

From: Veldran, Katherine
To: Nicole Priester (nicolepriester@gov.sc.gov) <nicolepriester@gov.sc.gov>
Date: 2/25/2015 9:57:50 AM
Subject: RE: Bojangles Southern 500 - Darlington Raceway / Appreciation Dinner -

Use this one...KV

DATE: Tuesday, March 3, 2015

TIME: 6:30-8:00 PM

6:30 - 6:45 PM Meet and Greet - front room

7:00 - 8:00 PM Dinner in State room

EVENT: Bojangles Southern 500 -Darlington Raceway / Appreciation Dinner

LOCATION: Mansion

PARKING: Within the gates

STAFF: Katherine Veldran

POC: Chip Wile

TOTAL ATTENDEES (including the Governor):

1. Governor Nikki Haley
2. First Gentleman Michael Haley
3. Katherine Veldran
4. Lesa France Kennedy- CEO- ISC
5. Chip Wile
6. Catherine Wile- Spouse
7. Clifton Rutledge CEO Bojangles
8. Christy Rutledge- Spouse
9. Randy Poindexter- Sr. VP Marketing- Bojangles
10. Christi McGee- Sr. Director Public Affairs-ISC
11. DeWitt Zemp- Southern Strategy Group

DIETARY RESTRICTIONS: TBD

MENU: TBD

NAME PLATES: Yes

SPECIAL INSTRUCTIONS: Parking within gate / list of names at the gate

BACKGROUND:

Darlington Raceway's NASCAR event weekend is moving back to Labor Day Weekend.

Bojangles signed a new five year contract to be the entitlement partner of the Bojangles Southern 500 in September. It brings two iconic southern brands together for the foreseeable future

DR just signed Budweiser to a three year deal. They will serve as the official beer of Darlington Raceway

DR is up year over year in units (tickets) sold to date.

DR is up year over year in hospitality

DR is up year over year in corporate revenue

