



# Showcar Appearance Guidelines

# Showcar Appearance

## Overview

### **Congratulations!**

You have been scheduled for a FedEx showcar appearance!

As part of the sponsorship of the Joe Gibbs Racing #11 FedEx Toyota Camry, FedEx has established a turn-key FedEx Racing® showcar program, so you can use the powerful presence of a real #11 FedEx car to support your local activities. Following are some standard guidelines regarding the showcar, as well as some suggestions on how you can get the most out of your appearance.

### **This document should answer the following questions:**

- What exactly will we receive?
- What should I do in preparation of the appearance?
- How do I promote the appearance?
- The car is here, now what do I do?
- How can I enhance my showcar appearance?
- If there's a problem, what should I do?



# Showcar Appearance

## What you receive (1 of 2)

- Authentic #11 JGR FedEx Toyota Camry showcar
  - The #11 FedEx showcar is an actual race car that is provided and managed by Joe Gibbs Racing, containing an authentic JGR engine
- FedEx showcar transporter
  - The transporter consists of a “Dualie” pickup chassis and an enclosed aluminum trailer
  - The transporter is fully branded and can act as a billboard for your event
- If the appearance is not on FedEx property, the showcar transporter is also capable of selling authentic FedEx Racing® merchandise available through Joe Gibbs Racing
- An appearance can be up to six (6) hours



# Showcar Appearance

## What you receive (2 of 2)

- Two experienced JGR race team employees will answer fan questions about Joe Gibbs Racing, the #11 car, and details of the FedEx Racing team such as specifications, car history, and more
- Photo Retrieval System
  - The JGR teams are equipped with cameras and attendees are given information on how to retrieve their pictures from the FedEx Racing® photos site, where they will have the opportunity to customize their picture with overlays
- 8 ½ " x 11" FedEx driver profile cards (Hero Cards)



# Showcar Appearance

## Showcar dimensions



Example of the FedEx showcar

### Truck & Hauler Specs

Width 12 ft.

Length 80 ft.

*(The above dimensions account for extended ramp to load and unload car)*

### Showcar Specs

Wheelbase 110 inches

Length 202.5 inches

Width 75 inches

Height 51 inches

Tread-Front 60.5 inches

Tread-Rear 60.5 inches

Curb Weight 3,400 pounds



# Showcar Appearance

## How to prepare and promote (1 of 2)

In the weeks before your appearance, you will want to make sure that you are prepared to accommodate the showcar and trailer, as well as promote the appearance to any attendees you would like to come. Here are some suggestions:

- Provide a FedEx on-site contact who will manage the appearance in advance and on-site, and a cell phone number where they may be reached
- If your budget allows, creating decor (such as posters and banners) to surround the car can make the display more exciting. FedEx Racing® items are available through the company store.
- FedEx team members may order additional items to support their event via the trade show team. Intranet keyword: tradeshow. Items available include table cloths, banners and backdrops. For more information or questions on this process, please follow the contact link on the tradeshow site.
- **If you are at a FedEx Office location, consult your landlord or management company for their approval**



# Showcar Appearance

## How to prepare and promote (2 of 2)

- The use of Brand-approved posters and flyers is highly recommended. They can be downloaded from the [Resource Center](#).
- If you want to make custom collateral, you should submit the piece through [brand.fedex.com](http://brand.fedex.com) and list Jacque Bailey ([jkbailey2@fedex.com](mailto:jkbailey2@fedex.com)) as the FedEx contact. Their helpline is 1.888.399.5999 for assistance.
- Any press releases or radio scripts / media must be reviewed for approval. Please submit this information at least 1 week prior to the release to Jacque Bailey ([jkbailey2@fedex.com](mailto:jkbailey2@fedex.com)).
- Allow about 30 minutes for setup of the showcar and be prepared with 80ft. of lengthwise space for the unloading of the showcar



# Showcar Appearance

## Appearance day details (1 of 2)

On the day of the appearance, two JGR professionals will be driving and taking care of the car. At the same time, here are some ways to take care of your guests:

- Although sitting in the car is not allowed, photo opportunities are a great way for everyone to remember the experience, so if possible, ensure everyone will have a chance to take one
  - The JGR professionals will have cameras and information on how to retrieve the photos from the FedEx Racing® site. Attendees will be able to customize their photos online.
  - If you choose to take separate photos, we encourage you to share them with the FedEx Racing team
    - Please forward to Brandon at [fedexracing.showcar@teamvelocity.com](mailto:fedexracing.showcar@teamvelocity.com)
- Any simple games, trivia contests or giveaways the attendees can participate in will create some excitement and keep them engaged
- Include any tabling or displays that will educate your attendees about FedEx business (when relevant)
- Depending on your location, you want the showcar to have maximum visibility, to both your attendees as well as passers-by
  - Using the showcar hauler as a back drop for the location will assist in drawing attention





# Showcar Appearance

## Appearance day details (2 of 2)

- Be aware of any steep inclines or large curbs, as the showcar and hauler both have a low clearance

### **Poor weather conditions on appearance day**

FedEx Sponsorship Marketing and JGR will do our best to assist in a successful event

- In the event of rain or other inclement weather, every attempt will be made to make the car available if possible. While the trailers have awnings to protect against a light drizzle, the showcar will not be unloaded if conditions are extremely poor.

