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Subject: Darlington Raceway Cannonball Run – Press Event and Business Development Reception
Location: Mansion
When: 8/4/2015 4:00:00 PM - 6:00:00 PM

EVENT: Darlington Raceway Cannonball Run – Press Event and Business Development Reception

DATE: Tuesday, August 4, 2015

LOCATION: Governor's Mansion – Press Event: outside/Reception: inside

SEQUENCE OF EVENTS:

2:00PM: Stock cars to be delivered to the Mansion for set up

2:15 – 2:45PM: Cannonball Run - Fan and media event in Lugoff-Camden
DPS message: " *Wait to Text*", " *Buckle-up*", " *Don't Drink & Drive*"

2:50 – 3:50PM Cannonball Run from Camden to Columbia
Race cars will stop at the State House for photo op

3:30PM Media arrive at the mansion
Parking on the street / Mansion will have master list on 7/31

3:50PM: Arrival of the wrapped race cars at the Governor's Mansion
5 cars – 2 DPS (garage), 2 wrapped cars with 1 pace car (front right parking), 2 Media Trucks (back right spaces)

4:00PM: Business Partners arrive at the Mansion
Parking on the street / Mansion will have master list on 7/31

4:00 – 4:25PM Press Conference

4:25 – 5:00PM: Press Availability
NASCAR drivers will answer questions from media outlets

4:30 – 6:00PM: Business Development Reception

PURPOSE: Press Event:

To celebrate the return of traditional Labor Day racing in Darlington, South Carolina with the reigning NASCAR Sprint Cup Series and 2014 Bojangles Southern 500 winner, Kevin Harvick, and the unveiling of the iconic No.21 Snap-On Tools Ford that will run at this year's race.

Business Development Reception:

To thank Bojangles for being an integral part of Darlington Raceway success and to increase corporate awareness throughout South Carolina. Chip will recognize last year's NASCAR Sprint Series Champion Kevin Harvick with a toast.

LOCATION SET-UP:

Podium

SC Seal

Speakers / Mic

Media Signs – *Darlington*

Mult Box

Stock Cars – *Darlington*

PRESS: *List will be provided by Dennis Worden*

PUBLIC: No

PRESS EVENT SPEAKING ORDER: *Chip Wile - Masters of Ceremony*

- Chip Wile - Kicks off the program with the Unveiling of No.21
Chip will recognize the Governor and Leonard Wood, Hall of Fame inductee and owner of the No. 21 Wood Brothers Ford. At this time the Governor and Leonard Wood will unveil the No. 21 Wood Brothers Ford that will run at the Bojangles Southern 500 with driver Ryan Blaney. Once unveiled there will be a photo op in front of the No.21 car – Governor, Mr. Wood, and Ryan Blaney.
- Chip Wile - Welcoming Remarks / Introductions
- Governor Nikki Haley
- Clifton Rutledge, *CEO, Bojangles*
- Kevin Harvick, *NASCAR Sprint Cup Series Champion*
- Ryan Blaney, *NASCAR Sprint Cup Series Driver of the No. 21 Wood Brothers Ford*
- Chip Wile - Closing Remarks / No Q & A

****Guests will enter the mansion for the Business Development Reception****

- Press Availability *(set up outside)*
Kevin Harvick, NASCAR Sprint Cup Series Champion
Ryan Blaney, NASCAR Sprint Cup Series Driver of the No. 21 Wood Brothers Ford
Chip Wile, President, Darlington Raceway
Leonard Wood, 2013 NASCAR Hall of Fame inductee
Clifton Rutledge, Bojangles' CEO

TALKING POINTS:

- *There is so much excitement surrounding the Bojangles Southern 500 returning to its traditional Labor*

- *Day weekend dates - September 5-6, 2015.*
- *Great way to cap off the summer with some of the best racing of the year at South Carolina's iconic facility.*
- *Darlington Raceway is an important component of South Carolina's sports, entertainment and tourism industry – with an economic impact of \$54 million annually, over 100,000 in attendance each year, and over 874 permanent jobs for South Carolina residents result directly or indirectly from the operations of Darlington Raceway.*
- *We couldn't do this without our partner Bojangles! A Big Thank You to Bojangles!! Bojangles is an integral part of the future of Darlington Raceway -- signing a new five year extension with the historic racing facility – (this will be the first year of the 5 year contract / 2015 – 2019)*

BACKGROUND:

- Darlington Raceway – the NASCAR track “Too Tough to Tame”
- NASCAR fans from across the country and around the world visit South Carolina each year to attend Darlington's race weekend.
- Over 66 years of racing, Darlington Raceway is considered one of the pillars of the NASCAR establishment.
- Darlington Raceway Stock Car Museum and the National Motorsports Press Association Hall of Fame located at Darlington Raceway.
- Darlington Raceway is the “Wrigley Field” of NASCAR and the Bojangles Southern 500 is one of the most coveted trophies in all of motorsports.
- Driver of the No. 21 Ford will be driven by NASCAR Sprint Cup Series rookie, Ryan Blaney, who has become one of NASCAR's newest stars. The second generation driver will be accompanied by the No. 21 car owner, and NASCAR Hall of Fame inductee, Lenard Wood.

INVITES:

Darlington Executives

Bojangles Executives

South Carolina Business Partners

Federal Delegation

Darlington Delegation

Florence Delegation

Race Team Sponsors - Senior Management Representatives: Budweiser and Snap-on Tools

CONFIRMED ATTENDEES: