



**RON TONKIN
GRAN TURISMO**

A TRUE PARTNERSHIP

OBJECTIVE

Highlight Ron Tonkin Gran Turismo and key brands, Ferrari and Maserati, in two exclusive courtside spaces in Moda Center

OVERVIEW:

Ron Tonkin Gran Turismo will receive exclusive branding rights to Oro Fino and the Courtside Club, as well as access to key clientele and private events.

KEY PROMOTIONAL ASSETS:

- Naming rights to Oro Fino exclusive club
- Naming rights to the Courtside Club dining area
- Tasteful integration of Ron Tonkin Gran Turismo, Ferrari, and Maserati brands
- Activations in premium spaces within Moda Center
- Access to exclusive events within the Premium 365 umbrella





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BRAND

OVERVIEW:

Ron Tonkin Gran Turismo has the opportunity to tastefully incorporate both Ferrari and Maserati into their respective premium spaces.

KEY PROMOTIONAL ASSETS:

- Brand integration among the most exclusive ticket holders, feet on floor AA's, in the private Oro Fino club
- Brand incorporation within our Courtside Club dining area which hosts ticket holders BB through EE

145

Oro Fino Ticket
Holders

600

Courtside Club
Ticket Holders





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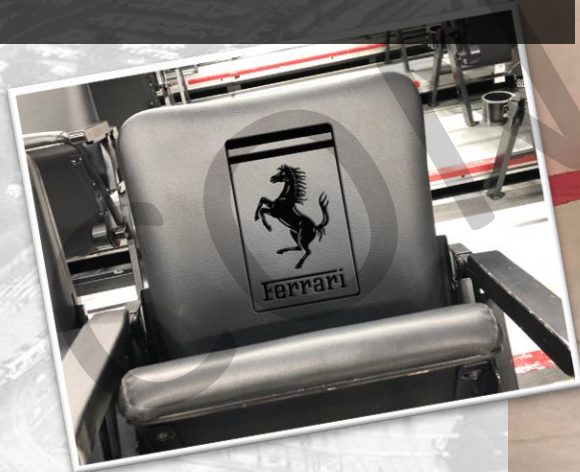
ACTIVATION

OVERVIEW:

Courtside car display and event activations gives Ron Tonkin Gran Turismo the ability to speak to the right customer, while the stitching of the Ferrari brand on the AA seats adds a chic design to the most premium fan.

KEY PROMOTIONAL ASSETS:

- Ferrari and/or Maserati car display outside of the Courtside Club eight (8) times throughout the season
- Brand incorporation with gobo lighting promoting Ron Tonkin Gran Turismo
- Brand placement on custom access cards for Courtside ticket holders
- Stylish stitching of Ferrari logo into all AA and Legend seats
- Two (2) private events on-site at Ron Tonkin Gran Turismo





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ACCESS

OVERVIEW:

Ron Tonkin Gran Turismo is woven into the two most premium points in the Moda Center year round, gaining access to key clients over a variety of events.

KEY PROMOTIONAL ASSETS:

- Access to the most exclusive ticket holders, AA and Legends, in the private Oro Fino club
- Opportunity to interact and engage with our most premium clientele

64

Moda Center
Events

738,250

Estimated in-Arena
Impressions





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EVENTS

OVERVIEW:

The Trail Blazers partnership with Ron Tonkin Gran Turismo provides access to premium ticket holders throughout the year. Ron Tonkin Gran Turismo will work with the Trail Blazers to incorporate both Ferrari and Maserati activations into premium events.

KEY PROMOTIONAL ASSETS:

- Brand integration, where applicable, at select Premium 365 events such as
 - Golf Tournament
 - Polo Match
 - Seattle Art Fair
 - Farm to Table Winery Trip
 - Gerding Theatre Holiday Event
 - Suite Tasting
 - Cook with Brooke
 - TBD additional





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COMMUNICATION STRATEGY

OVERVIEW:

The Trail Blazers will prioritize outreach to select sports business, venue trade and luxury lifestyle media to position Oro Fino as Moda Center's dynamic new, private amenity.

Oro Fino is a reward and a privilege for Trail Blazers and Moda Center's ultra-premium seat owners and patrons.

Connectivity to Ron Tonkin Gran Turismo gives rise to a luxury brand partnership unlike any other in the Trail Blazers, Moda Center, and Rose Quarter portfolio.



March 30,
2018
Soft Open



April 14, 2018
NBA Playoffs



October 2018
NBA Season
Begins





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INVESTMENT

OVERVIEW:

A partnership between the Portland Trail Blazers and Ron Tonkin Gran Turismo marries two distinct brands to a high net-worth clientele within the most premium points of our business.

NET INVESTMENT OPPORTUNITY:

- Year 1:
- Year 2:
- Year 3:
- Year 4:
- Year 5:





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ADDENDUM

Polo Match

(Legends, Courtside, Club Level and Suites)

Golf Tournament

(Legends, Courtside, Club Level and Suites)

Winery Event

(Legends only)

Gerding Theatre

(Legends, Courtside, Club Level)

July

Aug

Sept

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

June

Seattle Art Fair

(Legends Only)

Suite Tasting

(Suite Licensee Only)

NBA Season Opener

Cook With Brooke

(Courtsides, Legends, Suites, Club Level)

NBA Playoffs

