

# TRUST AUTOMOTIVE GROUP PHASE ONE ROLLOUT MASTER PACKET

**Edgar Castellano**

Trust Automotive Group

**Subject:** Phase One Rollout – Media, AI, Creative & Rally Platform

**Effective Rollout Date:** January 12, 2026

This master packet consolidates all finalized Phase One execution documents, including the Phase 1B Marketing Services Agreement (12-Month Term), creative and production rollout schedules, master execution timelines, and the Rally Club joint venture operating agreement.

The budgets allocated for each individual store under Phase One represent a budget of \$8,000 per location, as discussed and agreed upon as the Phase One allocation. All materials submitted and execution strategies are based on this budget framework.

Phase One execution includes full AI intake frameworks, fully submittable scripts for all stores in English and Spanish, store-level CTAs, QR codes, campaign call routing, and the Rally Club website infrastructure. All documents are aligned to a January 12, 2026 rollout start and intended for immediate execution.

# EXECUTIVE SUMMARY

This Phase One Rollout represents a unified media, AI, and experiential execution platform between Trust Automotive Group and AIV Holdings, LLC, designed to generate measurable vehicle sales, brand dominance, and high-net-worth engagement through integrated media and live event activations.

## Phase One Scope

- Twelve (12) month Master Services Agreement for media, AI intake, and stadium-based sales execution
- Group-wide broadcast, OTT/CTV, and digital media deployment with full attribution
- AI-driven intake, follow-up, and outreach beginning February 1, 2026
- Integrated Rally Club experiential execution governed by a separate Operating Agreement

## Rally Club – June 2026 National Event

The first Rally Club live event is scheduled for **June 2026 (dates TBD)** and will be **nationally televised on MAVTV**. Detailed broadcast placement, sponsorship inventory, and projected sponsorship revenue will be provided within **sixty (60) days** of execution commencement.

## Economic Intent

Phase One economics are designed to operate as profit centers rather than advertising expense, with media ROI, stadium sales events, and Rally Club monetization structured for measurable net contribution and long-term brand equity.

## **GLOSSARY OF TERMS**

- **Phase 1B:** Initial pilot execution phase including bilingual media, AI intake, and creative deployment.
- **Rally Club:** Membership-based experiential and promotional platform operated as a joint venture.
- **AI Intake:** Automated and live bilingual call handling, appointment setting, and lead routing system.
- **OTT / CTV:** Over-the-top and connected television advertising distribution channels.
- **Big 12:** Trust Auto Group collective dealership branding and sales event framework.
- **Launch Readiness:** Status indicating all creative, systems, payments, and routing are approved and live.

## PHASE ONE ROI – 12 MONTH VIEW

This analysis presents a 12-month return profile shown on a per-store basis and then consolidated, with Rally platform economics and stadium event ROI reflected using a 12-store participation model.

### 1. PER STORE – 12 MONTH ROI (MEDIA ONLY)

Metric	12-Month Per Store
Annual Media Spend	\$105,000
Estimated Units Sold	240
Average Gross per Unit	\$3,500
Annual Gross Profit	\$840,000
Estimated Variable Costs	(\$108,000)
Net Contribution	\$732,000
ROI Multiple	6.97x

### 2. CONSOLIDATED – 12 MONTH MEDIA ROI (14 STORES)

Metric	Consolidated
Total Annual Media Spend	\$1,470,000
Total Units Sold	3,360
Total Gross Profit	\$11.76M
Estimated Variable Costs	(\$1.51M)
Net Contribution	\$10.25M
ROI Multiple	6.97x

### 3. RALLY CLUB PLATFORM – 12 MONTH ROI

Metric	Projection
Target Members	1,250
Annual Membership Fee	\$2,500
Gross Membership Revenue	\$3,125,000
Estimated Operating Costs	(\$1,093,750)
Net Operating Income	\$2,031,250
50/50 JV Share	\$1,015,625 per Partner

### 4. STADIUM SALES EVENT ROI (12 PARTICIPATING STORES)

Metric	Event Projection
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Participating Stores	12
Units Sold (Range)	260 – 400
Average Gross per Unit	\$4,100
Gross Profit (Low)	\$1.07M
Gross Profit (High)	\$1.64M
Estimated Fixed Event Cost	\$180,000
Net Contribution (Low)	\$890,000
Net Contribution (High)	\$1.46M

All figures are planning estimates for executive decision-making and underwriting purposes.

# PHASE 1B MARKETING SERVICES AGREEMENT (90-Day Pilot Program – Phase 1B)

This Marketing Services Agreement (“Agreement”) is entered into as of **January 10, 2026** (“Effective Date”), by and between **Trust Automotive Group**, including its affiliated dealership entities (“Client”), and **AIV Holdings, LLC**, a California limited liability company (“Agency”).

## 1. SCOPE OF SERVICES – PHASE 1B

Agency shall provide an integrated Phase 1B bilingual marketing and AI execution platform for Client’s participating dealership locations, including broadcast, OTT/CTV, and digital media planning and placement; long-form paid programming (28:30); short-form direct response creative (:30 / :60 / 1:20); bilingual execution with Spanish comprising 30% of total media spend; AI-based bilingual intake, live appointment setting, missed-call recovery, and follow-up automation; OEM co-op compliance coordination; production management; and executive reporting dashboards.

## 2. TERM

This Agreement shall commence on the Effective Date of **January 10, 2026** and continue for ninety (90) days (“Pilot Term”), unless extended by mutual written agreement.

## 3. MEDIA BUDGET & EXECUTION – PHASE 1B

Client authorizes a total Phase 1B program budget of **\$105,000**. Media shall be allocated approximately 70% General Market (English) and 30% Spanish Language across broadcast television, OTT/CTV, and digital platforms.

## 4. FEES & PAYMENT

Client agrees to fund Phase 1B execution as follows:

- **First payment equal to sixty percent (60%) of the total Phase 1B budget (\$63,000)**, due and payable on or before **January 15, 2026**. This initial payment covers **all creative production services, full AI intake deployment, and includes first TV network deposits**.
- **Second payment equal to forty percent (40%) of the total Phase 1B budget (\$42,000)**, due and payable on or before **January 30, 2026**.

Wire instructions for payment are attached and incorporated herein by reference.

## 5. PERFORMANCE REVIEW & EXPANSION OPTIONALITY

At the conclusion of the Pilot Term, the parties may mutually agree in writing to extend the engagement, increase media allocation, or expand services. No expansion is implied or required under this Agreement.

## 6. INDEPENDENT CONTRACTOR

Agency acts solely as an independent contractor. Nothing in this Agreement creates a partnership, equity interest, or joint venture, except as expressly set forth in Addendum A.

**7. CONFIDENTIALITY**

Each party agrees to maintain the confidentiality of all non-public business, financial, and operational information disclosed in connection with this Agreement.

**8. GOVERNING LAW**

This Agreement shall be governed by and construed in accordance with the laws of the State of California.

**9. ENTIRE AGREEMENT**

This Agreement constitutes the entire understanding between the parties regarding the Phase 1B Pilot Program and supersedes all prior proposals or discussions.

**Trust Automotive Group**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**AIV Holdings, LLC**

By: \_\_\_\_\_

Name: Dave Riemann

Title: Managing Member

Date: \_\_\_\_\_

# AIV HOLDINGS LLC × TRUST AUTO GROUP CREATIVE MASTER SERVICES ROLLOUT

## **PHASE 1 – CREATIVE**

**January 10 – January 19**

- All scripts completed – CTAs built after studio templates
- Scripts delivered in English + Spanish
- Teleprompter-ready, studio-formatted
- Location-specific CTAs embedded

Applies to: Brand campaigns, Big 12 Giant Sales Event, Lotus Orange County

## **PHASE 2 – ASSET INTAKE & SYSTEM COORDINATION**

**January 10 – January 24**

**Trust Auto Group provides:**

- Dealer logos (SVG / PNG)
- OEM ad planner access and RMF / co-op allocation details
- Inventory photo/video assets
- Store website URLs
- CRM platform and lead email per store
- Call tracking vendor details
- Existing advertising vendor budget sheets

**AIV Holdings LLC confirms:**

- Asset completeness
- CTA accuracy
- System compatibility flags

## **PHASE 3 – RALLY & PAYMENT READINESS**

**January 15 – January 21**

- Fuel Fest Rally website live
- Membership tiers and event calendar live
- Legal waivers posted
- Credit card processing active

- End-to-end checkout testing complete

#### **PHASE 4 — PRODUCTION, AI RENDERING & TRAFFICKING**

**January 20 – January 26**

- Studio and AI segments produced
- Reader board images produced and deployed
- Long-form shows finalized (EN + ES)
- 30s / 60s / 90s cutdowns produced
- OTT / CTV and broadcast uploads complete
- Paid media campaigns built and web assets completed
- CRM and call routing QA complete

#### **PHASE 5 — FINAL QA & LAUNCH READINESS**

**January 27**

- Creative approvals finalized
- Media trafficking confirmed
- Payment systems tested – Rally
- Lead routing tested per store
- Reporting dashboards live

#### **PHASE 6 — LAUNCH**

**Week of February 2**

- Big 12 Giant Sales Event live
- All Trust Auto Group brand campaigns live
- OTT / CTV / digital and broadcast media live
- Fuel Fest Rally enrollment live
- Weekly reporting cadence begins

#### **LOCATIONS IN SCOPE**

Lotus Orange County; Trust Antelope Valley Subaru; Trust Palmdale Honda; Trust Palmdale Kia; Euro Car Orange County; Orange County INEOS Grenadier; Trust Irvine Acura; Trust Lancaster Honda;

Trust Used Fontana; Trust Used Montclair; Trust Used Santa Ana; Trust Used Norco.  
All locations included in bilingual execution and launch readiness scoring.

