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CAMPAIGN: IMSA WEATHERTECH Paddock CLUB
CLIENT: INTERNATIONAL MOTOR SPORTS ASSOCIATION
AGENCY: PERFORMANCE MARKETING GROUP

Overview:

The IMSA WeatherTech Paddock Club provides an upscale climate-controlled environment for IMSA guests, teams, and sponsors of the teams and series. The footprint space available for the club changes throughout the season. Due to the changing footprint, the design of the IMSA WeatherTech Paddock Club was created with both fabric and hard walls to make the space feel as premium as possible, but also allows for the space to be configured into multiple environments. Within the space, it was also critical to have separate reserved private rooms for sponsors and to provide the two key partners, Tequila Patron and Tully's Coffee, with space to provide beverages for the attending guests. To accomplish that goal, we have two custom built bars that feature the brands prominently and give them additional branding on the hard walls to give a true custom area within the display. The reserved private rooms allow sponsors to have a "base" for the weekend, hold meetings, relax, take conference calls, work, etc. Each room is equipped with workstations, sofa, chairs, and media center with live track feed on their own TV along with its own air conditioning unit. The IMSA WeatherTech Paddock Club provides regionally specific planned meals, snacks, and beverages. The meals are prepared by on-site cooking staff in a 26'x8' mobile kitchen.

**Situation:**

In 2015, PMG was asked by the client to do an audit of the IMSA WeatherTech Paddock Club activation. Through the audit, we identified multiple areas where the display could be improved and developed an action plan that could be implemented prior to the launch of the activation in 2016 as well as staying within the client's budget. Through multiple meetings, we were able to add the business to our portfolio as the client decided to switch providers to PMG.

After the final race of the year in October, a team of our drivers went and retrieved the assets to bring back to our warehouse. Once the assets arrived, our team set-up the entire display in our warehouse so we could go through and repair and/or replace any items that had been damaged or needed new branding as the series changed the title sponsorship that year as well.

Over the course of the winter, we were able to upgrade and improve the display so it was ready for the launch at Sebring International Raceway in early March 2016.

Results:

Over the last two years, we have exceeded expectations and delivered a premium environment serving high-end regional cuisine to over 4,000 guests. Through this partnership not only have we retained the business, we have worked with IMSA to increase the participation in the IMSA Paddock Club year over year. As PMG and IMSA are moving toward our third year together, we are currently looking into how we can update the environment to make it even more premium and inviting as the interest in participating in the environment continues to increase.

