



## **MIA MEMBER SERVICES OFFER USA MEETING AND INTRODUCTION SERVICE**

### **MICHAEL BAILEY**

Following a five year career with GM Canada / US while active in the sport, Michael set up a US / Canadian motorsport consultancy in 1969.

The agency has been successfully involved, at a senior level, in motorsport representation and business development since then. It has operated in various motorsport racing sectors within the USA, including:

- NASCAR
- USAC
- NHRA
- AMA
- Formula One
- CART
- ALMS
- Grand – Am
- ARCA
- SCCA

Michael has particularly extensive experience within the business of NASCAR over five decades, having worked with some of its most legendary teams on behalf of corporate clients. He remains well positioned to participate in its continued international growth.

### **SERVICES**

- Analysis of US Market motorsport business opportunities of specific client interest
- Arrangement of targeted US meetings through industry contacts
- Options to assist in the preparation for and attendance in meetings

### **MOTORSPORT SECTORS**

- NASCAR – Sprint Cup Series + Nationwide Series
- Grand-Am – Rolex Sports Car Series (Daytona Prototype + GT)
- American Le Mans Series (LMP1 – LMP2 – GT1 –GT2)

### **CLIENT LIST**

- Coca-Cola
- Bombardier
- Hardee's
- Labatt's
- CBS Sports
- PacWest Group
- (CART) Driving 101
- Richard Petty Driving Experience
- Jim Russell Management
- Motorsport Industry Association (MIA)
- Mahle Powertrain GB
- Amulet Marketing

### **TARGETED MEETING SERVICE – MIA Member Special Rates**

Fees vary depending on the level of the targets, but are in the region of \$500 per day plus agreed expenses. Projects will require a negotiable initial retainer fee in the region of \$1,000.