# TRUST AUTO GROUP / BIG 12 MASTER ROLLOUT OVERVIEW & EXECUTION CHECKLIST JANUARY 10 ROLLOUT VERSION

## **LOCKED KEY DATES**

- TrustMediaHoldings.com + Email Live: January 10
- Trust Media Holdings Operating Agreement Executed: January 10
- Creative Scripts Delivered (English + Spanish): January 10 – January 14
- Fuel Fest Rally Website Live: Week of January 20
- All Creative Fully Rendered & Trafficked: By February 3
- FULL LAUNCH (ALL CAMPAIGNS): Week of February 3

## **SECTION 1 – EXECUTIVE OBJECTIVE**

By the week of February 3, Trust Auto Group and all participating rooftops will be live with bilingual creative, fully deployed across OTT / CTV / Paid Digital / Broadcast, routing leads accurately into each store's CRM, tracking calls, accepting Fuel Fest Rally membership payments, and operating under a unified Trust Media Holdings framework.

## **SECTION 2 – END-TO-END MASTER TIMELINE**

### **PHASE 0 – DIGITAL & ENTITY FOUNDATIONS** (Complete by January 10)

- trustmediaholdings.com LIVE
- DNS + SSL finalized
- Email domain live (@trustmediaholdings.com)

### **PHASE 1 – GOVERNANCE & LEGAL** (January 10)

- Trust Media Holdings Operating Agreement SIGNED
- Ownership and authority finalized
- Media spend authority centralized
- Banking signatories confirmed

### **PHASE 2 – CREATIVE SCRIPTING** (January 10 – January 14)

- Scripts delivered in English + Spanish
- Teleprompter-ready
- Dealer-specific CTAs
- No revisions permitted after January 14

### **PHASE 3 – ASSET COLLECTION & SYSTEM ACCESS** (January 10 – January 19)

- Dealer logos
- OEM approvals and guidelines
- Inventory photos/video or AI backfill flagged
- CRM and call tracking access verified

### **PHASE 4 – RALLY & PAYMENT SYSTEMS** (January 15 – January 22)

- Fuel Fest Rally website LIVE
- Membership tiers and event calendar live
- Credit card processing active

**PHASE 5 — CREATIVE LOCK & TRAFFICKING** (January 20 – January 27)

- Long-form and short-form creative finalized
- AI segments rendered
- OTT / CTV and broadcast uploads complete

**PHASE 6 — FULLY READY STATUS** (January 28 – February 2)

- All creatives approved
- Media trafficked
- Lead routing and dashboards live

**PHASE 7 — LAUNCH** (Week of February 3)

- Big 12 Giant Sales Event LIVE
- All brand campaigns LIVE
- OTT / CTV / Broadcast LIVE

**OPERATING AGREEMENT  
OF  
RALLY CLUB HOLDINGS, LLC**

This Operating Agreement (“Agreement”) is entered into as of \_\_\_\_\_, 2026 (“Effective Date”), by and between the Members identified below.

**ARTICLE I – FORMATION**

The Members hereby form a California limited liability company under the name Rally Club Holdings, LLC (the “Company”) pursuant to the California Revised Uniform Limited Liability Company Act.

**ARTICLE II – PURPOSE & BUSINESS (RALLY ONLY)**

The exclusive purpose of the Company is to own, operate, and monetize the Rally Club membership and promotional platform, including memberships, events, sponsorships, brand integrations, merchandise, technology platforms, and national expansion initiatives. No dealership advertising, broadcast media buying, AI intake services, or stadium sales events are included except by separate agreement.

**ARTICLE III – MEMBERSHIP & OWNERSHIP**

Members: AIV Holdings, LLC and Trust Automotive Group through Edgar Castellano. Ownership interests are split 50% / 50%.

**ARTICLE IV – CAPITAL CONTRIBUTIONS**

Capital contributions shall be made only as mutually agreed in writing. No Member is required to make additional contributions absent consent.

**ARTICLE V – MANAGEMENT & CONTROL**

The Company shall be Member-managed. Major decisions require unanimous written consent of both Members.

**ARTICLE VI – FINANCIAL MATTERS**

Profits and losses shall be allocated equally. Distributions shall be made quarterly, subject to reserves.

**ARTICLE VII – INTELLECTUAL PROPERTY**

All Rally-related intellectual property is the exclusive property of the Company and may not be used outside the Company without consent.

**ARTICLE VIII – TERM & EXIT**

The initial term is five (5) years with automatic annual renewals unless terminated by mutual agreement.

**AIV Holdings, LLC**

By: \_\_\_\_\_

Name: Dave Riemann

Title: Managing Member

Date: \_\_\_\_\_

**Trust Automotive Group**

By: \_\_\_\_\_

Name: Edgar Castellano

Title: Authorized Signatory

Date: \_\_\_\_\_

## ADDENDUM A PAYMENT INSTRUCTIONS

This Addendum A is incorporated by reference into the Phase One agreements between Trust Automotive Group and AIV Holdings, LLC, and governs payment instructions for all amounts due to AIV Holdings, LLC.

### **WIRE INSTRUCTIONS – AIV HOLDINGS, LLC**

Bank Name: EverBank

Bank Address: 301 W. Bay Street, Jacksonville, FL 32202

ABA / Routing Number: 063000225

Account Name: AIV Holdings, LLC

Account Number: 00760139962

Recipient Address: 17 Cornflower Street, Coto de Caza, CA 92679

Country: United States

Contact: 949-303-9238

All payments made pursuant to the Phase One Marketing Services Agreement and related addenda shall be made in accordance with the instructions above unless otherwise agreed in writing.

## SIGNATURE PAGE

IN WITNESS WHEREOF, the parties have executed the Phase One agreements as of the dates set forth below.

### **TRUST AUTOMOTIVE GROUP**

By: \_\_\_\_\_

Name: Edgar Castellano

Title: Authorized Signatory

Date: \_\_\_\_\_

### **AIV HOLDINGS, LLC**

By: \_\_\_\_\_

Name: Dave Riemann

Title: Managing Member

Date: \_\_\_\_\_

These signature blocks are intended for electronic execution (DocuSign / Adobe Sign compatible).

## PHASE ONE ROI – 12 MONTH VIEW

This analysis presents a 12-month return profile shown on a per-store basis and then consolidated, with Rally platform economics and stadium event ROI reflected using a 12-store participation model.

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Net Contribution (High)	\$1.46M

All figures are planning estimates for executive decision-making and underwriting purposes.

# RALLY CLUB EXECUTION ADDENDUM

## PHASE ONE ROLLOUT

This Rally Club Execution Addendum supplements the Phase One Rollout documentation between Trust Automotive Group and AIV Holdings, LLC and incorporates the Rally execution framework previously presented in the Fuel Fest Rally Club deck.

### **1. RALLY EXECUTION SCOPE**

The Rally Club execution includes a multi-day, multi-city driving experience, curated routes, exclusive hospitality, brand sponsorship integrations, professional media capture, and member-only events as outlined in the Fuel Fest Rally Club deck (attached).

### **2. EVENT TIMING**

The parties confirm that the first Rally Club live event is planned for **June 2026 (dates TBD)**. All city routing, hotel blocks, venues, and production schedules will be finalized no later than ninety (90) days prior to launch.

### **3. INTEGRATION WITH PHASE ONE**

Rally Club execution operates as a separate joint venture under the Rally Club Operating Agreement and is not part of the media Master Services Agreement. Phase One media may be used to support Rally awareness and membership enrollment under separate authorization.

