

From: Priestler, Nicole <NicolePriester@gov.sc.gov>
Required: Veldran, Katherine <KatherineVeldran@gov.sc.gov>
Subject: Canceled: Darlington Dinner
Location: Mansion
When: 3/3/2015 6:30:00 PM - 8:00:00 PM

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