



LIME

ROCK

PARK

# TRADITION BEAUTY SPEED



# HIGH POWER EVENTS

# 20 22

The 2022 season brings tradition and something new to our summer of beauty and speed. Along with our three pillar events: The Trans Am Memorial Day Classic, IMSA Northeast Grand Prix and Historic Festival 40, Lime Rock Park adds GridLife / Circuit Legends as a new event for a younger, car-loving audience.



May 27 - 30

**TRANS AM MEMORIAL  
DAY CLASSIC**



July 15 - 16  
**IMSA  
NORTHEAST  
GRAND PRIX**



August 19 - 20

**GRIDLIFE  
CIRCUIT LEGENDS**



September 1 - 5

**LIME ROCK  
HISTORIC  
FESTIVAL 40**





# SKILL BUILDER

The FCP Euro Proving Grounds are where drivers of all abilities go to develop and refine their car control skills in a controlled environment. Capable of running simultaneous programs, it's also at the center of our corporate entertainment offerings.

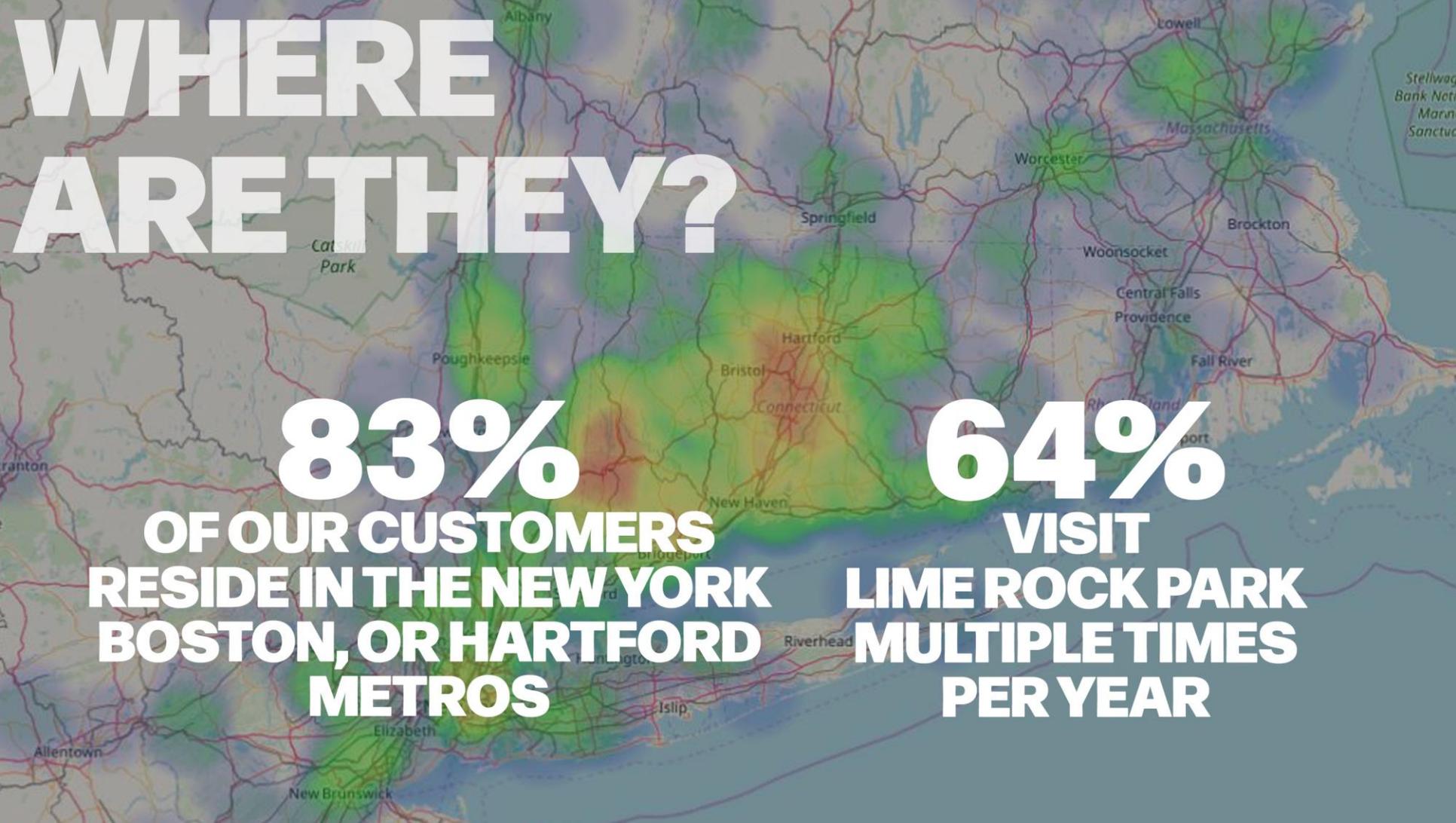
FCP EURO  
**PROVING  
GROUNDS**  
AT LIME ROCK PARK



LIME  
ROCK  
PARK

**A VALUABLE  
DEMOGRAPHIC**

# WHERE ARE THEY?

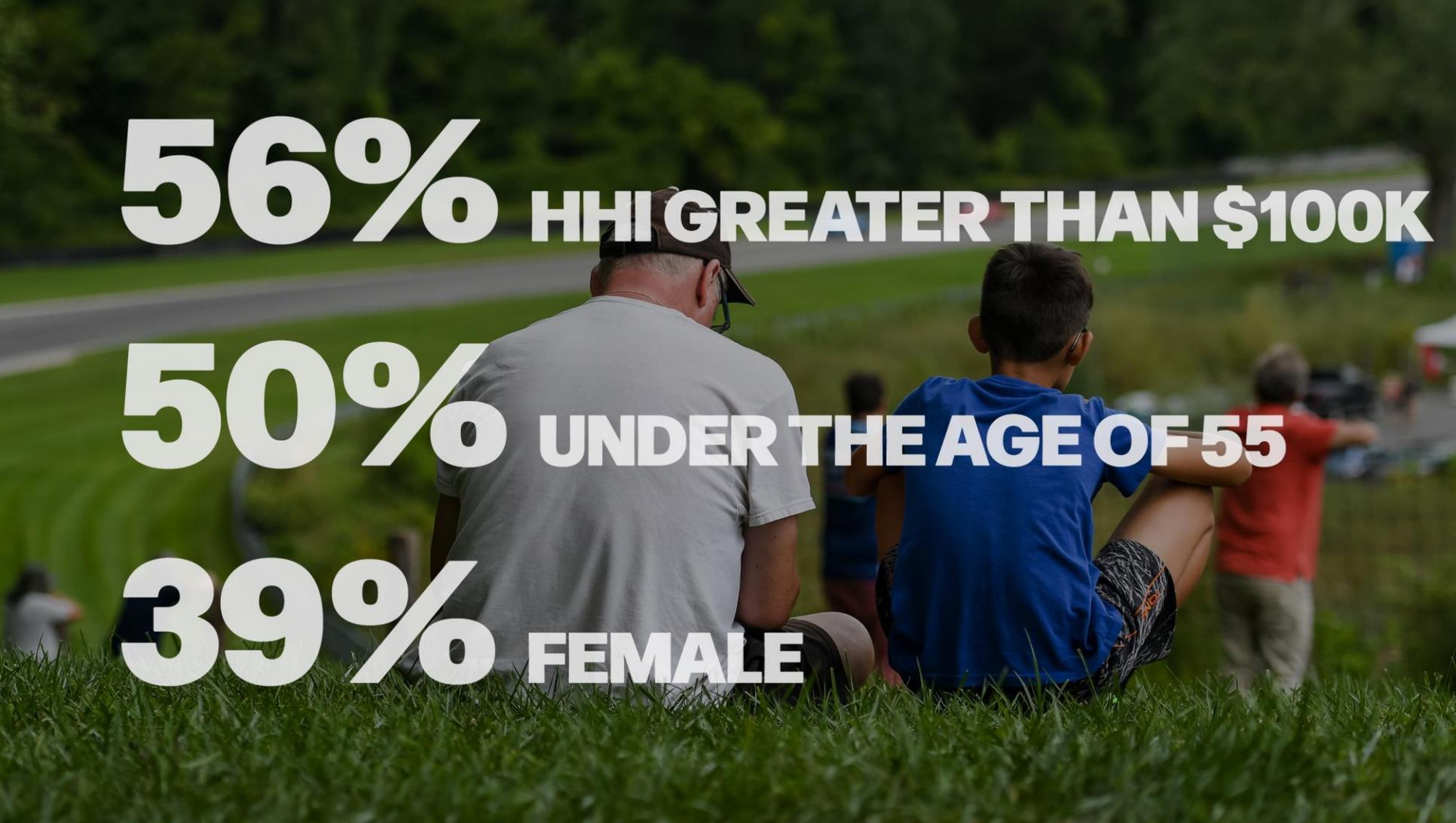


**83%**

**OF OUR CUSTOMERS  
RESIDE IN THE NEW YORK  
BOSTON, OR HARTFORD  
METROS**

**64%**

**VISIT  
LIME ROCK PARK  
MULTIPLE TIMES  
PER YEAR**

A man and a young boy are sitting on a grassy hill, looking out over a golf course. The man is wearing a grey t-shirt and a dark cap, and the boy is wearing a blue t-shirt and patterned shorts. In the background, other people and a golf cart are visible on the course.

**56%** HHI GREATER THAN \$100K

**50%** UNDER THE AGE OF 55

**39%** FEMALE

# WHAT THEY'RE UP TO

A row of classic cars parked at an outdoor event. The cars are arranged in a line, receding into the distance. The lighting is warm, suggesting late afternoon or early morning. In the background, there are trees, a building, and a white tent with red lettering. A few people are visible, including a man in a white cap and sunglasses in the foreground, and another man in a blue cap further back.

LIME  
ROCK  
PARK

# DAY-TO-DAY



**WORKING IN BANKING & FINANCE;  
OPERATING THEIR OWN BUSINESS**

**WORKING ON & DRIVING  
THEIR CARS**

**PARTICIPATING IN &  
WATCHING MOTORSPORT**

**TRAVELING DOMESTICALLY  
& INTERNATIONALLY**

**WORKING ON THEIR  
GOLF GAME**

# DAILY DRIVERS

An aerial photograph of a large outdoor car show. The scene is filled with hundreds of cars of various colors and models, parked in neat rows on a grassy field. In the center, there are several white tents and a small pavilion where people are gathered. The background shows a line of trees and a clear sky. The overall atmosphere is that of a busy, well-attended event.

