

2010 World Challenge Participant Bulletin 5



To: World Challenge Long Beach Grand Prix Entrants
From: Dwight R. Tanaka
Director of Operations
Grand Prix Association of Long Beach
Date: January 13, 2010
Regarding: Long Beach Grand Prix



Welcome to the 36th Annual Toyota Grand Prix of Long Beach. The following is a summary of the information your team needs concerning the event to be held April 16-18, 2010.

I. Many of you have been to Long Beach in previous years and therefore are aware of the severe space problems, not to mention the access difficulties. In order to provide as efficient a working environment as possible for you, we have developed a vehicle program as follows:

A. This year the support events garages will be in both the Long Beach Arena and Long Beach Convention Center Exhibit Hall. Your garage area has been assigned in the Exhibit Hall. Team transporters will be parked in the lot immediately behind the Long Beach Exhibit Hall (north loading docks). Space limitations require us to limit this to seven (7) designated World Challenge Championship Series transporters. All other transporters will be required to unload and park offsite.

B. Transporters will be allowed access to their area at 12:00 p.m. on Wednesday, April 14, 2010. Please do not attempt to gain access earlier. All teams must stage their transporters in the South Shore Launch Ramp, 590 Queensway Drive, Long Beach. Transporters will be led over to the paddock area in small groups by a World Challenge Championship Series official. Any transporter showing up at paddock area without being led over by an official will be sent to the South Shore Launch Ramp to stage. All World Challenge Championship Series Teams must be in the paddock no later than Thursday April 15, 2010 at 1:00 PM. World Challenge Championship Series officials will designate/assign paddock spaces.

C. As most of you are aware, team passenger vehicle parking at the Long Beach facility is very limited. Commencing on Tuesday, April 13, 2010 team passenger vehicles will be parked on the second level of the Arena Parking Structure, located near the Indy Car Series transporter area. Please understand that vehicles requiring access to the Arena Parking Structure on Friday, Saturday and Sunday of race week must be in the garage by 6:45 a.m. each morning and must display the Toyota Grand Prix of Long Beach Team Parking Pass to gain access. Team passenger cars will be limited to one automobile per race car participant and oversized vehicles will not be allowed in the Arena Parking Structure. Parking passes will be distributed to World Challenge Championship Series teams by the World Challenge Championship Series credential office.

D. Limited motorhome space will be available in the VIP Paddock. Please be aware that there will be no additional parking in the transporter area and that team motorhomes will not be permitted in the transporter parking compound. A motorhome space for a World Challenge Championship Series team will be sold at the standard VIP Paddock price. All motorhome spaces are sold on a first come first serve basis and we remind you that this same area services our hospitality patrons as well. Please contact Martin Bannon (562) 490-4530; e-mail: mbannon@gpalb.com, for further information.

E. Overpasses

The following is an itemization of the various categories and prices for the different types of overpasses available at the 2010 Toyota Grand Prix of Long Beach:



1. Weekend Admission/Overpass

Saturday/Sunday reserved seat with Friday general admission
Total Cost: \$190.00

2. Weekend Overpass

With proof of reserved seat purchase
Total Cost: \$80.00

3. Sunday Admission/Overpass

Sunday Reserved Seat
Total Cost: \$125.00

4. Friday/Saturday Admission/Overpass

Friday/Saturday general admission
Total Cost: \$90.00

Overpasses can be purchased by contacting Martin Bannon of the Toyota Grand Prix of Long Beach Marketing Services Department (562) 490-4530; e-mail: mbannon@gpalb.com.

F. Deliveries of rental equipment (i.e. forklifts, golf carts, party rentals, etc.) by non-approved Grand Prix Association of Long Beach vendors will not be allowed at the 2010 Toyota Grand Prix of Long Beach. Please contact Christopher Allen of the Toyota Grand Prix of Long Beach Operations Department at (562) 490-4526; e-mail: callen@gpalb.com, for further information.

II. The following information details various options available to your team at the race. Please review each category carefully and note any deadlines that may apply.

A. Souvenir Program Advertising: Contact: Mike McElroy (562) 490-4510; e-mail: mmcelroy@gpalb.com.

Should your team or sponsors have an interest in advertising in the Event Souvenir Program, we have enclosed our marketing brochure, which contains program ad rates, mechanical requirements and deadlines. If you wish to place an ad in the Souvenir Program, art work and/or written material is due by March 15, 2010. ONLY artwork contained in an Electronic File can be accepted.

B. Program & Press Publicity: Contact: Chris Esslinger (562) 490-4514; e-mail: cessler@gpalb.com or Gordie Morris (562) 490-4534; e-mail: gmorris@gpalb.com

Any publicity material, articles or photos should be directed to Chris Esslinger as soon as possible. We will attempt to incorporate this information into our promotional campaign wherever possible. Editorial content for our program must be in our hands by Friday, March 5, 2010. Any non hard-carded media must be credentialed by the Grand Prix Association of Long Beach to cover the race. Credential deadline is March 19, 2010. Procedure for requesting credentials is located online at www.gplb.com/media_center.html. If you plan on having a team photographer over race weekend, his or her credential must come out of your team's credential allotment.

C. Lifestyle Expo: Contact: Mike McElroy (562) 490-4510; e-mail: mmcelroy@gpalb.com

Space is available for your team or its sponsor to display its products to the thousands of people that go through the Lifestyle Expo, located in the Long Beach Convention Center. Details are in the enclosed Marketing Brochure along with an Exhibitor Application Form. For more details please contact Mike McElroy at the above referenced number.



D. Group Tickets: Contact: Martin Bannon (562) 490-4530; e-mail: mbannon@gpalb.com

Our basic group ticket discount policy is as follows:

1. Groups of 50 or more will receive a 10% discount on ticket prices. Discount applies only for grandstand seats and/or general admission tickets.
2. A 50% deposit is due with placement of your order.
3. Payment for balance is due prior to February 18, 2010.
4. All orders placed after February 18, 2010 must be paid in full.

E. Hospitality (Other than Team Motorhome/Coaches): Contact: Martin Bannon (562) 490-4530; e-mail: mbannon@gpalb.com or Sandy Hendrix (562) 490-4512; e-mail: shendrix@gpalb.com

In the event there is a need for tenting, fencing, food services, beverage service etc., all teams must use only TGPLB approved caterers and vendors. Information on caterers can be obtained from Martin Bannon or Sandy Hendrix at the above referenced numbers.

F. Corporate Sponsorship: Contact: Mike Clark (562) 490-4515; e-mail: mclark@gpalb.com

Should any of your Team Sponsors wish to pursue sponsorship opportunities with the event, including signage, sampling, ticket promotions, expo, vision screens and PA advertising, please contact Mike Clark, Director of Marketing for the TGPLB at the above number.

III. Hotel Information

A. The Hilton Long Beach has been designated as the "Official Hotel" of the Toyota Grand Prix of Long Beach. The hotel's address is:

Hilton Long Beach
701 West Ocean Boulevard
Long Beach, CA 90831

For room reservations please call (562) 983-3400 or (800) HILTONS.

Please visit our website at gplb.com for any further information and updates prior to the race.

We thank you in advance for your cooperation and look forward to seeing you at the Toyota Grand Prix of Long Beach, April 16-18, 2010.

Sincerely,

A handwritten signature in black ink, appearing to read "Dwight R. Tanaka". The signature is written in a cursive, flowing style.

Dwight R. Tanaka

Director of Operations
Grand Prix Association of Long Beach