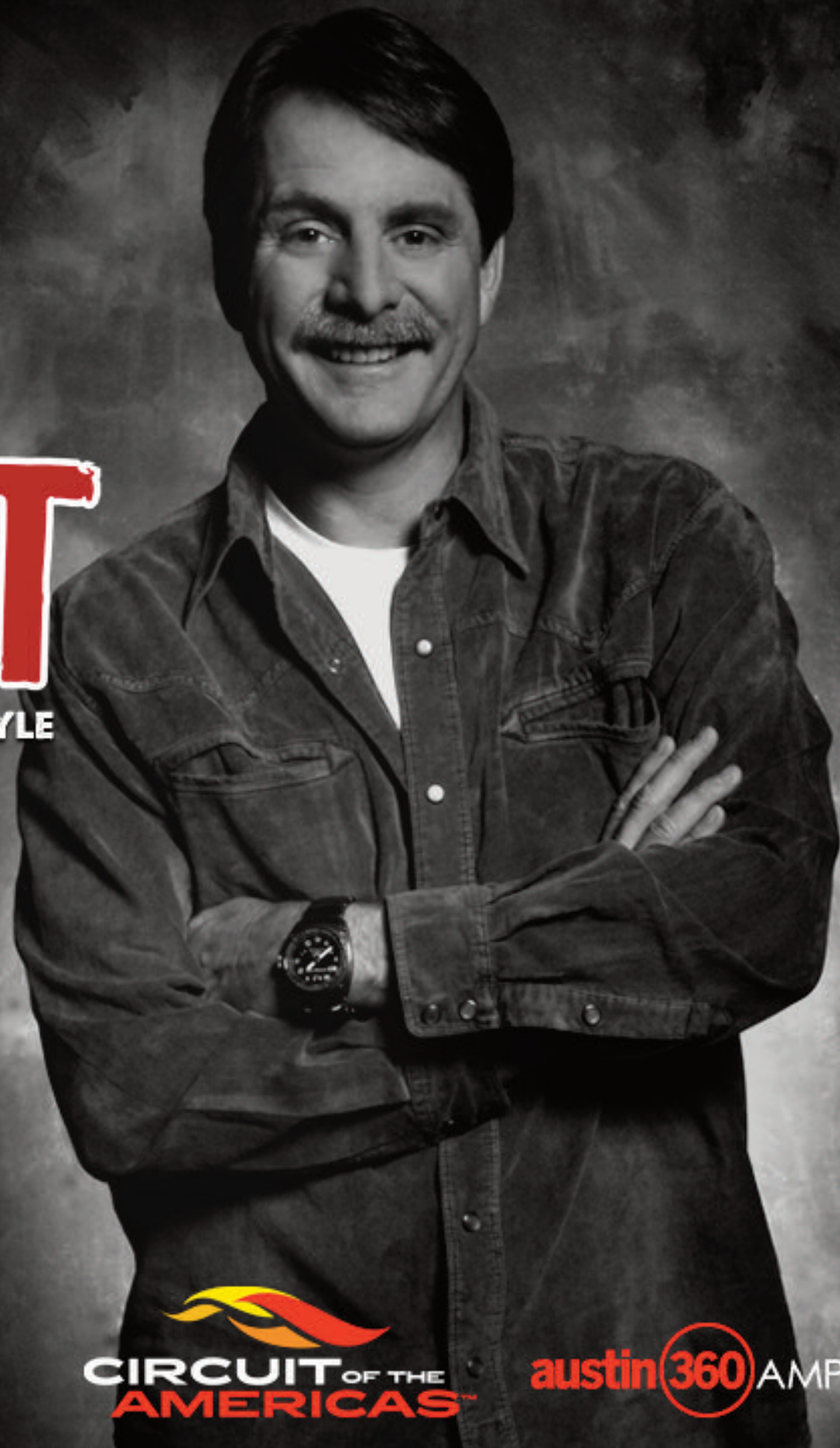


Jeff Forworthy

REDFEST

CELEBRATING THE AUTHENTIC OUTDOOR LIFESTYLE

*Memorial Day Weekend
May 23-25, 2014
Circuit of The Americas
Austin, Texas*




**CIRCUIT OF THE
AMERICAS**

austin 360 AMPHITHEATER

REDFEST

*With a projected attendance of 100,000 fans, RedFest represents,
as Jeff Foxworthy says, a gathering of those
“who bask in a glorious absence of sophistication”
making for one heck of a giant party...*


**CIRCUIT OF THE
AMERICAS™**

REDFEST OVERVIEW

REDFEST

RedFest is a three day outdoor lifestyle family festival that will feature today's hottest country & southern rock artists, top comedians, and outdoor reality TV celebrities. RedFest will also include food, outdoor experiences, and interactive activities throughout the festival.