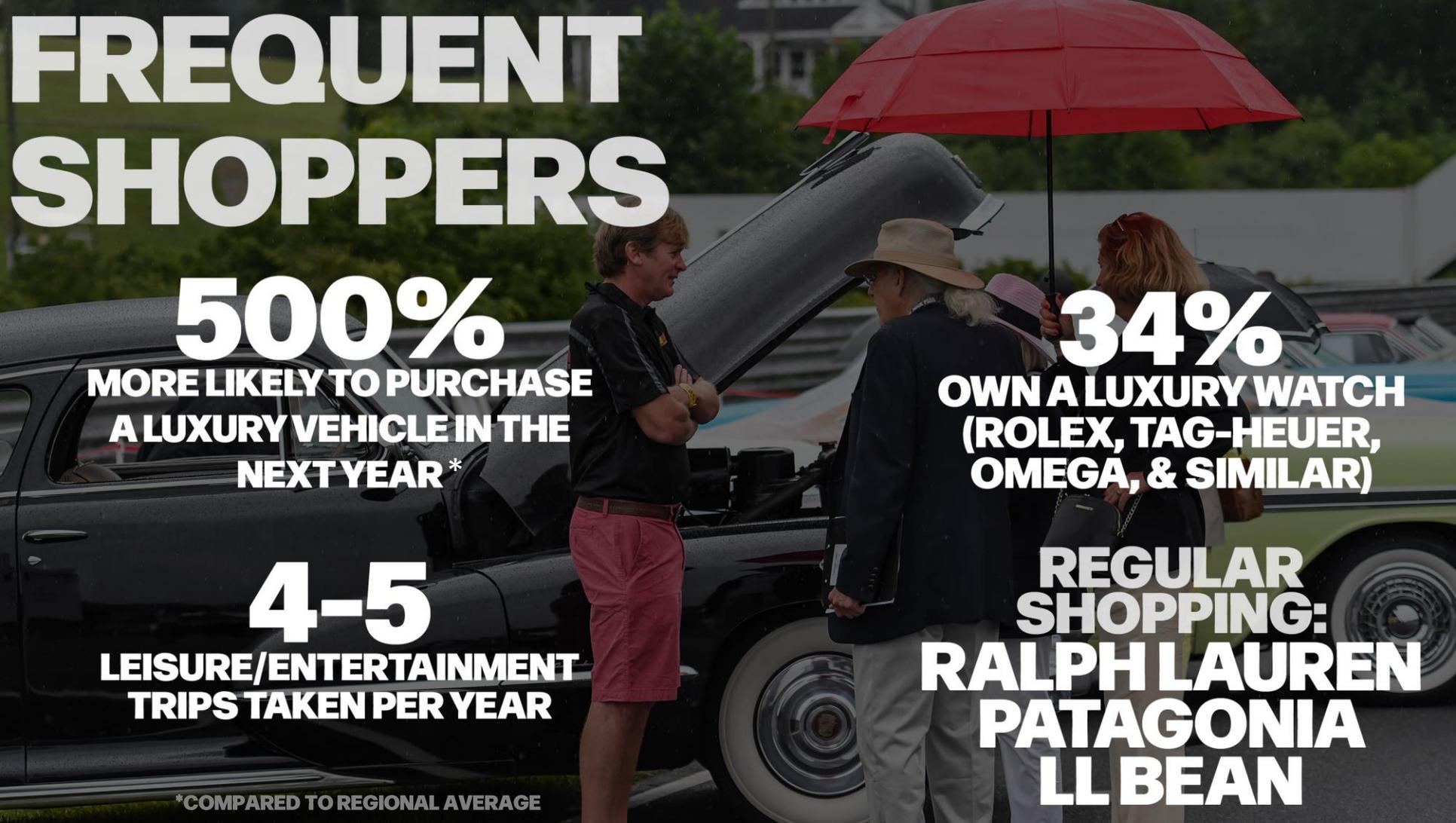
**63%**

**OF OUR CUSTOMERS  
OWN A MINIMUM OF  
THREE CARS**

**32%**

**OWN AT LEAST  
ONE CAR FROM A  
LUXURY BRAND**

# FREQUENT SHOPPERS



**500%**

**MORE LIKELY TO PURCHASE  
A LUXURY VEHICLE IN THE  
NEXT YEAR\***

**4-5**

**LEISURE/ENTERTAINMENT  
TRIPS TAKEN PER YEAR**

**34%**

**OWN A LUXURY WATCH  
(ROLEX, TAG-HEUER,  
OMEGA, & SIMILAR)**

**REGULAR  
SHOPPING:  
RALPH LAUREN  
PATAGONIA  
LL BEAN**

\*COMPARED TO REGIONAL AVERAGE

# OUT ON THE TOWN

OUR CUSTOMERS ARE ATTENDING

**THEATER**  
**COLLEGE SPORTING EVENTS**  
**HORSE RACING**  
**LIVE MUSIC**  
**CULTURAL EVENTS**

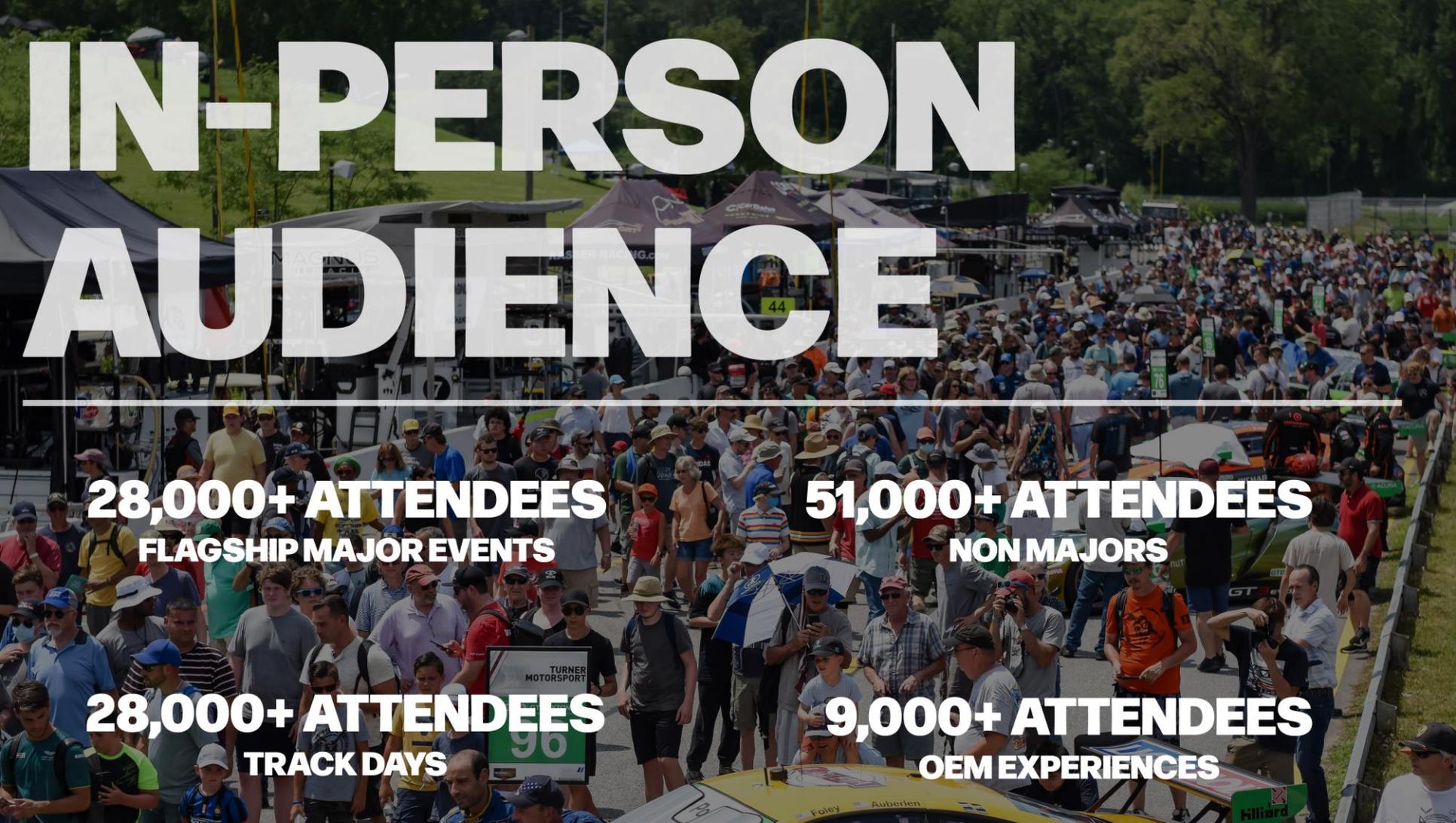


LIME  
ROCK  
PARK



AN  
ENGAGED  
AUDIENCE

# IN-PERSON AUDIENCE



**28,000+ ATTENDEES**  
FLAGSHIP MAJOR EVENTS

**51,000+ ATTENDEES**  
NON MAJORS

**28,000+ ATTENDEES**  
TRACK DAYS