### **4. GOVERNING DOCUMENTS**

This Addendum incorporates by reference the Fuel Fest Rally Club deck dated April 11, 2026, which provides detailed route plans, chapter structure, membership inclusions, sponsorship framework, and preliminary financial modeling.

# OPERATING AGREEMENT OF RALLY CLUB HOLDINGS, LLC

This Operating Agreement (“Agreement”) is entered into as of \_\_\_\_\_, 2026 (“Effective Date”), by and between the Members identified below.

## **ARTICLE I – FORMATION**

The Members hereby form a California limited liability company under the name Rally Club Holdings, LLC (the “Company”) pursuant to the California Revised Uniform Limited Liability Company Act.

## **ARTICLE II – PURPOSE & BUSINESS (RALLY ONLY)**

The exclusive purpose of the Company is to own, operate, and monetize the Rally Club membership and promotional platform, including memberships, events, sponsorships, brand integrations, merchandise, technology platforms, and national expansion initiatives. No dealership advertising, broadcast media buying, AI intake services, or stadium sales events are included except by separate agreement.

## **ARTICLE III – MEMBERSHIP & OWNERSHIP**

Members: AIV Holdings, LLC and Trust Automotive Group through Edgar Castellano. Ownership interests are split 50% / 50%.

## **ARTICLE IV – CAPITAL CONTRIBUTIONS**

Capital contributions shall be made only as mutually agreed in writing. No Member is required to make additional contributions absent consent.

## **ARTICLE V – MANAGEMENT & CONTROL**

The Company shall be Member-managed. Major decisions require unanimous written consent of both Members.

## **ARTICLE VI – FINANCIAL MATTERS**

Profits and losses shall be allocated equally. Distributions shall be made quarterly, subject to reserves.

## **ARTICLE VII – INTELLECTUAL PROPERTY**

All Rally-related intellectual property is the exclusive property of the Company and may not be used outside the Company without consent.

## **ARTICLE VIII – TERM & EXIT**

The initial term is five (5) years with automatic annual renewals unless terminated by mutual agreement.

**AIV Holdings, LLC**

By: \_\_\_\_\_

Name: Dave Riemann

Title: Managing Member

Date: \_\_\_\_\_

**Trust Automotive Group**

By: \_\_\_\_\_

Name: Edgar Castellano

Title: Authorized Signatory

Date: \_\_\_\_\_

# AMENDMENT & ADDENDUM

## TERM EXTENSION, RALLY MILESTONES & AI OUTREACH STRATEGY

This Amendment & Addendum updates the Phase One Rollout documentation between Trust Automotive Group and AIV Holdings, LLC to reflect a revised term, defined Rally Club milestone timelines, and expanded AI-driven outreach execution.

### 1. TERM REVISION – AIV HOLDINGS

Notwithstanding any prior reference to a ninety (90) day pilot, the term of the **Master Services Agreement between AIV Holdings, LLC and Trust Automotive Group (Media)** shall be **twelve (12) months** commencing on January 10, 2026, unless earlier terminated pursuant to the Agreement. All Phase One execution is governed by this twelve-month term.

### 2. RALLY CLUB – JUNE 2026 EVENT MILESTONE TIMELINE

Milestone	Target Timing
Rally Event Dates	June 2026 (TBD)
Route & City Lock	By March 1, 2026 (90 days prior)
Hotel / Venue Contracts Executed	By March 15, 2026
Sponsor Commitments Finalized	By April 1, 2026
Member Enrollment Push	April 1 – May 31, 2026
Final Production & Logistics Lock	By May 15, 2026
Rally Execution Window	June 2026

### 3. AI EXECUTION & OUTREACH STRATEGY (BEGINNING FEBRUARY 1, 2026)

Beginning February 1, 2026, AIV Holdings shall deploy a targeted, AI-driven outreach strategy to accelerate Rally Club enrollment and awareness.

#### Primary Outreach Segments

- All existing contacts and leads within Trust Automotive Group databases
- All historical and new inquiries originating from the Euro Car website
- Prior purchasers, service customers, and prospects within Euro Car-affiliated luxury dealerships, including but not limited to Ferrari of Newport Beach, Ilusso, Lamborghini Newport Beach, Fletcher Jones Motorcars, and similar high-net-worth automotive segments

#### Execution Channels

- AI-assisted outbound calling (live + automated)
- Personalized SMS and email sequences
- Event-specific landing pages and RSVP workflows
- Human handoff for qualified high-intent prospects

**Objective**

The objective of this outreach is to build early awareness, pre-qualify participants, and convert high-net-worth automotive enthusiasts into paid Rally Club members ahead of the June 2026 event.

This Addendum is incorporated into and made part of the Phase One Rollout documentation. Except as expressly modified herein, all other terms remain unchanged.

# ANGEL STADIUM OF ANAHEIM – SPONSOR & VENDOR OFFSET SUMMARY

This one-page summary outlines sponsor, vendor, and exhibitor participation designed to offset Trust Automotive Group’s fixed costs associated with the August 2026 Angel Stadium sales event. No title sponsorship or stadium naming rights are contemplated.

## Offset Categories

Category	Description	Estimated Offset
Supporting Sponsors	Brand-aligned sponsors (non-title, non-stadium)	\$30,000
On-Site Vendors	Food, lifestyle, automotive accessories, fintech	\$25,000
Exhibitor Booths	Automotive, luxury, EV, performance exhibitors	\$20,000
<b>TOTAL ESTIMATED OFFSET</b>		<b>\$75,000</b>

## Execution Notes

- Sponsor and vendor outreach begins immediately following Phase One launch
- All participants are non-competing and brand-aligned
- Sponsorships are limited to on-site presence and promotional inclusion only
- All offset revenue directly reduces Trust Automotive Group’s net event cost

## RALLY CLUB – PRODUCTION & EVENT ROI

<b>Revenue Source</b>	<b>Estimated Amount</b>
Rally Membership Revenue (General + VIP)	\$2,980,000
Rally Club Sponsorship Revenue	\$1,466,000
Total Rally Revenue	\$4,446,000
Total Event Costs	(\$2,479,750)
Gross Event Profit	\$1,966,250
Production Partnership Net Revenue	\$74,000
Total Combined Rally ROI	\$2,040,250

## PHASE ONE SCOPE – CLARIFICATION

In addition to the services previously described, Phase One expressly includes a full and comprehensive analysis of all existing marketing contracts, vendor billing, media commitments, and spend obligations currently in place for Trust Automotive Group. As part of this Agreement, AIV Holdings will evaluate vendor performance, billing accuracy, contractual efficiency, and cost structures, with the objective of identifying measurable cost savings, eliminating inefficiencies, and delivering clear ROI reporting across all advertising sources.

## AGREEMENT REFERENCES – FINAL CORRECTION

Any reference in this document to a “Trust Media Holdings Operating Agreement” or similarly titled agreement is deleted and replaced as follows:

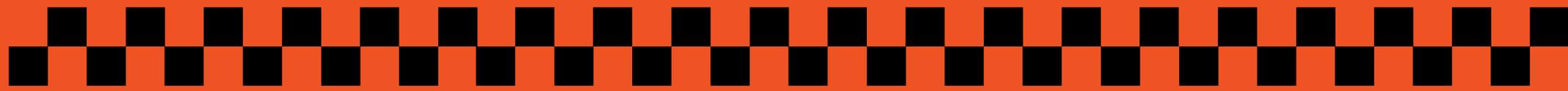
- All media, advertising, AI execution, broadcast, OTT/CTV, billboard, radio, and Angel Stadium execution are governed exclusively by the **Master Services Agreement between AIV Holdings, LLC and Trust Automotive Group**.
- All Rally-related activities, events, ownership interests, and execution are governed exclusively by the **Rally Club Operating Agreement**.

No other operating agreements apply.

# FLUELFEST

Rally

3 DAYS x 3 CITIES x 1000+ MILES



# Experience An Exclusive Rally Club Like No Other. Founded on a Passion for Cars and Community.

Fuel Fest Rally.

IF YOU HAVE EVER WANTED TO EXPERIENCE A FUEL FEST EVENT, NOW IS YOUR OPPORTUNITY TO BE PART OF AN EXCLUSIVE RALLY COMMUNITY THAT TAKES THE FUEL FEST EXPERIENCE TO A NEW LEVEL.





# THIS UNIQUE AND EXCLUSIVE RALLY MEMBERSHIP IS LIKE NO OTHER RALLY COMMUNITY.

**Fuel Fest Rally** is as much about the people as it is about the cars, driving, and curated locations. We limit the number of members (per chapter) to 250, total – making Fuel Fest Rally one of the most exclusive rally memberships in the world.

**MEGA RUN RALLY BEGINS WITH THESE 4 CHAPTERS:**

Los Angeles

Orange County

San Diego County

Arizona

# Exclusive Membership Includes

Annual Membership Covers 2 People. Entry Fee – 1 Car, 2 People.

