

From: Veldran, Katherine
To: Wile, Chip <cwile@darlingtonraceway.com>
Date: 2/26/2015 12:38:10 PM
Subject: FW: Darlington Raceway

Chip,
August 4th is held on the Governor's calendar. FYI - Below is where I got the late June / early July.
Please let me know which date works the best.
Thank you,
Katherine

From: Zemp, DeWitt [mailto:zemp@sostrategy.com]
Sent: Thursday, December 11, 2014 1:58 PM
To: Veldran, Katherine
Cc: Chip Wiles
Subject: Darlington Raceway

Katherine,

As we discussed on the phone we are in the process of scheduling an marketing/press event for early next summer. (Late June Early July)

Chip, if I've left anything out please clarify..

Many of the details are still in development stage, however, the overall concept is described below:

Cannonball Run

Darlington raceway will secure two street legal stock car race cars. We will have them meet at a offsite location tbd in Camden SC at one our the cars sponsors locations. (Like a jimmy johns, battery plus or bojangles retail store)

There will be two well known race car drivers available to drive cars and participate in the scheduled press availability. Darlington Raceway president will make a statement concerning upcoming race and introduce VIP guests including the Governor and DPS director.

The message will also include a tbd public safety message in coordination with SCDPS director Leroy Smith. Working with Director Smith on coordination.

Upon completion of the press announcement and a "start your engine command" the vehicles will depart Camden with SCHP escort and proceed along interstate 20 to 277 to Bull street to Gervais (WIS) to main and to the Governors mansion for open press avail and reception with participants. We will work with press to set up still shots along the route for good coverage..

Reception could include SC CEOs who may be interested in sponsorship opportunities for 2015 or 2016. With the Governors approval, we would like to request a CEO dinner following press avail and reception.

Let me know if this gives you enough information to proceed on dates of availability for the Governor. With race dates during that time, Tuesday, Wednesdays and Thursdays are best for the event from our side. There is a great deal of excitement about this in Daytona and we anticipate participation by our executive staff on all aspects of this event.

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