



## Pit Notes

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*Media Contact: Tip Nunn // [Tipnunn@comcast.net](mailto:Tipnunn@comcast.net) // 303.526.0994*

*Al Larsen // [Al.Larsen@andrettigreen.com](mailto:Al.Larsen@andrettigreen.com) // 727.898.4639 x222*

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***Honda Grand Prix of St. Petersburg – Friday, April 3 through Sunday, April 5, 2009***

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### **Strong Corporate Support in Place for Honda Grand Prix and Acura Sports Car Challenge**

At a time when major events all across the nation are scaling back in one form or another due to reduced sponsorship activities and investments, the Honda Grand Prix of St. Petersburg is once again well positioned with a strong mix of local, national and regional sponsors.

“We feel fortunate to have such a strong and committed based of corporate and community support for this event,” said Tim Ramsberger, VP and General Manager of Andretti Green Promotions, promoters of the event. “These partnerships allow us to improve the Honda Grand Prix year after year and continue to bring a world class event to St. Petersburg.”

**American Honda** is again utilizing the picturesque downtown St. Petersburg venue to showcase its Honda (Turn 2 sponsor) and Acura (Acura Advance Sponsor and Turn 10 sponsor) brands through entitlements on the weekend’s two feature races, the Honda Indy St. Pete and the Acura Sports Car Challenge of St. Petersburg.

**Firestone** (sponsor of Turns 1, 6 and 7) is back again in 2009 as the Official Tire of the Honda Grand Prix and will be showcasing an entitlement, as well, by way of a Firestone Indy Lights doubleheader to kick off the 2009 series season with 40-lap races on both Saturday and Sunday.

Several local partners continue to make a significant contribution to the overall success of the annual event, including **Progress Energy** (Official Energy Provider), **Visit St.**

**Petersburg/Clearwater** and **Bright House Networks** (Official Cable, Internet and WiFi Provider and Turn 8 sponsor). **St. Petersburg Times** returns as the Official Print and Online Media Provider and Turn 3 sponsor. Other area organizations involved in the event include the **City of St. Petersburg**, **Bayfront Medical** and the **St. Pete Chamber**.

**Mars Snackfoods** and its Snickers brand is the Official Chocolate and Turn 4 sponsor. M&M’s characters will also be on site during the weekend. **National Guard** also is making its first appearance at the event as a sponsor. **Konica Minolta** is back as the Official Business Machine Provider and will title the Konica Minolta Credential Center and the Konica Minolta Media

Center. **Great Bay Distributors** and its Budweiser brand is the Official Domestic Beer and they will host a Budweiser beer garden adjacent to Progress Energy Park/Al Lang Field. This year, **Tequila Patron** is also involved in the Honda Grand Prix as sponsors of Turns 11 and 12 and 7-Eleven is the sponsor of Turn 5, while **AirTran Airways** returns as the Official Airline and the **Renaissance Vinoy Resort and Golf Club** is the Official Hotel/Resort.

Other associate sponsors include Tissot (Official Watch), **Dr. Pepper Snapple Group** and its Dr. Pepper brand, **Integrated Electrical Services**, **GTE Federal Credit Union** (branding rights to the stage in Honda Plaza), **Old World Industries** and its Peak Motor Oil brand and Turn 9 sponsor **Transitions Optical**.

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