## DAY 1

- Fuel Fest Swag Bags (For Two)
- Exclusive Fuel Fest Apparel Pack (For Two)
- Official Fuel Fest Mega Run Vehicle Sticker Packet Applied By Our Graphics Sponsor
- Downloadable App For Optimal Route Directions & Communications
- Welcome Breakfast – Lunch and Dinner Event (For Two)
- 1 Night Stay – JW Marriot Palm Springs (1 Room/2 People)

## DAY 2

- Light Breakfast & Official Start Grid (For Two)
- Breathtaking Group Drive/Scenic Stops Scouted By The Fuel Fest Team
- Private Lunch – (For Two)
- Official Fuel Fest Dinner W Hotel (For Two)
- 1 Night Stay – W Hotel Scottsdale (1 Room/2 People)
- Professional Photography And Videography Throughout The Rally

## DAY 3

- Light Breakfast & Official Start Grid Day 3 (For Two)
- Group Drive/Scenic Stops Scouted By The Fuel Fest Team
- Lunch – (For Two)
- Official Fuel Fest Dinner Aria Hotel (For Two)
- 1 Night Stay – Aria Hotel (1 Room/2 People)
- VIP access to Fuel Fest Mega run Experience Pool Party exclusively at Wet Republic Ultra Pool Las Vegas Sunday.
- Personalized Fuel Fest Sticker, add your name to our big FF letters.
- 2023 Fuel Fest Tour Poster signed by Cody Walker & Tyrese Gibson.
- Access to a Members Only Facebook Group
- Event format gives everyone a chance to win.
- BIG prizes & awards will be given to honor the best cars and most interesting personalities at the event

THIS IS A 3 DAY RALLY WITH ALL CHAPTERS MEETING IN ORANGE COUNTY CALIFORNIA AT THE OAKLEY HEADQUARTERS AND ENDING IN LAS VEGAS NEVADA.



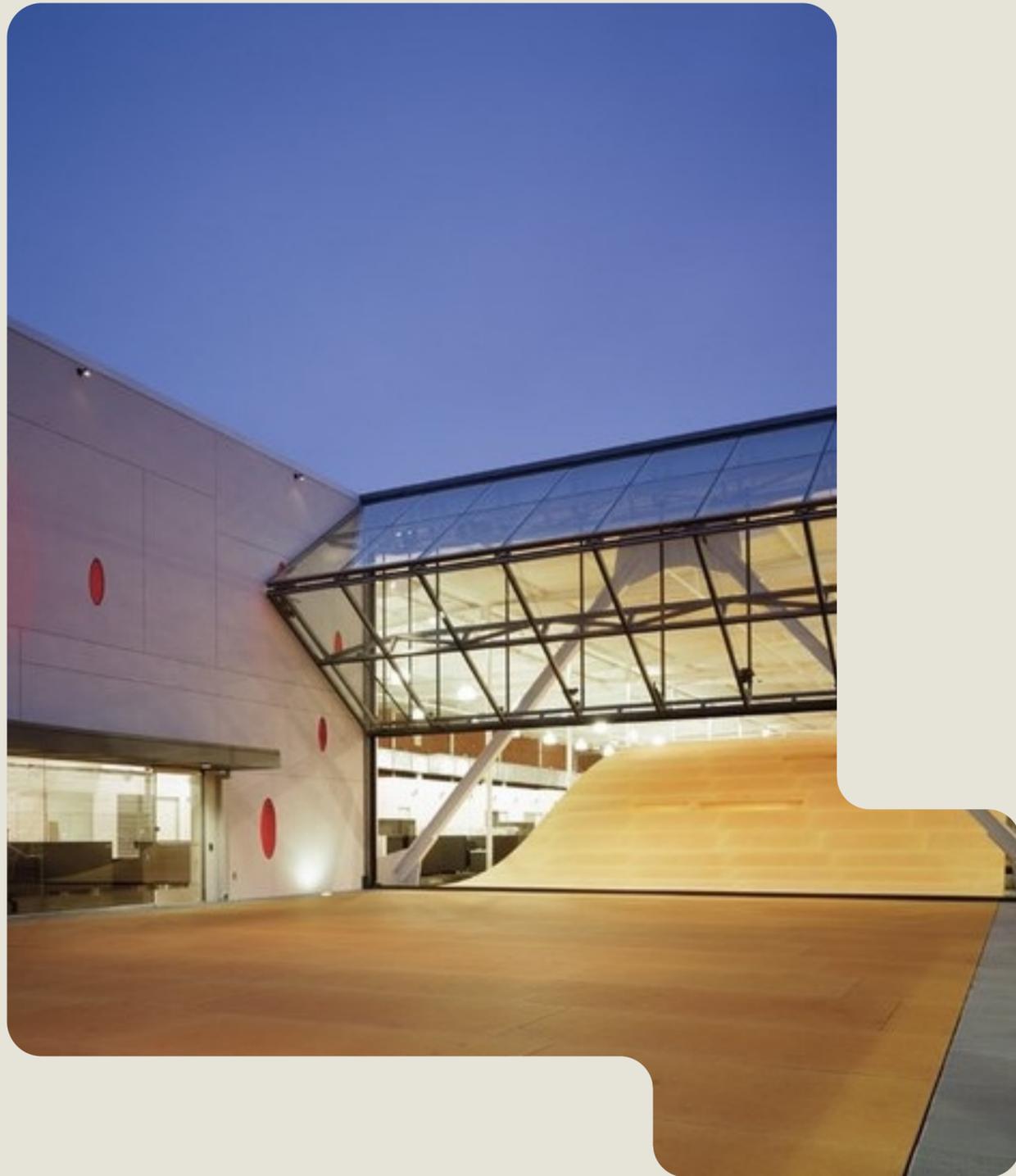
Each rally point will have a lead car driven by a special guest from Fast and The Furious. This mega run rally will take members through some of the most exciting routes in CA, AZ and Nevada. All captured on film by helicopters, and studio film crews. Each overnight destination will have live music and entertainment.