**9,000+ ATTENDEES**  
OEM EXPERIENCES

# ON THE WEB

**20,000+** WEBSITE VISITS/MONTH

**100%** INCREASE IN SITE TRAFFIC DURING EVENT WEEKS

**37%** OF SITE VISITORS ARE WOMEN

**37,000+** FAN CLUB NEWSLETTER  
EMAILING LIST WITH

**10,000+** REGULAR READERS



REVAMPED  
LIMEROCK.COM

# CONSISTENTLY CONNECTED

66%

OF ALL WEBSITE TRAFFIC COMES  
FROM MOBILE DEVICES.  
UP TO 75% DURING MAJOR EVENTS

400%

INCREASE ACROSS ALL SOCIAL MEDIA TRAFFIC  
DURING MAJOR EVENTS

300,000+

INSTAGRAM, TWITTER, & FACEBOOK  
ENGAGEMENTS/YEAR



# SUPPORTING THOSE WHO SUPPORT THEM

BMW WAS THE OFFICIAL CAR OF LIME ROCK PARK.  
ALMOST A DECADE LATER, FANS STILL RESPONDED...

## BMW

TOP RESPONSE,  
"WHAT IS YOUR  
DAILY DRIVER?"

## BMW

AUTOMOTIVE BRAND  
THEY ASSOCIATE MOST  
WITH LIME ROCK PARK



# SENTIMENTAL VALUE

**QUOTES FROM CONSUMERS WHEN ASKED  
“WHAT IS YOUR FAVORITE THING ABOUT LIME ROCK PARK?”**

