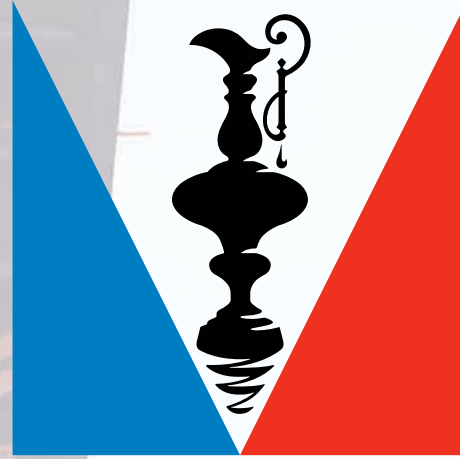


LOUIS VUITTON



AMERICA'S CUP
WORLD SERIES
— CHICAGO —

June 2016

SPONSORSHIP



THE ALLURE

The history and prestige of the America's Cup not only draws in world-class sailors and designers to compete, but attracts business leaders, sports enthusiasts, and thrill seekers from around the world.

The America's Cup is an elite event on the global stage, hosted by the world's most beautiful cities and attended by prominent social and business influencers. Sailing skills, endurance and speed, along with cutting-edge design and technology, are at the forefront creating the ultimate business and sporting challenge.

Partners of the America's Cup not only have an immediate and direct impact on the success and sustainability of the exclusive sport and its legacy, but they are also granted exclusive access to an event and audience that many in the highest echelons of sport, technology and society only dream about being a part of.



THE HISTORY



**OLDEST TROPHY IN INTERNATIONAL
SPORT** *SINCE 1851*



OLDEST SPONSOR IN ALL OF SPORTS
LOUIS VUITTON 1970-PRESENT



“THE COMEBACK”
TEAM ORACLE USA WON
THE 34TH AMERICA’S CUP



**DEFENDING THE 35TH
AMERICA’S CUP IN 2017
IN BERMUDA**



LOUIS VUITTON AMERICA'S CUP WORLD SERIES



- › First stage of competition leading up to the 35th America's Cup
- › Features all of the America's Cup Team racing identical boats
- › Winning team earns two points towards America's Cup Qualifiers

2016 SCHEDULE

- › Muscat, Oman – February 27-28
- › New York, United States – May 7-8
- › Chicago, United States – June 10-12
- › Portsmouth, United Kingdom – July 21-24
- › Toulon, France – September 10-11



TEAMS AND REACH OF THOSE INVOLVED

CHAMPIONS



Sponsors



Key Players

-  Jimmy Spithill - Skipper
 - › 2x America's Cup Winner
 - › Youngest ever winner in 2010
-  Sir Russell Coutts - CEO
 - › 5x winner of America's Cup
 - › Gold Medalist
-  Larry Ellison - Principal
 - › Founder ORACLE Corp.
 - › No. 3 in U.S. on FORBES List

*"One of the Greatest Comebacks
in Sports History"*
-Wall Street Journal



CHALLENGERS



Sponsors



Key Players

-  Ben Ainslie - Skipper
 - › Most successful sailor in Olympic History
- Martin Whitmarsh - CEO
 - › Formerly CEO of McLaren F1
-  Duchess of Cambridge
 - › BAR Charity
 - › 1851 Trust Benefactor & team supporter



Sponsors



-  Peter Burling - Skipper
 - › Winner 2013 Red Bull Youth America's Cup
 - › 2x Olympian (Silver Medalist)
- Grant Dalton - CEO
 - › Led team NZ since 2003
 - › Raced around the world 7 times



Sponsors



Key Players

- Kazuhiko Sofuku - General Manager
- Masayoshi Son - Principal
 - › Founder Softbank; No. 1 in Japan on FORBES list



Sponsors



Key Players

- Ian Percy - Team Manager
 - › 3x Olympic Medalist
- Loïck Peyron - Designer



Sponsors



Key Players

- Franck Cammas - CEO
 - › Won Volvo Ocean Race
 - › Won Route du Rhum Jules Verne



POWER OF INVOLVEMENT

In addition to introductions within the Chicago civic and sports community, partners get access to an exclusive group of global business leaders and brands that support the America's Cup.



The Windy City is made for this.

