

# Memorandum



**Date:** October 19, 2012

**To:** Honorable Dennis C. Moss  
County Commissioner - District 9

**From:** Carlos A. Gimenez  
Mayor 

**Subject:** Request for Support from Formula and Automobile Racing Association (FARA) USA

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I am presenting to you for your consideration a request from The Formula and Automobile Racing Association (FARA) USA, for support of their inaugural edition Miami 500 KM Road Race at the Homestead Miami Speedway, December 15-16, 2012. This race will be the first major international road-racing event in Miami, and if successful could lead to an annual event (see copy of Hispanic Group letter attached).

The Hispanic Group, the official advertising agency of this road race event has requested also on behalf of the event organizer, FARA USA, the following support from Miami-Dade County:

1. **Assistance in Promoting the Inaugural Race in December 2012** – While Miami-Dade County may be able to help promote the event on a broader level, at the very least, the Economic Development and International Trade Unit (EDIT) of the Department of Regulatory and Economic Resources (RER) can include event information in its Calendar of Events and by sending out a notification through its distribution list.
2. **Use of Miami-Dade County Logo** – FARA USA is requesting authorization to list Miami-Dade County as a supporting organization for the event and to use its logo in its promotional materials.
3. **Commissioner Attendance** – The event organizers are extending an invitation to you to attend and kick-off the inaugural race at the Homestead Miami Speedway. An invitation has been extended to me as well.

Although it has not been quantified, this event is expected to result in a positive economic impact to Miami-Dade County. A strong entry is anticipated with over sixty racing teams including many national and international drivers and their crew, and the race is also expected to draw 10,000 attendees. Additionally, the event organizers have advised that the race will be broadcasted on television to an international audience made up of millions of viewers that will see the race and Miami-Dade County in a positive light.

The Miami 500 KM Road Race will be a budget-conscious family friendly sporting event for Miami-Dade County residents with average tickets prices at \$20, of which FARA will donate \$1 per ticket to the Cancer Free Kids organization. For additional information about the event and its organizers, I am attaching FARA's Media Kit.

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I am asking for your consideration with respect to FARA's request for support and their invitation to join them in kicking off their event in December.

Should you require additional information, please contact Mario E. Goderich, Assistant Director, Business Affairs, RER, at 305-375-5952.

Attachments

c: Jack Osterholt, Deputy Mayor/Director, RER  
Mario E. Goderich, Assistant Director, Business Affairs, RER  
Dimitrios Jimmy Nares, Business Affairs, RER



To:  
Dimitrios Jimmy Nares  
Assistant Director, Economic Development and International Trade  
Miami-Dade County

Dear Mr. Nares:

It was a pleasure meeting you recently to discuss FARA USA's hosting of the inaugural edition of the Miami 500 KM Road Race at Homestead Miami Speedway. As we discussed this event is expected to result in a positive economic impact to Miami-Dade County. The race will take place December 15 and 16, and it will be the first major international road-racing event of Miami. In fact, a strong entry with over sixty racing teams will include many national and international drivers and their crews. The race event is also expected to draw 10,000 of attendees to watch impressive cars and hours of exciting auto road racing, all of which promise to make for a spectacular race. Additionally, this will be a budget-conscious family friendly sporting event for Miami-Dade County residents \$20 Avg price per ticket and FARA will donate \$1 per ticket to Cancer Free Kids.

FARA USA has the expertise to make this sporting event a success. FARA USA (F.A.R.A. Environmental Engineering INC) is a non-profit organization and was established in the State of Florida in 2007, and is an entity that has proven to be very important in the auto racing industry in South Florida, and at the national and international levels over the past 6 years. FARA is made up of a group of individuals and racecar drivers that organize racing events. Its racing events include elite drivers from South Florida, Europe, Central/ South America, and the Caribbean islands. FARA also have many professional racecar drivers from Grand Am and American Le Mans series that participate in our organized events. The FARA racing season includes 6 races during the year starting in December and ending in October. FARA has organized dozens of Sprint Races (30 minute races) and Endurance Races (2, 3, and 6 hours) during the past 6 years, all in Homestead Miami Speedway.

Moreover, Hispanic Group being the official advertising agency of the Miami 500KM Road Race will conduct all of the communications efforts in order to attract racecar fans, families and tourists to the event; however, we know that a team effort would be suitable for an event of this magnitude. For this reason, we would like to ask the County's assistance in promoting the race. I am also asking that FARA be allowed to list Miami-Dade County as a supporting organization for the event and for using its logo in doing so. Millions of viewers from TV stations broadcasting the race will see Miami-Dade County in a positive light, and since we expect the event to be well attended, I would also like to ask the Mayor or the Commissioner whose district includes Homestead to support and attend to the event. Considering that the Miami 500 Road Race will take place for the first time in December and its success could lead to an annual event, we believe that all of these efforts would be compensated in the near future. I have attached a Media Kit for additional information.

