



PROPOSAL: VIP HOSPITALITY PARTNERSHIP

Blue Harbor Resort & Powerboat P1

Event: **Mercury Racing Midwest Challenge**

Location: **South Pier Lawn, Sheboygan, Wisconsin**

Dates: **August 9–10, 2025**

Overview

This proposal outlines a collaborative partnership between **Blue Harbor Resort (BH)** and **Powerboat P1 (P1)** to co-host and manage the **VIP Hospitality Experience** during the 2025 **Mercury Racing Midwest Challenge**, taking place adjacent to Blue Harbor on the **South Pier Lawn**. The VIP experience is a key component of the event, offering guests premium viewing, upscale food and beverage service, and exclusive amenities in a comfortable and elevated environment. This document outlines shared responsibilities, financial arrangements, and logistical requirements.

Blue Harbor Resort Responsibilities

- **Permits & Alcohol Sales**
 - File for and manage all permits required to serve alcohol on the South Pier Lawn (with P1's approval).
- **VIP Parking**
 - Oversee VIP parking on Blue Harbor property.
- **Food & Beverage**
 - Operate all alcohol sales within the VIP area and to the public.
 - **50% of gross Beer and Wine Sales will be rebated to P1 as BHR has the following responsibilities:**
 - **BHR to purchase of all wine, beer and liquor**
 - **BHR to sell only Broken Earth wine products per ownership**
 - BHR is responsible for sales tax, permit cost, labor, credit card processing fees, and corporate tax on the total revenue.
 - **BHR retains 100% of liquor sales in VIP Tent and BHR public bar space**
 - **BHR to purchase and supply all catering supplies/food for VIP experience in exchange for 60% of VIP Ticket Sales with the exception of complimentary as defined below.**
 - **BHR will retain 100% of its public food sales outside the VIP area.**
 - Powerboat P1 will **waive the standard food truck/vendor fee** to allow Blue Harbor food sales access to the public.
- **Equipment & Furnishings**
 - (22) 60" round tables
 - (200) white resin (or similar) chairs
 - (12) highboy tables
 - (4) banquet tables for catering
 - (1) banquet table for check-in
 - Linens (daily):
 - (22) 60" round
 - (15–20) highboy
 - (5) banquet tables
 - (2) VIP bars
 - (1–2) public bars
- VIP Tent décor to be lead by P1



- **Staffing & Operations**
 - Bar staff
 - Catering and bus staff
 - Trash management of VIP Tent and BHR public bar space
 - General setup and clean-up support of VIP Tent and BHR public bar space

Powerboat P1 Responsibilities

- **Infrastructure & Event Services**
 - Provide and install 40x80 VIP tent
 - Tent power via 36kw generator
 - On-site tent manager
 - Tent TVs and audio system
 - Provide VIP bathrooms
- **Operations & Ticketing**
 - Manage VIP online ticket sales
 - Handle all VIP customer service
 - Oversee VIP check-in and credentialing staff
 - Assist with VIP Parking Check in (if needed)
 - Provide check-in equipment
- **Staffing**
 - Tent management
 - Check-in staff
 - Event cleanup assistance
- **Comp Tickets**
 - **P1 will retain up to a total of 60 complimentary VIP tickets** for use by sponsors, key partners and promotional giveaway tickets. There will be no charge to P1 for these guests.
 - Members of the media will be able to access the hospitality tent but no food or beverage provided.
- **Revenue Share**
 - P1 will receive:
 - **10% of VIP Parking revenue**
 - **40% of VIP Hospitality ticket revenue**, supporting costs related to:
 - Tent rental and setup
 - TVs and general A/V, Internet
 - Generator power
 - Ticketing system
 - Customer service and staffing
 - VIP check-in and infrastructure

Additional Notes

- **Decor responsibilities** (linens from BHR) All other décor will be lead by P1.
- **P1 agrees to feature Blue Harbor Resort as a partner on the P1 website and other promotional materials.**
- **BHR agrees to feature P1 as a partner on th BHR website and other promotional materials.**



Conclusion

Powerboat P1 and Blue Harbor Resort have a shared commitment to creating a best-in-class hospitality experience that reflects the premium nature of the Mercury Racing Midwest Challenge. By combining Blue Harbor's renowned hospitality services with P1's proven expertise in motorsport event production, we can deliver a successful and memorable experience for guests, partners, and sponsors. This partnership also reflects a shared interest in supporting marine conservation through Blue Harbor's charitable donation to the P1 Marine Foundation.

We look forward to working together to make the 2025 event a highlight of the summer in Sheboygan.