

Space Coast Super Boats Presents:

Thunder on Cocoa Beach 2016

Race Update

March 2016



Space Coast Super Boat Team Introductions

- * Race President - Mr. Kerry Bartlett
- * Race Directors
 - * Mike Schwarz
 - * Rich Hensel
 - * Katheryn Theisen
 - * Daniel Todd
 - * Tim Conley
 - * Kevin Pruett



Why are we here?

Discuss gaining community commitment to secure a 5-year contract with Super Boat International to ensure the continued success and growth of Space Coast Super Boat Grand Prix.



Overview

- * Super Boat International (SBI) - oldest and largest offshore race sanctioning body in the world.
- * The race will be held May 11-15, 2016
- * Race Schedule
 - * May 11 - Hilton Cocoa Beach - Press/Media VIP Reception
 - * May 12 - Downtown Cocoa Beach - Juice N' Java Cafe Racer Kick off Party
 - * May 13 - Downtown Cocoa Beach - Block Party/Cocoanuts VIP Party
 - * May 14 - Port Canaveral - Racer Village Reception
 - * May 15 - Race Day Chalets on the Beach - Awards Ceremony
- * 7th year - estimated over 100,000 attended 2015 race
- * SBI considers our event a "Top 2 event" on the circuit



Super Boat 2016 Schedule

- * **May 11-15 Cocoa Beach, FL**
 - * 7th Annual Space Coast Super Boat Grand Prix
- * **June 24-26 Marathon, FL**
 - * 2nd Annual Marathon Grand Prix
- * **August 5-7 Michigan City, IN**
 - * 8th Annual Great Lakes Grand Prix
- * **August 26-28 Mentor, OH**
 - * Inaugural Mentor Grand Prix
- * **September 9-11 Port Jefferson, NY**
 - * Inaugural Port Jefferson Grand Prix
- * **September 30 - Oct 2 Clearwater, FL**
 - * 8th Annual National Championship
- * **November 6-13 Key West, FL**
 - * 39th Annual World Championship



SBI Demographics

* <u>Audience Income</u>	<u>US Population</u>	<u>SBI Fans</u>
* \$50 - \$75K	18%	19%
* \$75 - \$100K	11%	23%
* \$100K +	16%	27%
* <u>Race Market Size</u>	<u>Major Statistical Area</u>	<u>Population</u>
* North	New York	19.8M
* Midwest	Mich. City/ Chicago	9.5M
* Central FL	Clearwater/Cocoa Beach	12.5M
* Florida Keys	Marathon/Key West	2.5M
* <u>Audience Age</u> - 61% are between 35 - 54		
* <u>Audience Language</u> - English, German, French, Spanish, Dutch		

Source: National Marine Manufacturers Association

Media/Lifestyle

- *Television - NBC Sports
 - * 2015 Key West World Championships
 - * February 14th, 20th & 28th
- * Live Stream TV - Race coverage viewed in 55 countries
- * Print/On-line
 - * Speed on the Water 
 - * OffshoreOnly.com 
- * Florida Powerboat Club 
 - * 13 events for 2016
 - * TV, On-Line and Print 

Charitable Giving

Thunder on Cocoa Beach has contributed over \$20,000 to local charities such as:

- National Kidney Foundation
- Make a Wish Foundation
- U S Coast Guard Auxiliary
- Cocoa Beach Kiwanis
- Give Kids the World
- Cocoa Beach Chamber

Looking Forward

- *The sport continues to grow
 - * Michigan City, IN (December 3, 2014) - The La Porte County Convention and Visitors Bureau reached an agreement with Super Boat International to extend their contract for the Great Lakes Grand Prix for 5 additional years.
 - * Key West, FL (July 14, 2014) The Key West City Commission reached a unanimous decision to extend the Super Boat International offshore powerboat races for a minimum of 5 more years.
- *We have a demonstrated track record of year-over-year economic growth for our community
- *We look forward to 5 more years of offshore racing on the Space Coast with your help and commitment.



Port Canaveral Partnership

Request approval for:

- Advertising support on Port Canaveral media
- Use of Port Canaveral logo and images on Thunder on Cocoa Beach Advertising
- Support NBC or other national media with best available locations for filming event
- Waiver of all Port fees associated with the event - this is a non-gated event
- Five year commitment