**I LOVE IT'S NATURAL BEAUTY AND HOW IT FITS ALMOST  
SEAMLESSLY INTO THE SURROUNDING BERKSHIRES.**

**THE ABILITY TO DRIVE MY OWN CAR ON A TRACK  
WHERE SO MANY AMAZING DRIVERS HAVE DRIVEN BEFORE.**

**LIME ROCK PARK MAKES YOU FEEL LIKE YOU ARE PART OF THE SHOW.**

**THE INTIMACY OF LIME ROCK PARK MAKES IT FEEL LIKE I'M VISITING FAMILY.**

- FUTURE HOSPITALITY AREA
- 1 LODGING
  - 2 DINING
  - 3 AUTOMOTIVE EDUCATION
  - 4 AUTOMOTIVE MUSEUM

RR-1

52 WHITE HOLLOW ROAD

# DEVELOPMENTS FOR THE FUTURE

- B-Paddock GARAGES
- 1 GARAGE SPACES
  - 2 REST ROOMS
  - 3 APPROXIMATE LEACHING FIELD FOR REST ROOMS

ENLARGEMENT AREA 1 - SEE GARAGE STUDY

- EVENT CHALET AND INFIELD KITCHEN
- 1 EVENT CHALET (+/- 3,800 SF)
  - 2 LEACHING FIELD FOR EVENT CHALET
  - 3 EXPANDED INFIELD KITCHEN BUILDING (+/- 40' X 60')