A Freshwater Coast and One-Of-A-Kind Skyline

- › First time America's Cup competition will be held on the Great Lakes
- › Ideal "stadium viewing" via Navy Pier and The Lakefront
- › Time zone allows for easy live viewing across the globe
- › Opportunity to grow with America's Cup in Chicago at the ground level
- › Support ultimate goal of hosting the America's Cup finals



INVOLVEMENT & REACH

The previous successes of events that utilize the waterfront and the draw of special events in Chicago, suggest that the America's Cup World Series Chicago will draw similar, if not increased attendance over the three day spectacle.

SAILING

SAILING DEMO INFO



34.3MM
Global Fans

1.4MM
Boating Enthusiasts in Chicago



128K
Median Income



35-64
Average Age

2MM Attendees – San Fran America's Cup Event

1.1MM TV Viewers / 60k attendees – Newport

500K Estimated – Portsmouth
(60,000 tickets sold in 48 hours)

NAVY PIER ATTENDANCE/IMPACT



85.2K
Average Household Income



39
Average Age

With an average daily attendance of nearly 25,000 and peak daily attendance of nearly 100,000

ANNUAL CHICAGO EVENTS

AIR & WATER



1.5MM
Attendance Over 3 Days



TALL SHIPS



1MM+
Attendance Over 5 Days



TASTE OF CHICAGO



1MM
Attendance Over 3 Days



SPECIAL CHICAGO EVENTS

NFL DRAFT



200,000+

Visitors to DraftTown*

* Original projection was \approx 100,000

USA RUGBY

3x

Beat previous United States record for most attendees to witness a Rugby match

61.5K

Total Attendance
Previous Record 20,181

USA SOCCER 20,000 in attendance to watch U.S. vs Portugal in Grant Park (10K more in Balbo Park)

RYDER CUP

240K

Total Attendance



MEDINAH 2012

6.3

Avg. local TV rating

EVENT FOOTPRINT



RACE VILLAGE
General Admission



GRANDSTAND
Grandstand viewing, includes access to Race Village



CLUB AC and ELITE HOSPITALITY



RACE VILLAGE and GRANDSTAND ENTRANCE



SAILOR'S LOUNGE
Private lounge for Grandstand ticket holders



CONCESSIONS



FAN ZONE
Race Village and Grandstand access
Tech Zone and Merchandise



MAIN STAGE
Inside Grand Ballroom



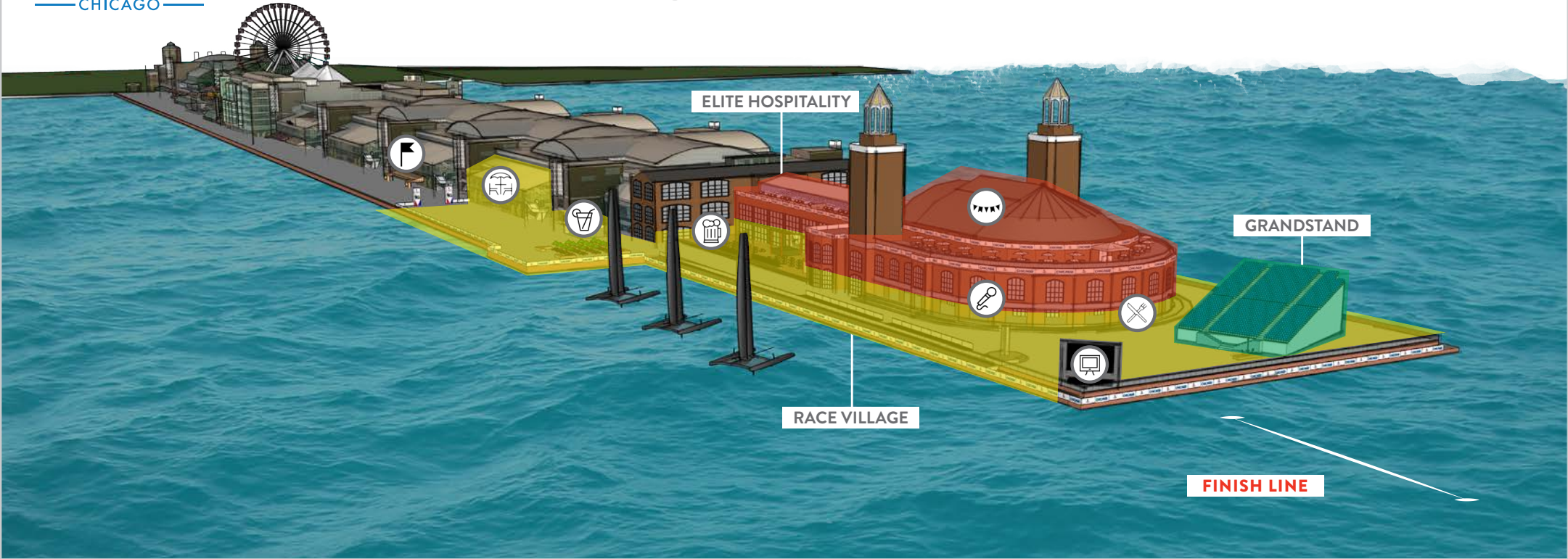
BIG SCREEN
Up close view of all the on-the-water action