FUEL FEST MEGA RUN 2023

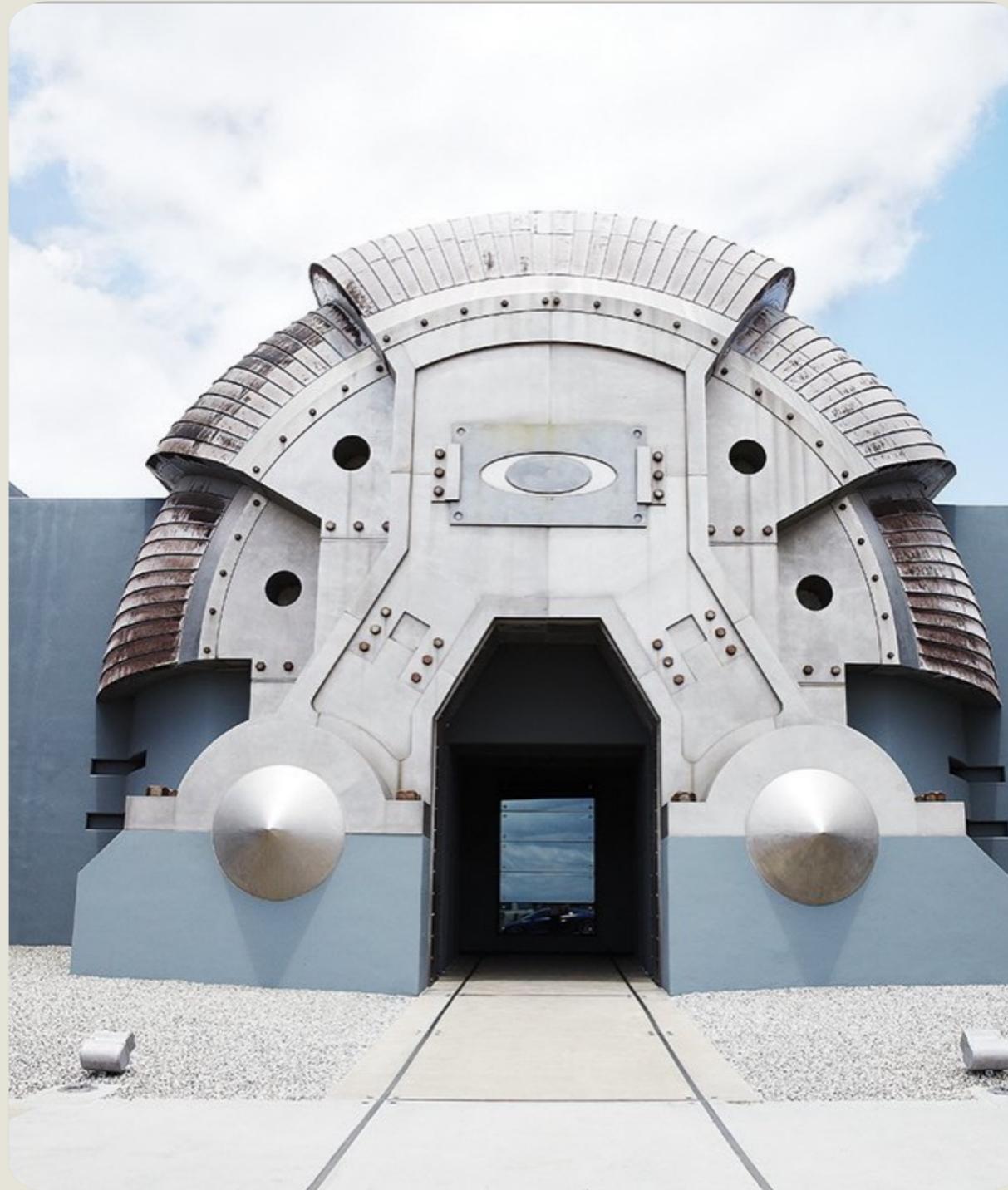
# FUEL FEST MEGA RUN

## LA CHAPTER



Day #1 LA Membership Chapter – First Destination Red Bull Headquarters  
Drivers Meeting – Breakfast Car Livery Graphic Package Installed, Fuel Fest Drivers Gift Bag.  
Rally Groups – Exotic – Classic – Japanese  
Groups Will Be Split Up And Departure Times To Oakley Headquarters Will Be Scheduled.

ORANGE  
COUNTY  
INLAND  
EMPIRE  
CHAPTER



**Meeting location –  
Oakley HQ**  
*(Foothill Ranch CA)*



**Meeting location –** Oakley headquarters  
– Foothill Ranch CA.

Drivers meeting – breakfast - car livery  
graphic package installed, fuel fest  
drivers gift bag.

# FUEL FEST MEGA RUN

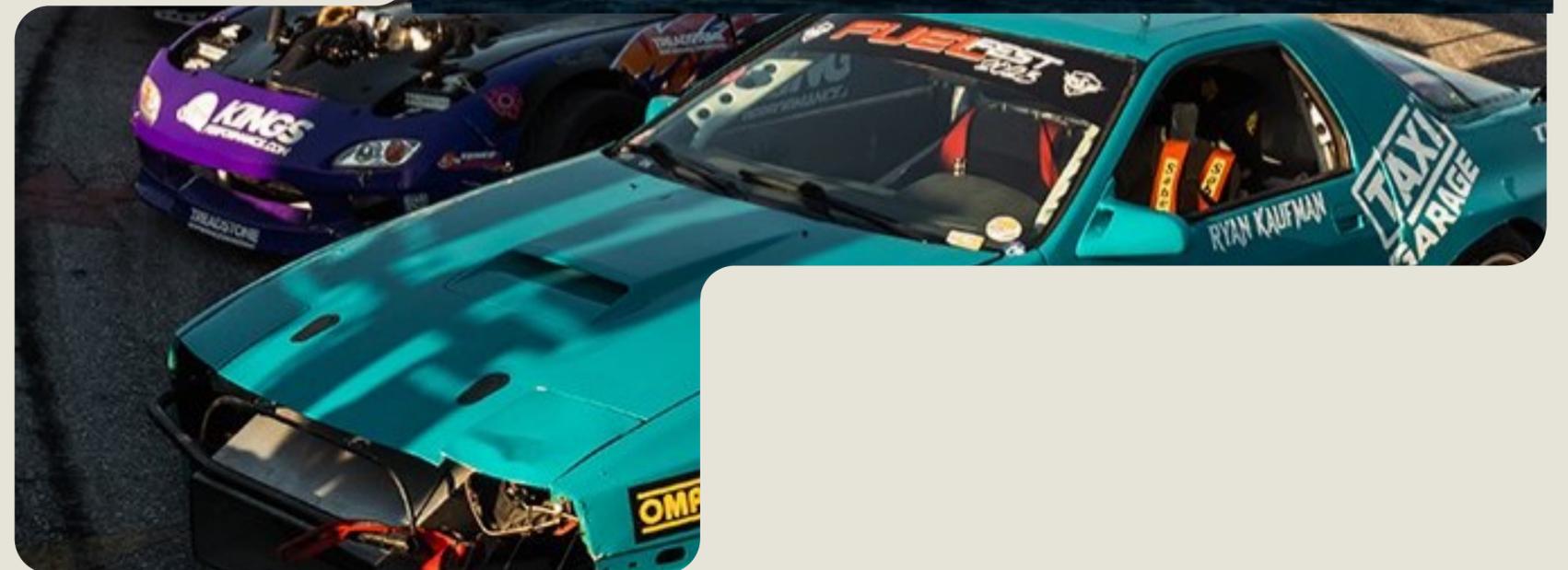
## SAN DIEGO

## CHAPTER



**Meeting location** – Broadway Pier location  
home of the Americas Cup Tour

**Drivers meeting** – breakfast car livery graphic  
package installed, fuel fest drivers gift bag



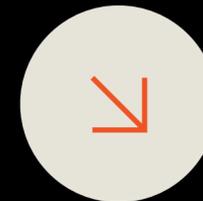
LA RED BULL HEADQUARTERS TO OAKLEY HEADQUARTERS – Foothill Ranch

OC INLAND EMPIRE CHAPTER – MEET AT OAKLEY Foothill Ranch

SD BROADWAY PIER TO OAKLEY HEADQUARTERS – Foothill Ranch



# ALL CHAPTER KICK OFF



LUNCH SERVED – FINAL

DRIVERS MEETING

DRIVER DEPARTURE TIMES

WILL BE SCHEDULED





Each car will be responsible to post photos on Instagram with proper captions and hashtags to make sure the proper routes are followed by all groups. Cash and prizes will be given to members in several categories.

## SOCIAL MEDIA REQUIREMENTS

## Leg 1 - OC to Palm Springs (Est. 5 Hours)

**DEPARTURE:** OKALEY HEADQUARTERS

- >> TO THE 241 TOLLWAY
- >> TO LOS PATRONES PARKWAY
- >> TO ORTEGA HIGHWAY
- >> CONTINUE THROUGH HIGHWAY 74
- >> TO IDILLWILD

**ARRIVE:** PALM SPRINGS



## Leg 2 – Palm Springs to Arizona (Est. 5 Hours)

**DEPARTURE:** JW Marriott, Palm Springs

- >> HIGHWAY 78 TO BLYTHE (TOWARDS GLAMIS)
- >> TO I-10 TO US 60 WICKENBURG – VULKTURE MINE RD BACK TO I-10
- >> CONTINUE STRAIGHT TO VIVID RACING HQ  
(OPTIONAL MEET UP WITH AZ GROUP HERE)

**LUNCH:** @ VIVID RACING

- >> TO FINAL DESTINATION (AZ HOTEL)
- >> **SEE NEXT SLIDE**



## Check-In, Have Dinner

Balancing the driving time with exploration and rest at the JW Marriott, Palm Springs.

**Check-In:** JW Marriott, Palm Springs

**Dinner & Special Event:** 7:00 pm



## AZ Chapter Meet & Greet

**DEPARTURE:** AZ Hotel

- >> BREAKFAST W/AZ CHAPTER
- >> LIVERY INSTALLED (GIFT BAGS)
- >> DRIVERS MEETING & INTROS FOR AZ CHAPTER



## Leg 3 - AZ to Las Vegas (Est. 5 Hours)

**DEPARTURE:** JW Marriott, Palm Springs

- >> TO CONGRESS ARIZONA, YARNELL AZ
- >> TO KIRKLAND VALLEY ROAD, BACK TO 93
- >> FUEL STOP: WIKEUP, AZ
- >> TO KINGMAN, AZ OVER THE HOOVER DAM

**ARRIVE:** @ ARIA LAS VEGAS



## Final Destination: Awards Ceremony

**ARRIVE:** Aria Resort & Casino, Las Vegas

- Awards Ceremony
- Video Presentation of Event (incl. clips from Heli filming and social media compilation)
- Club Party