Please contact Ivan Dibos at 305.525.9865 for additional information regarding the event, and thank you for your consideration.

Ivan Dibos  
VP, Director of Business Development & Client Services





# MEDIA KIT

Homestead-Miami Speedway

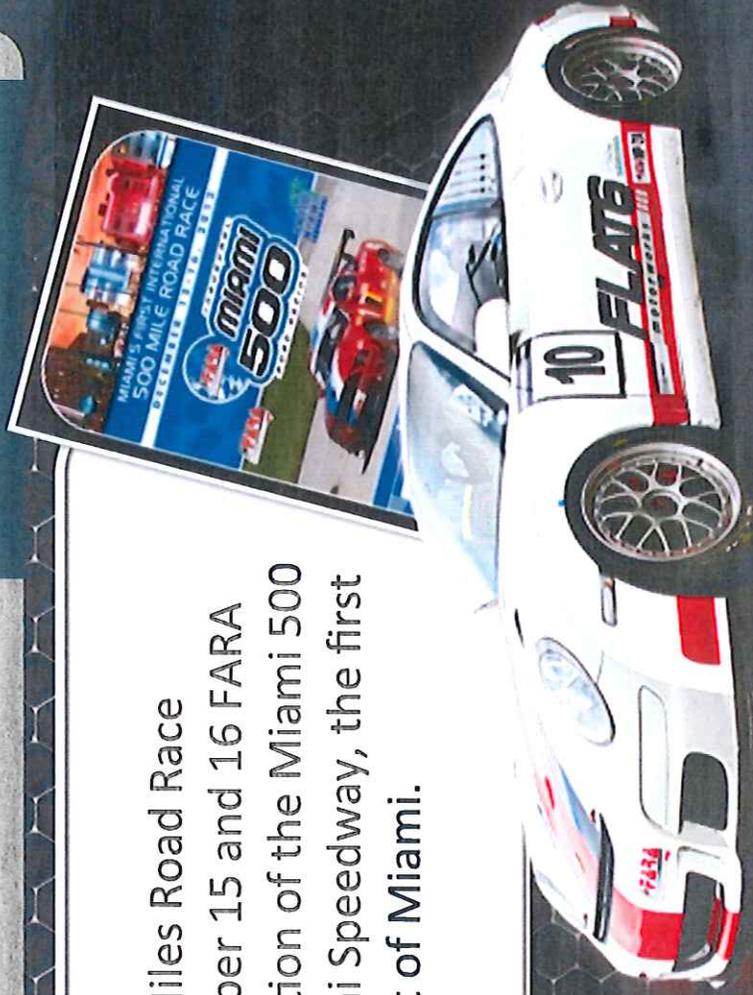
DEC 15 & 16



# GENERAL INFORMATION

Homestead Miami Speedway Location - Capacity - Infrastructure

Inaugural edition of the Miami 500 Miles Road Race Miami (July 26<sup>th</sup>, 2012) – This December 15 and 16 FARA USA will be hosting the inaugural edition of the Miami 500 Miles Road Race at Homestead Miami Speedway, the first major international road racing event of Miami.





# GENERAL INFORMATION ABOUT FARA

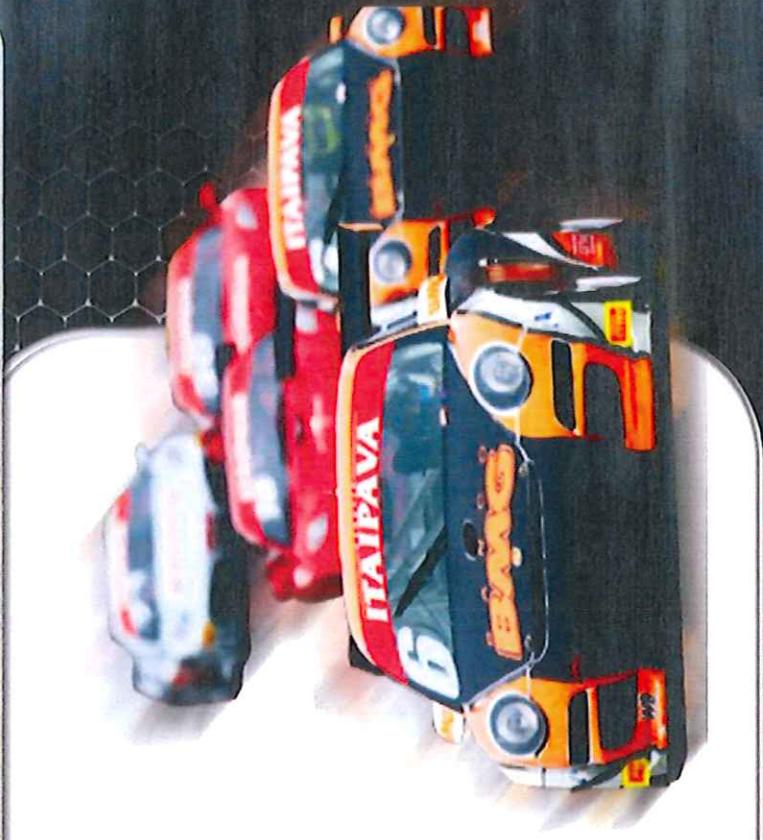
## History - Creation - Races & Driving schools and teams.

