

# INDY 500 CLUB

The goal of the *500 Club* is to provide a package of unique, affordable and easy-to-use Indianapolis 500 assets that will have a positive impact on your external and internal business relationships. The Indianapolis 500 has had a dramatic impact on our community. The *500 Club* can have a similar impact on your business while allowing your company to enjoy and support "The Greatest Spectacle in Racing." It's the Month of May in Indiana! Spend the day with your best customers and deserving employees and vendors at the Indianapolis Motor Speedway in an atmosphere built to deliver lasting impressions. Welcome to the *500 Club*!

## SUITE TICKETS

The home of the *500 Club* is the Gasoline Alley Suites along the front-straight near the "Yard of Bricks." You will receive the following ticket allotment for the Month of May in the *500 Club* Gasoline Alley Suite:

**Race Day**  
8 Suite Tickets

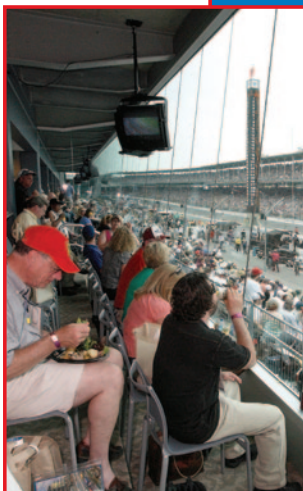
**Remaining 11 Days in May**  
80 Suite Tickets  
(max. 20 on any single day, max. 10 on Miller Lite Carb Day)

You and your guests will enjoy:

- A Fully Catered Suite
- Pit and Garage Access
- Infield Parking Passes

### Race Day Police Escort

The *500 Club* police escort will depart from downtown Indianapolis and take you and your guests directly to IMS on Indy 500 Race Day, May 27th.



## FAST FRIDAY PARTY

You will receive eight (8) tickets to the *500 Club* Party on Friday, May 18th, where guests will have the unique opportunity to meet the drivers and enjoy a fun, lively atmosphere. A portion of your *500 Club* investment goes to teams competing in the race in the form of the *500 Club* Contingency Award for the leaders at Laps 50, 100, 150 and 200.

## 500 CLUB RACE POOL

A drawing will take place matching your company with one of the 33 qualified drivers for the Indy 500. If the driver your company draws is the Indy 500 winner, you will win a trip for four (4) to any of the remaining 2012 IZOD IndyCar Series races in the United States. The trip for four (4) will include: round-trip airfare, hotel accommodations, rental car and race tickets.



## 500 CLUB GOLF TOURNAMENT

On Sunday, May 13th, Brickyard Crossing will host the annual *500 Club* Golf Tournament. Your foursome will enjoy the Pete Dye championship design while also taking in all of the sights and sounds of a qualifying day at Indy. In addition to the unique golf experience, you and your guests will also receive a premium gift package.



## SILVER BADGES W/ RACE DAY BACKERS



You will receive eight (8) Silver Badges with Race Day Backers which will provide access to the gates/garage/pit areas throughout the month of May as well as pre-race track access on Race Day.

## INDY 500 VICTORY CELEBRATION

Four (4) guests will be invited to attend the famous Indianapolis 500 Victory Celebration on Monday, May 28th. The red-carpet evening includes all 33 drivers recapping their Indy 500 experiences.



## INDY RACING TWO-SEATER



The ultimate unique experience. You will receive three (3) high-speed two-seater rides in May at the famed Brickyard.

## EVENT CAR RIDES

To enhance your *500 Club* experience, you will receive four (4) event car rides during the month of May.



## GIFT PACKAGE



As a *500 Club* member you will receive two (2) *500 Club* premium gift packages to welcome you to the *500 Club* and help kick off the month of May.

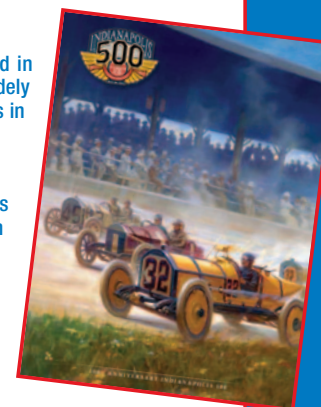
## ADVERTISING

### Program Ad

You will receive one (1) full page color ad in the Indianapolis 500 Souvenir Program, widely considered one of the finest event programs in all of sports.

### PA/Electronic Message Board

Your company will receive daily PA reads and electronic message board identification throughout the month of May.



**TOTAL INVESTMENT:**  
**\$26,000**



*"My company continues its 500 Club membership year after year because we see such a high return on our investment. From the high-speed two-seater rides, to the 500 Club Golf Tournament, to the suite accommodations; nothing else that we do provides us with so much at such a great value."*

— Monarch Beverage

*"As a 500 Club member for over 10 years it continues to be an extremely effective program for our company. Each year we entertain our valued customers and potential clients in a first class setting with IMS and continue to see the positive impact that this has on our business."*

— ILM Group