# FUTURE FACILITY UPGRADES

52 WHITE HOLLOW ROAD  
± 19 ACRES

**LEGEND**

- ENVIRONMENTAL SENSITIVE ZONE
- HYDROLOGIC SENSITIVE ZONE
- NC RURAL ENTERPRISE ZONE
- RR-1 RURAL RESERVE ZONE

**FUTURE HOSPITALITY AREA**

- LODGING
- DINING
- AUTOMOTIVE EDUCATION
- AUTOMOTIVE MUSEUM

## INFIELD EVENT CHALET

## LODGING & DINING

## AUTOMOTIVE MUSEUM

## AUTOMOTIVE EDUCATION

**B-PADDOCK GARAGES**

- GARAGE SPACES
- REST ROOMS
- APPROXIMATE LEACHING FIELD FOR REST ROOMS

**ENLARGEMENT AREA 1 - SEE GARAGE STUDY**

LAYOUT OF FEMA 500 NEAR FLOOD ZONE

**ENLARGEMENT AREA 2 - SEE EVENT CHALET STUDY**

**EVENT CHALET AND INFIELD KITCHEN**

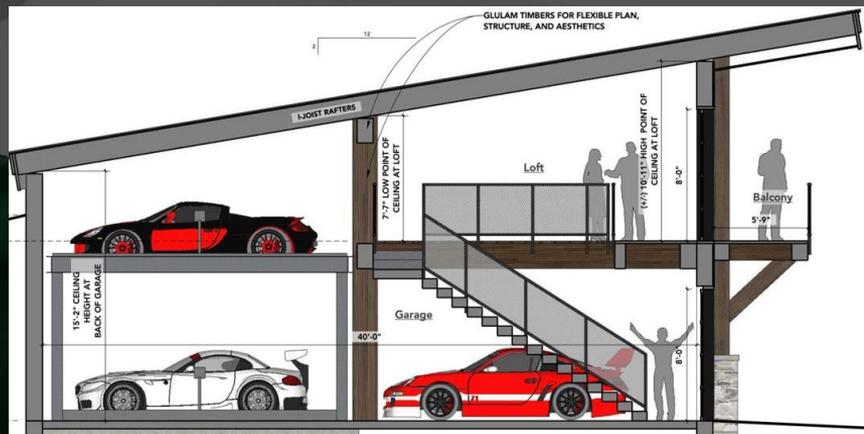
- EVENT CHALET (± 3,800 SF)
- LEACHING FIELD FOR EVENT CHALET
- EXPANDED INFIELD KITCHEN BUILDING (± 40' X 60')
- LEACHING FIELD FOR EVENT KITCHEN

# GARAGE & LOUNGE



**COMPLETE WITH:**

**3-5 CAR GARAGES  
PRIVATE LOFT & BALCONY  
LOUNGE AREA**



# HOTEL

An architectural rendering of a modern hotel building with a prominent gabled roof and a facade of large windows framed by vertical wooden slats. The building is situated on a waterfront with a stone pier and a dock. A white boat is docked at the pier, and a person is kayaking in the water. In the background, there are trees with autumn foliage and a large, curved structure with a blue roof. The sky is blue with a few birds flying.

**DELAMAR LIME ROCK**  
**2022-2023 CONSTRUCTION**  
**TO BE BUILT BY LUXURY HOTELIER**  
**GREENWICH HOSPITALITY GROUP**

# LIME ROCK DINING TERRACE

The image shows the exterior of the Lime Rock Dining Terrace. The building has a modern design with a dark roof and light-colored siding. A large covered patio area is supported by thick wooden posts. A section of the building features a stone wall. A sign on the building reads "LIME ROCK FOOD COURT". The building is surrounded by greenery, including trees and a gravel path in the foreground.

**OVERHAULED FOODSERVICE PROCESSES  
FASTER LINES, BETTER SERVICE  
SEATING UP TO 100**



# A TIMELESS DESTINATION OF MOTORING EXPERIENCES BEYOND THE EXPECTED

**LIME  
ROCK  
PARK**

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