FARA USA was established in the State of Florida, and it is an entity that has proven to be very important in the Auto Racing Industry in South Florida, at a National & International levels in the past 6 years.

FARA is a group of individuals, race car drivers that organize racing events, and capture elite drivers, the best in South Florida; and also drivers from Europe, Central/South America, Caribbean Islands, etc. We also have many professional race car drivers from Grand Am and Le Mans that participate with us in our events.

FARA racing season includes 6 races during the year, starting in December, and ending in October. FARA has several classes, depending on engine size, such as MP-1, MP-2, MP-3 and MP-4.

FARA has organized dozens of Sprint Races (30 minute Races) and Endurance Races (2 - 3 & 6 Hrs) during the past 6 Years, all in Homestead Miami Speedway, one of the best tracks in the country.





## TYPES OF CARS THAT WILL BE PARTICIPATING

While daytime temperatures in a large part of North America hardly rise above zero degrees Centigrade, teams are getting ready for the race in Miami in bright sunshine and in pleasant temperatures of around 25 degrees Centigrade.

With 6 Ford Mustangs GT in the field, Gary Yeomans Ford has the strongest representation in the inaugural edition of the 500-Miles race. But VDS Racing Adventures from Belgium, that won the 6 Hours race in 2010, is racing again this year with its Ford Mustang FR500 GT3. An interesting battle is expected among the compact cars as well, with various Honda Civics, Acura Integra and Mazda Miatas on the grid. In the MP-2B class, TLM will be presenting several BMWs and will be facing competition from numerous BMW M3 and BMW 335.

There is a lot of interest for the Miami 500 Miles Road Race, says race organiser Tico Almeida. "Only one week ago, we received a request from an Italian team, that wanted to enter its Ferrari 458. We told them that they could take part in the race, but the sea shipping will take more than 6 weeks to arrive. That was no problem, they said, they would take care of the air transport of the car.





# INFORMATION ON POTENTIAL PARTICIPANTS

A strong entry with over sixty teams and impressive cars promises an exciting and spectacular race. Among the competitors are:

Milka Dumo – Venezuela – Ex Indy Car Driver – Arca Racing Series Driver

Raphael Van Der Straten – Belgium – 24 Hours Series Competition

Shane Lewis – USA – ALMS Driver

Jeff Segal – USA – Grand-AM Driver

Shea Holbrook – USA - World Challenge Driver

RJ Lopez – Puerto Rico – SCCA Trans-Am Driver

Buzz Marcus – USA – SCCA Driver

Bill Lester – USA – Grand-Am Driver

Carlos Lira – Peru – Grand-Am Driver

Alberto de las Casas – Peru – SCCA Driver





# LED SCORING PYLON

In the fall of 2009, Homestead-Miami Speedway debuted a brand new, state-of-the-art scoring tower featuring the most advanced technology available in motorsports. The new board stands 158 feet above sea level and features tilted video panels tailored to the layout of Homestead-Miami Speedway. The leader board is equipped with animation capabilities to show race leaders, driver information, sponsor recognition and advertisement. Use this new focal point for digital messaging to brand and promote products through innovative and thrilling animations. Additionally, interactive promotions can be designed around this feature to incite instant response and data capture opportunities from on-site fans and consumers.





# TRACKSIDE BILLBOARDS

Located directly over Turns 2 & 3 of the oval, Trackside Billboards are constantly in view of the 65,000+ fans in the grandstand of the millions of viewers from the TV stations broadcasting the race.



# SEATING





## CHAMPIONSHIP CLUB

Perched eight stories above turn 1; the Champions Club offers the ultimate panoramic view of the entire Speedway. With seating available both indoors and out, this exclusive entertainment area provides unlimited buffet and open bar, in addition to television monitors for Championship-finale viewing.