Featuring



Jeff Foxworthy



Tim McGraw



Larry the Cable Guy



Florida Georgia Line



Big & Rich



Rodney Carrington

and many more!


**CIRCUIT OF THE
AMERICAS™**

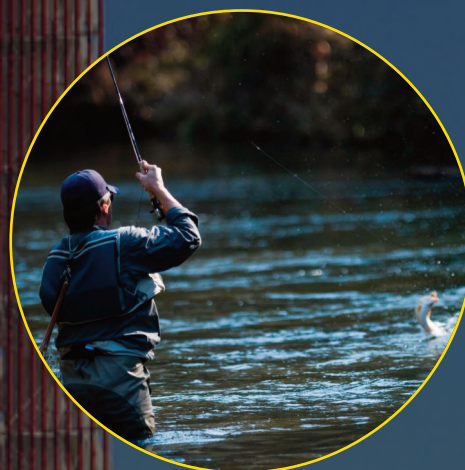
THEMED VILLAGES

REDFEST

In addition to music & comedy performances, fans will be immersed in interactive lifestyle activities, set up in a village format.



**Cooking &
Grilling Village**



**Hunting &
Fishing Village**



**Vendor
Marketplace**



**Country
Village**



**Camping
Village**



**Military
Village**



**Sports
Village**

**CIRCUIT OF THE
AMERICAS™**

MARKETING REDFEST

REDFEST

NATIONAL & REGIONAL ADVERTISING

- *Regional Reach: 20 million people in DFW, Austin, Houston, & San Antonio*
- *TV, Print, Radio, Outdoor, Social, Street Teams*
- *In-Store via Retail Partners*

TEXAS

FT. WORTH

DALLAS

AUSTIN

SAN ANTONIO

HOUSTON

CIRCUIT OF THE
AMERICAS™

REDFEST

SPONSORSHIP OPPORTUNITIES

CO-PRESENTING SPONSORSHIP

REDFEST

BENEFITS INCLUDE:

- *Official Designation as Presenting Sponsor of RedFest*
- *Category Exclusivity*
- *Rights to Event Logo*
- *Inclusion in Collateral, Media & Promotional Events*
- *Signage & Branding throughout Facility*
- *Ticket & Hospitality Package*
- *Experiential Marketing*

INVESTMENT: \$300,000



STAGE SPONSOR

REDFEST

The RedFest footprint will include multiple live stages for performances & entertainment. Sponsor will have the opportunity to name one (1) of these stages.

BENEFITS INCLUDE:

- *Exclusive Naming Rights of One (1) Live Music Stage*
- *Sponsor Inclusion in Media Placements*
- *Signage & Branding on & around Stage*
- *Digital & On-Site Event Signage*
- *Festival Ticket Package*
- *Experiential Activation Site*
- *Prominent Map Inclusion*

INVESTMENT: \$100,000



VILLAGE SPONSOR

REDFEST

RedFest will host a variety of “villages” throughout the facility where different activities & retailers will be located. The sponsor will have the opportunity to name one (1) of these villages & include relative content.

BENEFITS INCLUDE:

- *Exclusive Naming Rights of One (1) village, “YourBrand Village”*
- *Signage & Branding Opportunities within Village*
- *Digital & On-Site Event Signage*
- *Experiential Activation in Village*
- *Festival Ticket Package*
- *Prominent Map Inclusion with Village Name*
- *Inclusion in Media Placements*

INVESTMENT: \$75,000


CIRCUIT OF THE
AMERICAS™

EXPERIENTIAL MARKETING & VENDING

REDFEST

BENEFITS INCLUDE:

- *Experiential Marketing Space within the RedFest Themed Villages & along the Main Street Mall*
- *Choose your Location, Size, & Your Experience*
- *Use your own Activation Team or utilize our Turnkey Activation Service*
- *Festival Ticket & Hospitality Packages Available*

INVESTMENT: Dependent upon Footprint



CIRCUIT OF THE AMERICAS HOME OF: FORMULA 1 UNITED STATES GRAND PRIX • ESPN X GAMES • MOTO GP • AUSTIN360 AMPHITHEATER

ABOUT THE VENUE

1st Purpose Built F1 Track in the United States

Diverse Sports, Music & Entertainment Event Mix & Demographic

Centrally located between both U.S. Coasts, Mexico, South America & Canada

YEAR ROUND GOALS

Worldwide Iconic Brand

World-Class Sports & Entertainment Venue

1,200,000 visitors to date in 2013

Technology, Education & Sustainability LEADERS



REDFEST

FOR MORE INFORMATION, CONTACT:

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