# FINAL DESTINATION



ARIA HOTEL VEGAS

AWARDS CEREMOINY

VIDEO PRESENTATION OF EVENT

CLUB PARTY

Descriptions General Membership	Fees Per Person	Total Revenue	Total Event Costs
Membership General Membership 750	\$1,250	937,500.00	
Hotel \$333 Day	\$1,000	750,000.00	\$750,000.00
Food \$333 Day	\$1,000	750,000.00	\$750,000.00
Entertainment	\$100	75,000.00	\$75,000.00
Club Night Wet Republic	\$100	75,000.00	\$75,00.000
Security	0	0	
Helicopter	\$25.00	18750.00	\$15,000.00
Talent			
Talent Staff	\$50.00	37,500.00	37,500.00
Insurance	\$25.00	18,750.00	\$12,000.00
Sanitation	\$10.00	\$7,500.00	\$5000.00
Permits	\$10.00	\$7500.00	\$5000.00
Merchandise	\$50.00	\$37500.00	\$35,000.00
<b>Totals Cost 1,250 Per Member</b>	<b>\$3,620.00</b>	<b>\$2,715,000.</b>	<b>\$1,759,500</b>

Descriptions VIP Membership	Fees Per Person	Total Revenue	Total Event Costs
Membership VIP 250 VIPS	\$2,000	500,000.00	
Hotel \$500 Day	\$1,500	375,000.00	\$375,000.00
Food \$333 Day	\$1,000	250,000.00	\$250,000.00
Entertainment	\$100	25,000.00	\$25,000.00
Club Night Wet Republic	\$100	25,000.00	\$25,00.000
Security	0	0	
Helicopter	\$25.00	6250.00	\$5000.00
Talent			
Talent Staff	\$50.00	\$12,500.00	\$12500.00
Insurance	\$25.00	\$6250.00	\$5000.00
Sanitation	\$10.00	\$2500.00	\$2000.00
Permits	\$10.00	\$2500.00	\$2000.00
Merchandise	\$100.00	\$25,000.00	\$25,000.00
<b>Totals Cost 2,000 Per Member</b>	<b>\$4,920,00</b>	<b>\$1,230,000.00</b>	<b>\$720,250.00</b>



OPTIONAL RALLY DRIVES



→ **LEG #4A – VEGAS TO OC - RETURN**  
INQUIRE FOR COST

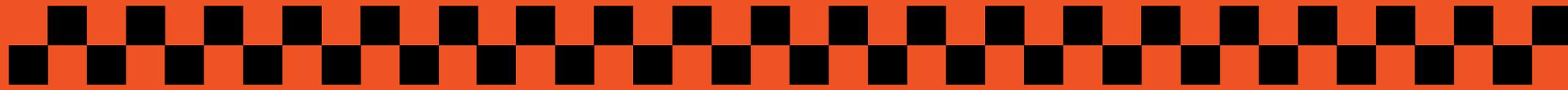
→ **LEG #4B – VEGAS TO LA - RETURN**  
INQUIRE FOR COST

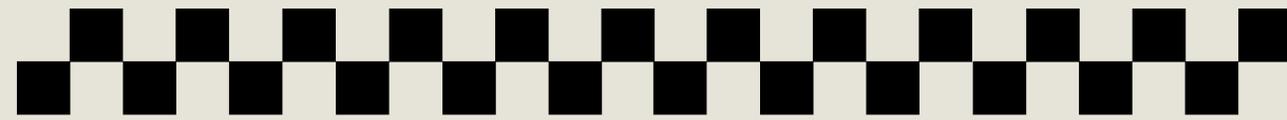
→ **LEG #4C – VEGAS TO AZ - RETURN**  
INQUIRE FOR COST

# FUEL FEST

FUEL FEST PROMOTIONS

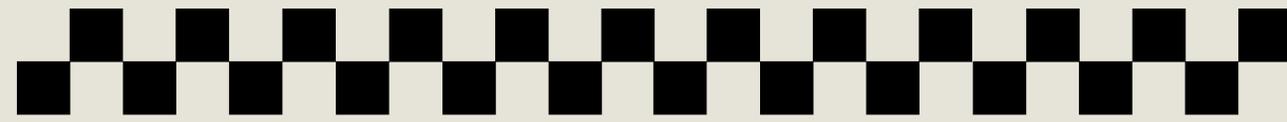
TV Production & Distribution





# Featured Sponsors Opportunities





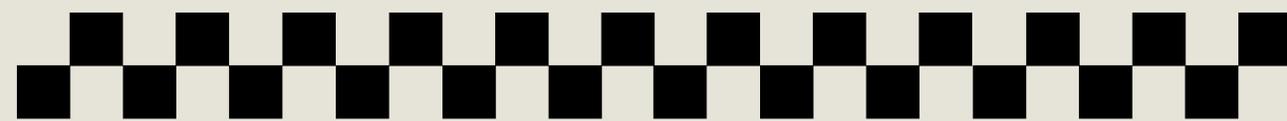
# Featured Sponsors Opportunities



FUELFEST



Featured Sponsors } Red Bull OAKLEY



# Existing Sponsors



**Official Charity**



**Premium Car Section**



**Festival Stage Sponsor**



**Official Pin Sponsor**



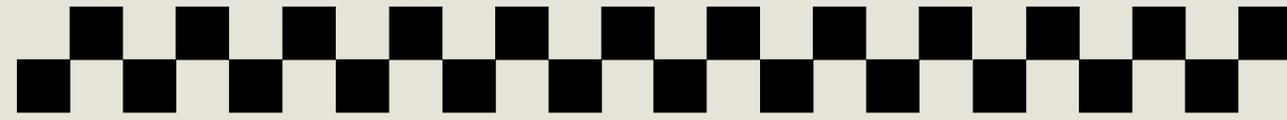
**Official PPF**



**Taste of Tokyo Show Area Sponsor**

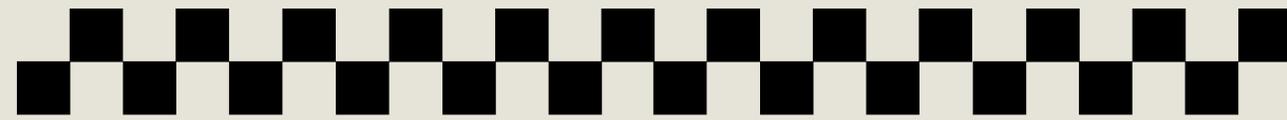


**MARINES**



# Television Distribution Opportunities





# Live Stream Opportunities



## FUELFEST SPONSORSHIP OPPORTUNITIES

At Fuel Fest Promotions we work with Sponsors, Tracks, Drivers & Performers to Bring Your Brand to Life!

Ultimately we are building relationships where everyone wins. Tracks, Teams, Drivers and performers all have outstanding marketing opportunities, but building relationships with sponsors takes time and trust. We are here to help develop that and we PROTECT our Sponsors by following through on contract obligations and shopping for the right opportunities for each Sponsor. So whether you have inventory to sell, want to get involved in sponsoring racing or are just curious of how it all works, Fuel Fest Promotions can help, and will deliver!

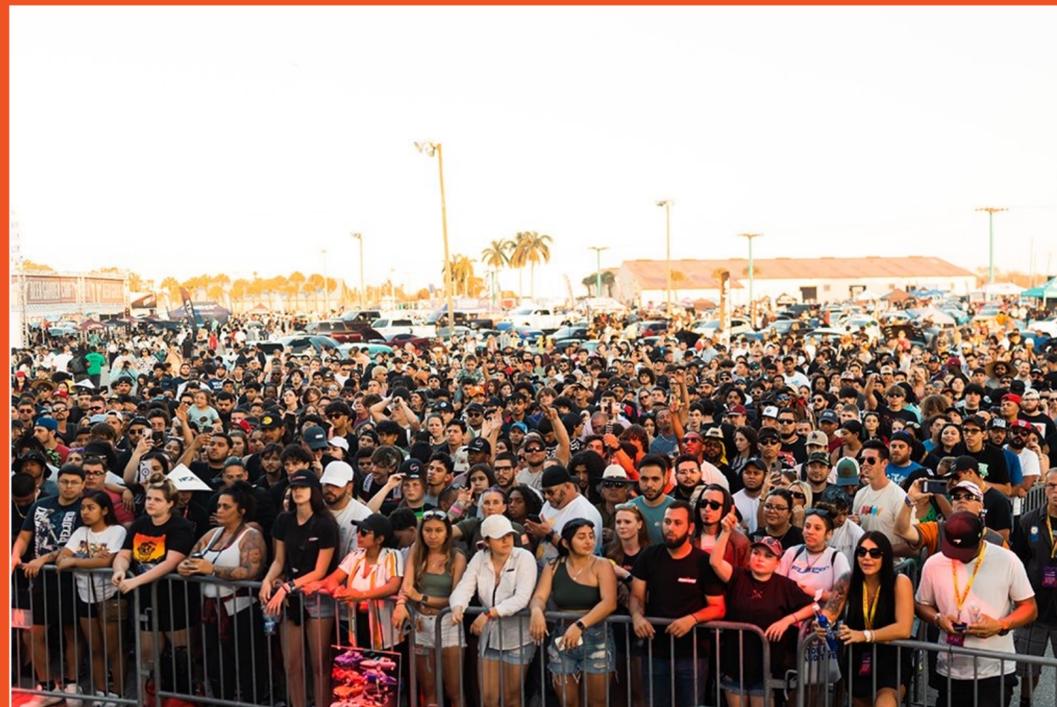


# FUELFEST SPONSORSHIP OPPORTUNITIES

## BRANDING

### WHY SPONSOR A CAR?

The unique value of sponsoring a car lies in bolstering the connection between consumer and brand, which ultimately leads to better return on investments of brand objectives. This can include brand recognition, image, preference, and more.