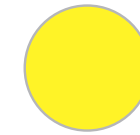
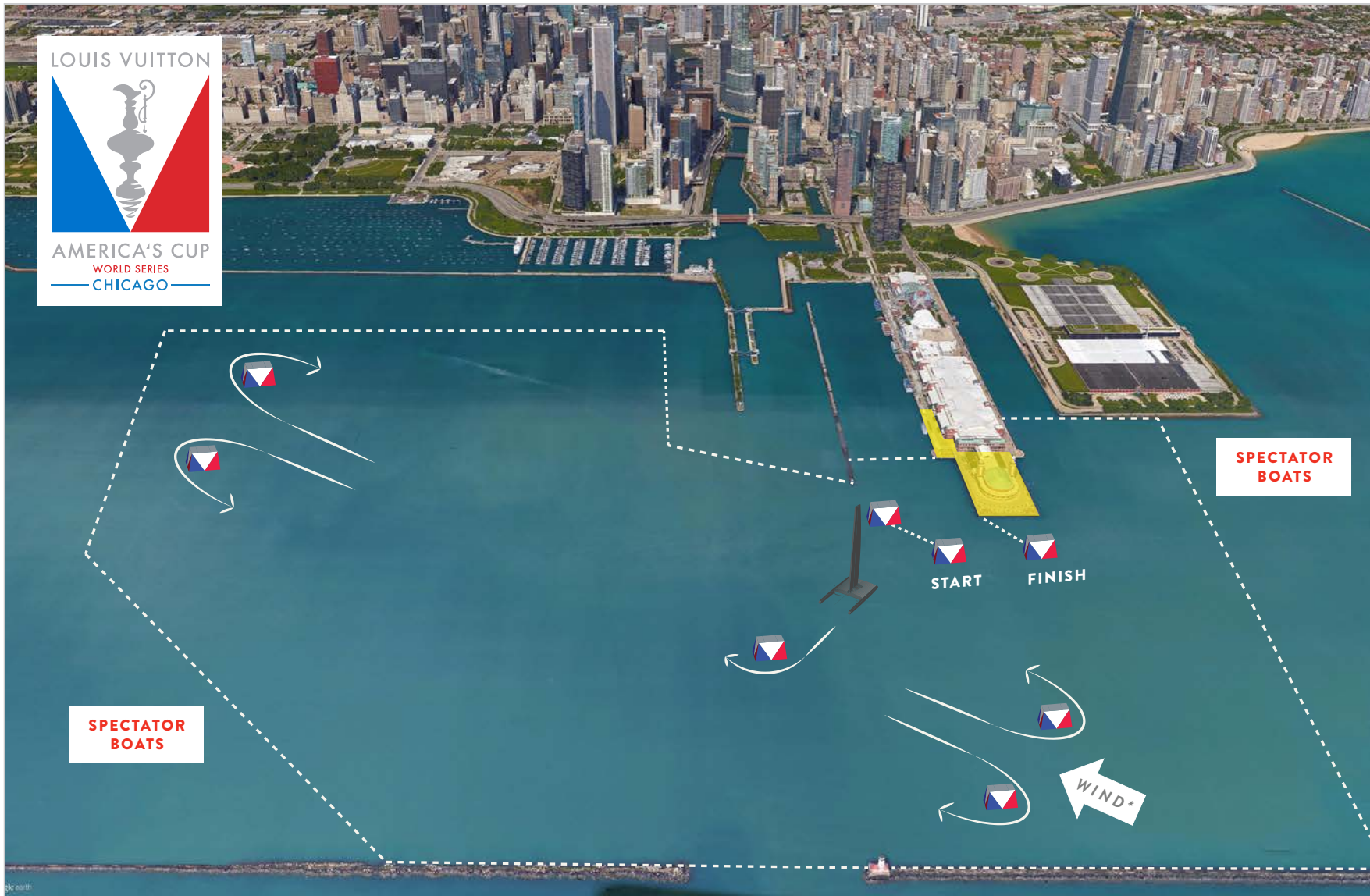
DARK N' STORMY BAR