## PIT BOX



Feel the Rush (literally) while perched above pit road for NASCAR's Ford Championship Weekend. Watch pit crews tend to their team cars on pit road while enjoying catered food and beverage, as well as special celebrity appearances.



## SPEEDWAY CLUB

Watch the championship above the start/finish line and enjoy a spectacular panoramic view of Homestead-Miami Speedway in the Speedway Club. Amenities include covered concessions, chair backed seating, private elevator and restrooms.



# BANNERS & BILLBOARDS



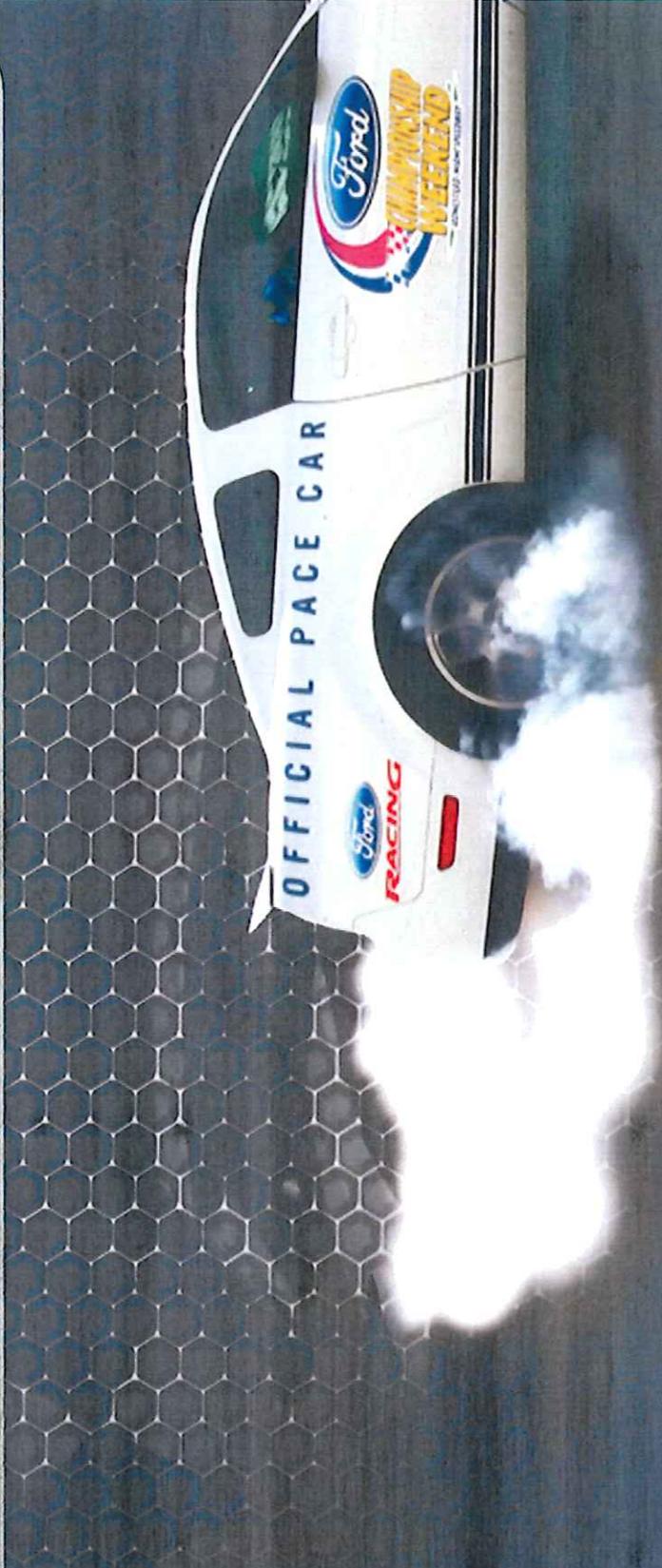
# SCHEDULE OF ACTIVITIES DICIEMBRE 15 & 16

Proposed timeline of events. SUBJECT TO BE DETERMINED

Action at the track will start on Saturday December 15 with free practice from 10:00 till 10:30, while the positions on the starting grid for the race will be decided in qualifying from 14:30 till 15:00. An additional practice & qualifying session is scheduled from 16:30 till 17:00. The race will start on Sunday at 10.00 and will end, as scheduled, 500 miles later. All times are local Eastern Time.



# EVENT PROMOTION





# WHERE ARE WE GOING TO ADVERTISE THE RACE?

- Local TV spots
- Local radio
- Social media
- Local newspapers and magazines





## CONTACT INFO



*For further information, please contact:*

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