in 2003. Lesa France Kennedy is the CEO of ISC and vice chairperson of NASCAR.

All three respect -- and represent -- the vision of "Big Bill" France, who founded NASCAR in 1948 and Daytona International Speedway in 1959.

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 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.

TENTATIVE SCHEDULE OF EVENTS:

5:30-6:30 p.m. – arrival and registration

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. – France Family interview

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

OUTLINE OF SPEAKERS:

- Dr. Jerry Punch as M.C.
- Representative of presenting sponsor/s
- Bobby Rahal, IMRRC Governing Council 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: Sahlen's, NASCAR, IMSA, ISC, 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
- Private meet-and-greet with honoree

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, Jim France
- 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 or kip@racingarchives.org.

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 the names of the honorees as the 2018 recipients. The France Family 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 the history of Jim France and The France Family.

SILENT AUCTION:

A silent auction will be held before and during the dinner. Contact Kip Zeiter at the IMRRC at 607-535-9044 or kip@racingarchives.org to donate items.

LODGING AVAILABILITIES:

A limited number of rooms has been set aside at area lodging establishments for use by dinner attendees. The designated rooms are reserved for Thursday, June 28, only. Contact Tom Weidemann at the IMRRC at 607-535-9044 or tom@racingarchives.org to make room reservations.

Staybridge Suites
201 Townley Ave.
Corning, N.Y. 14830

Comfort Inn
66 West Pulteney St.
Corning, N.Y. 14830

Fairfield Inn by Marriott
3 South Buffalo Street
Corning NY 14830

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
Jenny Ambrose, Head Archivist

Bill Green, Historian
Kip Zeiter, Visitor Services, Administrative Staff
Duke Argetsinger, Archival Assistant
Josh Ashby, Archival Assistant
Joe Cali, Archival Assistant
Rick Hughey, Archival Assistant
Samantha Baker, Administrative Staff
Fred Wickham, Marketing Consultant

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

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János Wimpffen
Bill Green, liaison with IMRRC

CONTACT NAMES:

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