BEER GARDEN
With live music



COURSE MAP



RACE VILLAGE
General Admission

** ONE OF EIGHT COURSE OPTIONS,
DEPENDANT ON WIND DIRECTION*



ADDITIONAL EVENT EXTENSION OPPORTUNITIES



SCHEDULE OF EVENTS | JUNE 10 THROUGH 12



FRIDAY, JUNE 10 PREVIEW DAY // OPENING CEREMONY

- 12:00pm Race Village and Tech Zone Open
- 1:30pm Practice Racing Begins
- 3:00pm Practice Racing Ends
- 3:30pm Live Music Entertainment Begins in Beer Garden
- 7:30pm Opening Ceremony
- 9:30pm Special America's Cup Fireworks Show

SATURDAY, JUNE 11 RACE DAY ONE

- 11:00am Race Village and Tech Zone Open
- 11:00am Sailor Lounge* Opens
- 12:00pm Dock Out Show
- 1:30pm Racing Begins
- 3:00pm Racing Ends
- 3:30pm Sailor Q&A and Autographs
- 4:00pm Live Music Entertainment Begins in Beer Garden
- 5:00pm Sailor Lounge* Closes
- 10:15pm AON Fireworks Show

SUNDAY, JUNE 12 RACE DAY TWO | FINALS

- 11:00am Race Village and Tech Zone Open
- 11:00am Sailor Lounge* Opens
- 12:00pm Dock Out Show
- 1:30pm Racing Begins
- 3:00pm Racing Ends
- 3:30pm Awards Ceremony and Sailor Autographs
- 4:00pm Live Music Entertainment Begins in Beer Garden
- 5:00pm Sailor Lounge* Closes