# FUELFEST SPONSORSHIP OPPORTUNITIES

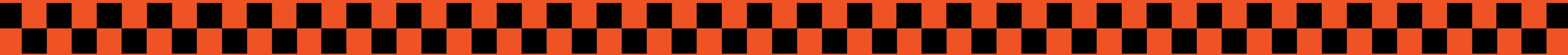


## BRANDING

### WHY SPONSOR A CAR?

#### PRIMARY SPONSORSHIP

Primary Sponsors are the paramount of racing sponsorships. With a Primary Sponsorship, your brand is featured on most of the racecar. A full Primary Sponsorship will generally place your branding on the hood, both quarter panels, the roof, and the deck lid. With a Primary Sponsorship, your brand becomes the car, giving you the image of ownership.

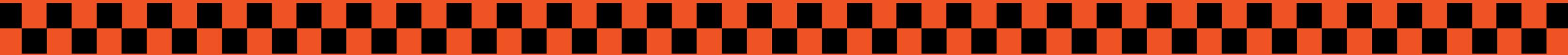


## BRANDING

### WHY SPONSOR A CAR?

#### PARTIAL PRIMARY SPONSORSHIP

A Partial Primary Sponsorship usually involves your brand being featured on the hood or on both quarter panels of a racecar. In many cases, a Partial Primary Sponsorship is where the Primary Sponsorship is split between multiple brands. This can be to stretch budgets over a longer period of races, or often between brands that wish to co-brand. Quite often, brands will split a racecar with their suppliers, retailers, customers, or non-profits that they are doing business with.



## BRANDING

### WHY SPONSOR A CAR?

#### ASSOCIATE SPONSORSHIP

Associate Sponsorships are generally smaller logos behind or in front of the tires. These logos can also appear on the areas connecting the roof to the cars, often referred to as “B or C Posts”. Associate Sponsor spots are often filled with brands that have Primary Sponsorships throughout the year, but in many cases these spots are not all filled. While the exposure is reduced, Associate Sponsorships are a very affordable way to be involved in racing. This allows the use of imagery of the car on and off the track and takes advantage of the sport in your own marketing efforts. Associate sponsorships on cars that are coupled with Race Day Hospitalities create a great way to maximize your results in Racing Sponsorships.



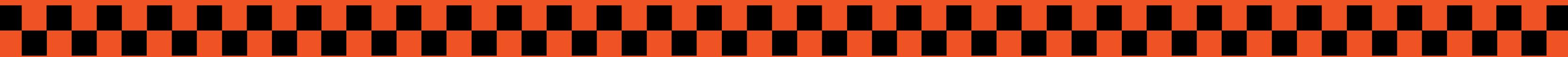
## BRANDING

### WHY SPONSOR A CAR?

#### SUPPORTING SPONSORSHIP

Supporting Sponsorships are a very budget friendly way to be involved. A Supporting Sponsorship can be anything from purchasing a logo on a driver's suit, to simply having a logo or hero cards on a team's website. Supporting Sponsorships are generally used to help teams with travel expenses, or just overall costs. This style of sponsorship is much more focused on being able to help the team, and to have the right to use images throughout the year in a brand's other marketing efforts. Being a part of racing brings great value, and Supporting Sponsorships are a great way to dip a toe in the water of racing without too much risk.

# FUELFEST SPONSORSHIP OPPORTUNITIES

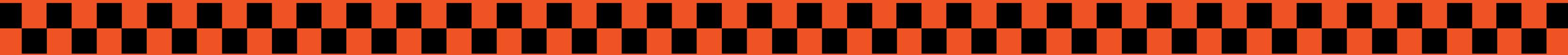


## VISIBILITY

### WHY DO A TRACK SPONSORSHIP?

Track Sponsorships are a great opportunity to truly maximize visibility for your brand. Most Track Sponsorships involve year-round signage and have great potential for TV exposure during Race Days. Track Sponsorships also offer a great opportunity for you to be involved in face-to-face interactions with customers or end users.

# FUELFEST SPONSORSHIP OPPORTUNITIES

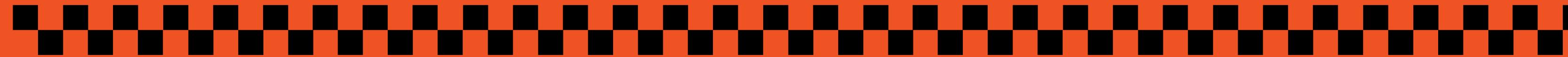


VISIBILITY

## RACE ENTITLEMENT

Race Entitlements give you the naming rights of a race. Welcome to the “Fuel Fest Texas Motor speedway”. The branding potential in a Race Entitlement is astounding. TV announcements, tickets printed with your logo, signage around the track, space in the Fan Zones around the track, and so much more. A Race Entitlement is a comprehensive sponsorship that requires a lot of planning, but when done correctly, gives a tremendous amount of visibility. Entitlements offer hospitality, opportunities to make valuable business connections and so much more!! Understanding and implementing all of the assets of an entitlement are key to getting the full value..

# FUELFEST SPONSORSHIP OPPORTUNITIES

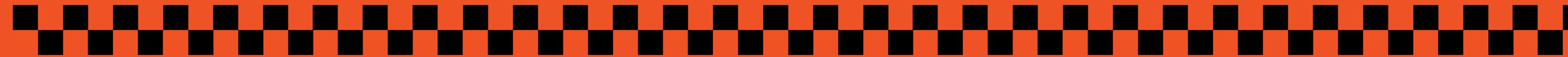


VISIBILITY

## TRACK SIGNAGE

Track Signage provides you with an impressive amount of exposure on Race Day, and the potential for a good amount of TV exposure as well. Most Track Signage deals are done annually, and many of the tracks have more events than just racing. Track Signage offers you a lot of visibility to not only race attendees, but to anyone attending a track event year-round. Many tracks host concerts and other special events, so posting signage is a great opportunity to offer your brand year-round visibility.

# FUELFEST SPONSORSHIP OPPORTUNITIES

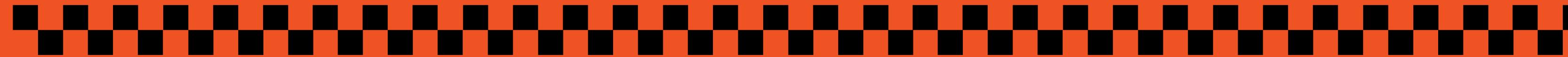


## VISIBILITY

### FAN ZONE

Fan Zones are packed at racetracks. When fans attend races, they often make it an all-day event and spend time strolling around the track, interacting with booths, and checking out products. This offers you a unique opportunity to interact and engage with customers. Fan Zones can be used to collect customer information, sample products, or to sell products in many cases. Showcasing your product for thousands of fans to touch and feel while you are collecting contact information and live feedback is a great value for any brand.

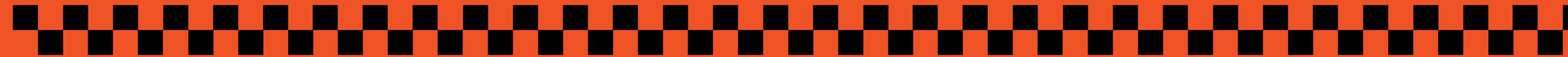
# FUELFEST SPONSORSHIP OPPORTUNITIES



VISIBILITY

## OFFICIAL SPONSOR

Becoming an Official Partner of a track can be a very smart branding play! It offers brand visibility, brand loyalty, a large amount of customer data, and a huge opportunity for B2B (business to business) relationship building. Tracks work with many local and national companies, and generally have great relationships with them. Tracks will often offer an opportunity for you to not only present your products to their patrons, but to their partners as well.

