

VI. ENROLLMENT / RENEWAL FORM



Premiere Racing's Industry Partner Program Key West Race Week

We desire to *(become / continue as)* an Industry Partner for Key West Race Week.

Company: _____

Participation Level: GOLD (\$6,000 Annual Fee)
 SILVER (\$4,000 Annual Fee)
 BRONZE (\$2,000 Annual Fee)

Representative: _____ Title: _____

Signature: _____ Date: _____

I understand that this is a three year commitment and agree to the following payment schedule:

Aug 1, 2009 - 1/2 of Annual Fee (or 30 days after enrollment, if later)
Dec. 1, 2009 - 1/2 of Annual Fee
Aug 1, 2010 - 1/2 of Annual Fee
Dec. 1, 2010 - 1/2 of Annual Fee
Aug 1, 2011 - 1/2 of Annual Fee
Dec. 1, 2011 - 1/2 of Annual Fee

Premiere Racing, Inc. will invoice 30 days prior to each due date

I further understand that I have the option to withdraw from the program, provided that I notify Premiere Racing, Inc. in writing no later than April 1st of the current year. Grounds for withdrawing would be either significant changes in my company's business position or dissatisfaction with the event. I acknowledge that Premiere Racing, Inc. and my company are desirous of making this a successful partnership and will communicate any concerns as soon as possible, with the intent of resolving them and achieving mutual success through this program.

Please invoice my company as follows:

Attention: _____

Company Name: _____

Full Mailing Address: _____

Contact Email: _____

Phone Number: _____

Fax Number: _____

PLEASE CONTACT ME ABOUT ADVERTISING IN RACE WEEK PUBLICATIONS

PLEASE CONTACT ME ABOUT THE KEY WEST HOSPITALITY and EXHIBIT AREA

Return this form by fax or mail to:

PREMIERE RACING, INC. 67B FRONT STREET MARBLEHEAD, MA 01945 USA
PHONE: (781) 639-9545 FAX: (781) 639-9171 EMAIL: Mike@Premiere-Racing.com



VII. HOSPITALITY & EXHIBIT AREA APPLICATION

Key West Race Week Premiere Racing's Industry Partner Program

Application Deadline is September 1, 2009

Premiere Racing has created a Hospitality & Exhibit Area for Platinum, Gold and Silver level partners for a seven day period during race week. This fenced-in area is immediately adjacent to the Race Week reception tent. It will be accessible from the reception tent and have direct access as well. Partners can create a hospitality & exhibit area to display product or boats in a village like setting. The product being displayed and accompanying signage is limited solely to participating Platinum, Gold and Silver level partners. Space and location are on a first come-first served basis.

Company: _____

Partner Level: PLATINUM GOLD SILVER
(circle one)

Representative: _____

Day Phone: _____

Use for Space: Client Hospitality Product Exhibit Boat Display Sales *

Note: the purpose of this area is to provide exhibit and /or corporate hospitality opportunities for our Platinum, Gold and Silver level partners. It is **not** intended for on-site merchandise sales.

*** Any selling on-site must be approved by Premiere Racing in advance and is restricted to Platinum & Gold level partners. Selling clothing or 'wearables' is prohibited.**

Exhibit Description: _____

Electrical Requirement: _____

Product / boat type / size, to be displayed, etc. Please provide specific information

Space Requirements: Black Top Surface with or without Tent

	10'x10' (100 sq')	10'x20' (200 sq')	20'x20' (400 sq')		FEE
Land space - PRI provides tent & sides:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x \$9.00/sq ft =	\$ _____
Land space - tent not included:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x \$7.00/sq ft =	\$ _____
Land space - for boat display:				x \$5.00/sq ft =	\$ _____

Check applicable space or fill in boat display area size

Tables and Chairs	Folding Chairs: _____	x \$ 5.00 each =	\$ _____
	5' Round Table: _____	x \$20.00 each =	\$ _____
	8' Rectangle Table: _____	x \$20.00 each =	\$ _____

Power, lights for the partner tents, carpeting and security are included

TOTAL \$ _____

Dates: Set-up for displays will be on Friday, January 15
Please indicate desired set-up time: Fri AM Fri PM

Corporate Hospitality & Exhibit Days are Saturday, January 16 through Friday, January 22 (0700-2100 hours)

Exhibit Space breakdown is not to start prior to 2100 on Friday and must be complete by 1100 on Saturday. Those displays bound for an industry boat show may be broken down one day earlier. Premiere Racing must be notified in advance and breakdown activity must take place between 2100 Thursday and 1100 Friday. Company banners, tables and chairs are to remain in place until 2100 on Friday.

Signage: Exhibiting Partners are responsible for providing their own signage
Individual signs and banners are not to exceed 8' x 3' in size

- Platinum level** 4 Banners; 2 in the immediate vicinity of the partner exhibit area and 2 on the fencing
- Gold level** 3 Banners; 2 in the immediate vicinity of the partner exhibit area and 1 on the fencing
- Silver level** 2 Banners; 2 in the immediate vicinity of the partner area

Premiere Racing reserves the right to determine specific placement

Additional information and payment terms can be found on the following page

CLIENT HOSPITALITY & EXHIBIT AREA APPLICATION (Continued)

Payment: The application must be complete and submitted by September 1, 2009.
 Premiere Racing will invoice 1/2 upon approval of the application and the second 1/2 by November 30.
 All fees must be paid by December 15.
 Gold Level Partners receive a 10% discount.
 Platinum Level Partners will be invoiced per the terms of their sponsor agreements.

Total Fee:	Silver Level	Total from page one of this application)	= \$	_____
	Gold Level	(apply 10% discount)	Total X .90 = \$	_____
	Platinum Level	(pre agreement)	\$	_____

Payment Method: Check (Payable to Premiere Racing, Inc.)
 Credit Card (AMEX, Visa, MC accepted)

Card Number: _____ Exp: _____

Cardholder Signature: _____

Form and Payment to: Premiere Racing, Inc.
 67B Front Street
 Marblehead, MA 01945 USA
 FAX (781) 639-9171

Please call (781) 639-9545 or email Mike@Premiere-Racing.com if you have any questions.

My company desires to have a presence in the Corporate Hospitality & Exhibit Area at Key West 2010, and I agree to the terms and conditions presented in this application.

Signature: _____ **Date:** _____

CORPORATE HOSPITALITY AND EXHIBIT AREA

KEY WEST - PRELIMINARY SITE SCHEMATIC