### **Crisis management**

The FedEx showcar program involves moving vehicles around potentially crowded areas and care should be taken to protect all staff and guests.

- In the event of physical injury or other unforeseen problems, seek appropriate medical attention immediately and contact Brandon Schroeder of Velocity Sports/Team Epic or Jacque Bailey of FedEx Sponsorship Marketing for assistance
- For assistance with media problems or concerns, contact Jacque Bailey of FedEx Sponsorship Marketing



# Showcar Appearance

## Joe Gibbs Racing Official Merchandise Store

Each Showcar transporter is capable of selling authentic FedEx Racing® merchandise available through Joe Gibbs Racing.

- Additionally, the FedEx showcar appearance host can purchase gift certificates to the Joe Gibbs Racing merchandise store for their showcar appearance
  - Gift certificates are in \$25.00 denominations and are available in any quantity upon request
  - Gift certificates are valid only for the day of the given showcar appearance
- Please request your Joe Gibbs Racing gift certificates by emailing:
  - Susan Berry ([sberry@joegibbsracing.com](mailto:sberry@joegibbsracing.com))

**Please note: this is only available if the appearance is not on FedEx property. Merchandise cannot be sold on FedEx property.**



# Showcar Appearance

## Contact information

In the event of questions or problems, please contact Brandon Schroeder of Velocity Sports/Team Epic

In addition, all media and PR related to the showcar appearance must be reviewed and approved by Jacque Bailey prior to going live

### Jacque Bailey

#### FedEx Sponsorship Marketing

**Role:** Overall Management  
Scheduling

**Email:** [jkbailey2@fedex.com](mailto:jkbailey2@fedex.com)

**Office:** 1.901.434.3579

**Cell:** 1.901.870.4978

### Brandon Schroeder

#### Velocity Sports/Team Epic

**Role:** Specific Event Information  
Support

**Email:** [fedexracing.showcar@teamvelocity.com](mailto:fedexracing.showcar@teamvelocity.com)

**Office:** 1.704.625.8819

**Cell:** 1.303.918.9515



# Showcar Appearance

## Summary of key information

- Provide a FedEx on-site contact who will manage the appearance in advance and on-site, and a cell phone number where they may be reached
- Your appearance day can be up to six (6) hours long, and includes:
  - FedEx showcar, FedEx showcar transporter, and two JGR professionals to answer questions, take photos, and provide information
- To accommodate room for the transporter, be prepared with 80 feet of unloading space
  - In addition, please identify any unique aspects of the driver's route that may be difficult to maneuver through (such as sharp turns or low clearances)
- Any promotion or giveaways to enhance the event are encouraged
  - If the appearance is not on FedEx property, merchandise can be purchased by guests from JGR off the hauler
  - Orders can also be placed ahead of time for raffles or giveaways to guests
  - Gift Certificates redeemable for purchase on site can be made prior to the event
- In the event of questions or a problem, please contact Brandon Schroeder or Jacque Bailey
- All media and PR must be approved before going live



# Showcar Appearance

## Plan of action timeline

Below is a timeline regarding the type of information you should anticipate discussing on weekly calls with your FedEx Racing® contact:

- **4 Weeks Out**
  - Provide one main FedEx on-site contact and their cell phone number
  - Confirm all the preliminary details of the appearance, and provide detailed directions to your site
  - Check out any possible issues that may hinder the appearance (i.e. permission to use the space, necessary permits, hazard codes, etc.)
  - If the showcar is to appear indoors, discuss the proper spatial preparation
  - If at a FedEx Office location, receive approval from property management company to host showcar appearance on-site
- **3 Weeks Out:**
  - Create a schedule for the day
  - Confirm the space for the showcar and hauler, and identify exactly how much space the driver has to maneuver
  - Promote the appearance with materials from the [Resource Center](#)
- **2 Weeks Out:**
  - Resolve all remaining issues and confirm all the appearance details one last time



# Showcar Appearance

## Division of Responsibilities

Below is the division between which responsibilities are yours, and which are that of FedEx Sponsorship Marketing:

### You

- Secure space
- Provide detailed directions to your site
- Identify exactly how much space the driver has to maneuver
- Secure any necessary permits and certificates of insurance
- Check out any possible issues that may hinder the appearance
- Create a schedule for the day
- Promote the appearance
- Submit any media or PR related to the event prior to it going live
- Provide an event-day contact, including cell phone number

### FedEx Sponsorship Marketing

- Confirm all the preliminary details
- Confirm directions and driver maneuvering restrictions
- Provide all necessary information regarding the Showcar and hauler
- Provide support for any problems that may occur prior to or during the event
- Approve any media or PR related to the event

### Joe Gibbs Racing

- Provide the vehicles and staff for the event
- Provide merchandise sales if applicable
- Answer questions about the Showcar and race team