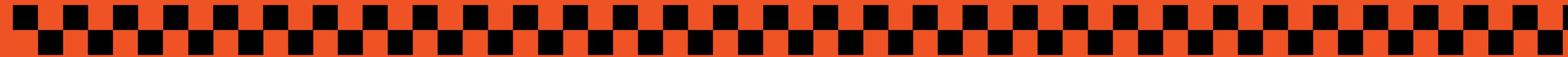


RELATIONSHIPS

**WHAT IS RACEDAY HOSPITALITY**

Raceday Hospitality is the Experience of the Race. Whether in the suites, the infield, the campgrounds, or the stands there is no experience like what Racing has to offer. Utilizing Raceday Hospitality to entertain clients, customers or even employees can go further for your Brand than you ever imagined!

# FUELFEST SPONSORSHIP OPPORTUNITIES

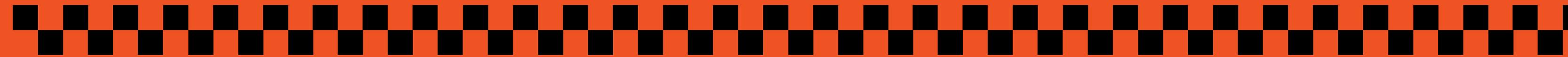


## RELATIONSHIPS

### VIP HOSPITALITY

VIP Hospitality gives you and your associates the royal treatment during a Raceday. Watch a Race from the suites towering above the track, an infield suite, or even the Pit box! Get VIP treatment from the track and show your guests the time of their lives. Arrange meals, drinks, special appearances, and so much more. A VIP Hospitality during a Race is something you and your guests will never forget.

# FUELFEST SPONSORSHIP OPPORTUNITIES



## RELATIONSHIPS

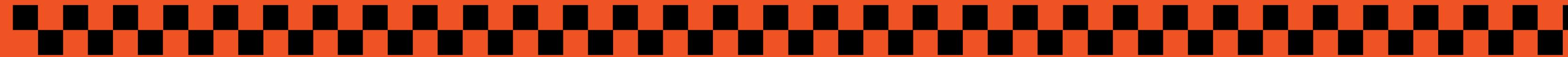
### CAMPING HOSPITALITY

Camping Hospitality is a great way to entertain guests. Hospitality Camping locations vary from race track to race track but the value remains the same no matter where you go.

Whether your camping location is in the infield of Daytona International Speedway or the back stretch of Texas Motor Speedway you are sure to enjoy the view and the comradery.

Camping Hospitality is an affordable way to entertain a large group of guests and share an amazing experience with them

# FUELFEST SPONSORSHIP OPPORTUNITIES

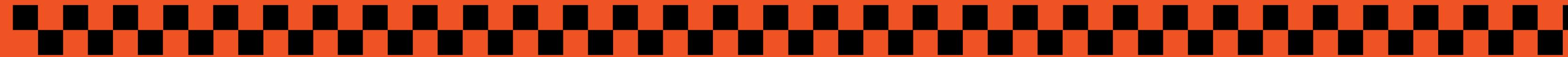


## RELATIONSHIPS

### MEET AND GREETES

Meet and Greets can be arranged with teams, driver and legends of Racing. Meet and Greets can be done in person or virtually but this is a great opportunity for you to have your guests meet and engage with their favorite drivers, or team members. Another reason racing is so much different than other sports. The access to drivers, owners, crew members is readily available if you have the right contacts. Whether you are do a Car Sponsorship, Track Sponsorship, Raceday Hospitality Meet and Greets are a great way to give your guests something to tell all their friends and families about!

# FUELFEST SPONSORSHIP OPPORTUNITIES

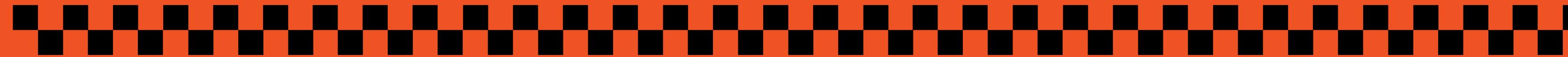


LOYALTY

## WHY WORK WITH A DRIVER?

Drivers have a very loyal following, and generally a lot of social reach. Getting an endorsement from a driver is certainly a fantastic way to put your brand in front of new people and bring instant validation to your brand.

# FUELFEST SPONSORSHIP OPPORTUNITIES

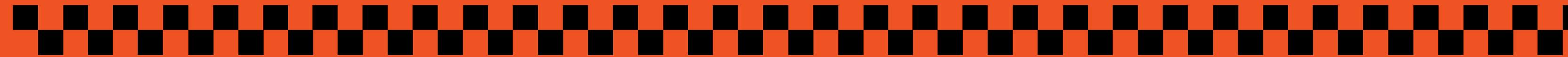


## RELATIONSHIPS

### INFIELD ACTIVATIONS

Infield Activations can be done separately but often are part of Car Sponsorships or Hospitality. This allows you and guests to get down on the track prerace, walk through the pits and garage areas, and interact with drivers and teams as they practice and prepare for Raceday. Infield Activations are what set Racing apart from all other professional sports. The experience of sitting on a pit box for a pit stop, or standing on the track for a National Anthem are experiences that you and your guests will never forget!

# FUELFEST SPONSORSHIP OPPORTUNITIES

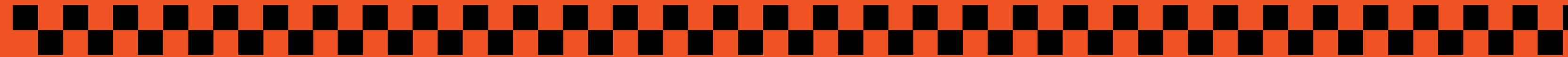


LOYALTY

## APPEARANCES

Drivers draw crowds! Fans, customers, and people in general love meeting someone famous at any level. Whether it is a local hero or a professional driver, fans show up to meet the guy behind the wheel. Make your events stand out with an appearance from the driver that you work with! FuelFest Promotions can arrange these events for you.

# FUELFEST SPONSORSHIP OPPORTUNITIES

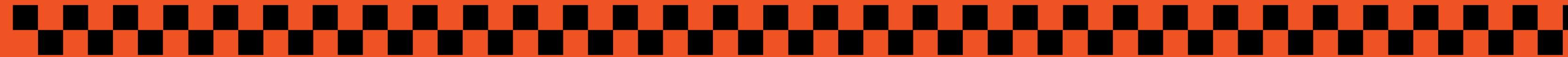


LOYALTY

## SOCIAL MEDIA

Reach and impressions are the name of the game in social media branding. Many drivers have tens of thousands of social followers and can put your brand right in front of them. Drivers can endorse your products, share your special events or sales, and can do it at very affordable rates! Fuel Fest can make the connection and assist in managing the content posted.

# FUELFEST SPONSORSHIP OPPORTUNITIES



LOYALTY

## PSA

Have a special event that you need marketed? Using a driver to announce the event through TV, radio, and social media instantly gets your event or product out to consumers. PSAs are an affordable way to test the waters and see what working with a driver can do for your brand. At FuelFest Promotions, we are happy to coordinate these events and to help make sure that your message is received!

# FUELFEST PRODUCTION COST & REVENUE

OPPORTUNITY

**SLIDE #28 ONLY REPRESENTS THE PRODUCTION AND REVENUE FOR THE CBS SPORTS NATIONAL AIRING AND MAV TV . ONCE THE VENUE IS FILMED IT WOULD BE DISTRIBUTED ON MULTIPLE DOMESTIC AND INTERNATIONAL NETWORKS. I WILL CREATE A SEPARATE REVENUE SLIDE ONCE I HAVE ALL OF THE ADDITIONAL NETWORK APPROVALS.**

Descriptions	Production Cost	Sponsorship Revenue	Total Event Costs
Truck Rental	\$9,500		\$9,500
Film Crew 12 X 750	\$9,000		\$9,000
Eng Crew	\$2,500		\$2,500
Post Production	\$5,000		\$5,000
CBS Sports National Airing 1 & 2	\$12,500		\$12,500
CBS Sports Commercial Inventory Airing 1 Prime Time & 2 Weekend AM		\$20,000	
MAV TV – National Cable – Live Stream		\$10,000	
Talent – Host & Co Host	\$7,500		\$7,500
Event Sponsor		\$10,000	
Title Sponsor Series Per Race		\$30,000	
Track Sponsor		\$10,000	
TV Branded Elements & Other Sponsor Revenue		\$20,000	
Distribution & Buyouts		\$20,000	
<b>Totals</b>	<b>\$46,000</b>	<b>\$120,000</b>	<b>\$46,000</b>

Descriptions	Production Cost	Sponsorship Revenue	Total Gross Profit
Total All CBS & Mavtv Event 1	\$46,000	\$120,000	\$74,000
<b>Totals</b>	<b>\$46,000</b>	<b>\$120,000</b>	<b>\$74,000</b>