



Thank you for your interest. Below is additional information re sponsorship opportunities.

Background:

In 2008 a small group of vintage automobile enthusiasts celebrated the 100th year anniversary of the most historic event in U.S. and world automotive history; the 1908 New York to Paris "Great Race", penned as "The greatest automobile race in history".

This first-ever automotive event began on February 12, 1908 when 250,000 people gathered in Times Square, NYC to send off 17 men, driving in six of the most innovative world automobiles of the era. They raced westward to San Francisco. The cars were shipped across the Pacific and then raced across vast expanses of Asia and Europe. After six months and 22,000 miles, three teams made a spectacular finish at the Eiffel Tower in Paris. With intelligent planning and emotional fortitude, the American team triumphed over extreme physical conditions to win; racing the "Thomas Flyer" under the leadership of George Schuster

As did the 1908 Great Race, the 2008 Centennial group began it's vintage automotive adventure in Times Square NYC and for the next three weeks followed the exact route used by George Schuster across the U.S. to San Francisco, CA. It was more of a caravan than a race, so that cars could join and leave as they pleased along the way. A complete chronicle of this historic 2008 centennial event can be found at: www.longestautoracecent.com

The original 2008 group is now in the process of planning the European leg of this great adventure, scheduled for the Spring of 2014. The tour will once again follow George Schuster's original route to Paris. Once in Paris the group will continue on through Europe, then into England. At this point the cars will be shipped to Greenland, Iceland, and finally NE Canada where the group will make it's way to Times Square, NYC and then on across the U.S. to San Francisco to end the epic journey.

Sponsorship Opportunity:

This is a great opportunity to sponsor a once in a lifetime automotive event! This not only involves cars, but also a great human interest, real time life adventure! The 2013 event will create a good deal of press and overall interest, not only to the automotive community, but to the general public as well. This is an automotive event that to my knowledge has never been done, especially in vintage cars, and will most surely develop both a large national and international following as it gets underway. The total time span will cover approximately two to three months.

Sponsorship Benefits:

1. **Both national and international exposure.** This could include scheduled stops along the way for area promotions.
2. **An exclusive link to our daily blog** on your main web page, providing both editorial and photo coverage of events along the way to engage readers to follow the course of the race and vicariously share in its adventures.
3. **A large kick-off party in San Francisco** to meet the drivers and view the cars, providing sponsors with great media exposure.

These are just a few idea's to kick around. I would welcome the opportunity to meet or speak with you in the near future to discuss this sponsorship opportunity in greater detail and possibly develop a more customized approach suited to your needs.

Best Regards,

John Quam, Longest Auto Race World Tour 2014 Sponsor Chair
650-296-9252