*Grandstand Ticket Holders ONLY



AMERICA'S CUP
WORLD SERIES
CHICAGO



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CHICAGO

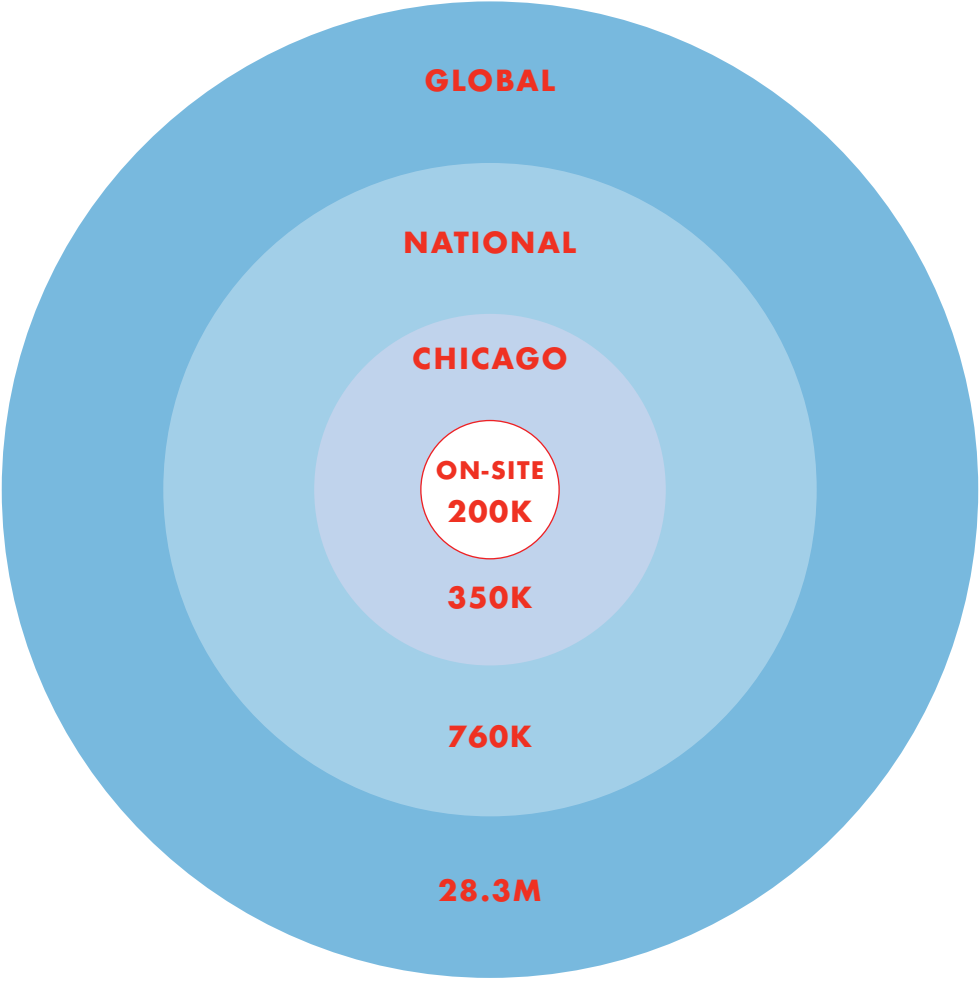
STRATEGY AND COMMUNICATIONS TIMELINE

Develop a comprehensive and integrated marketing communications platform to grow ACWS's awareness and audience for the ACWS Chicago event while developing Chicago's/Midwest fan-base for the race and sport of sailing.

| 2016 | | | | | | |
|-----------------|---|---|--|--|---|--|
| | JAN | FEB | MAR | APR | MAY | JUN |
| | PHASE 2 | PHASE 3 | | PHASE 4 | | |
| KEY DATES | <ul style="list-style-type: none"> › TICKETS ON SALE (1/19) › HOSPITALITY ON-SALE › FOUNDATIONAL / PARTNER ANNOUNCEMENTS | <ul style="list-style-type: none"> › SWEEPSTAKES (TBD) | | <ul style="list-style-type: none"> › WEEKEND SCHEDULE ANNOUNCEMENT (TBD) | <ul style="list-style-type: none"> › CONCERT ANNOUNCEMENTS (TBD) | <ul style="list-style-type: none"> › TROPHY TOUR › WEEK OF EVENT PROMO |
| MEDIA | <ul style="list-style-type: none"> › BOAT SHOW (1/14 -1/18) › PAID MEDIA › EARNED/OWNED MEDIA | | | <ul style="list-style-type: none"> › VIP/MEDIA SAILING OPPORTUNITIES › PAID MEDIA › OUT OF HOME (TBD) | <ul style="list-style-type: none"> › VIP/MEDIA SAILING OPPORTUNITIES | <ul style="list-style-type: none"> › ACWS CHICAGO |
| RELEVANT EVENTS | <ul style="list-style-type: none"> › BOAT SHOW ACTIVATION | <ul style="list-style-type: none"> › AUTO SHOW ACTIVATION › ACWS OMAN | <ul style="list-style-type: none"> › ST. PATRICK'S DAY PARADE › NCAA BASKETBALL TOURNAMENT › SHAMROCK SHUFFLE › CITY CLUB PRESENTATION › FLOWER & GARDEN SHOW | <ul style="list-style-type: none"> › NFL DRAFT ACTIVATION › MLB HOME OPENER | <ul style="list-style-type: none"> › CSC - BUSINESS OF SPORT SERIES › RACING ON LAND (TBD) › COMMUNITY SAILING (TBD) › ACWS NYC | <ul style="list-style-type: none"> › STANLEY CUP PLAYOFFS |



ENGAGEMENT & REACH



*Numbers represent estimates based on similar event and market, 2012

THE AC ENDEAVOUR PROGRAM

The America's Cup is teaming up with some of the biggest names in the marine industry to launch an ambitious Community Sailing Project - [the AC Endeavour Program](#) - with a focus on leaving a sporting legacy in Bermuda.

Learn more about the AC Endeavour Program [here](#).



SPONSORSHIP INCLUSIONS



**Building the foundation in Chicago for the oldest trophy in international sport,
rEvolution will work with Official Partners to develop a custom brand and category specific sponsorship strategy.**

ENGAGEMENT

- › Business Integration and Storytelling
- › VIP Relationship-Building
- › Experiential Marketing On-Site
- › Competitor Access
- › Local Extensions

EXPOSURE

- › Direct Consumer Engagement
- › Event Collateral
- › Advance Promotion
- › Digital Integration
- › Large-Scale On-Site Branding
- › Community Engagement Programs
- › On-site Sampling and Couponing

EXECUTION

- › Dedicated Partnership Management
- › Integrated Event Production
- › Performance Metrics and Reporting
- › Customized Activation Planning (as requested)

INVITATION

Accept this exclusive invitation, become a pillar of Chicago's sports community, and bring the America's Cup to Chicago.

Official Level Sponsorship

Allows full use of customized Official Partner Level Asset List, which will be provided including use of marks, activation and access to exclusive hospitality.

Tod Reynolds
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CHICAGO