

Executing really big event anniversaries

100TH RUNNING OF THE INDY 500, 60TH IPL 500 FESTIVAL PARADE & 40TH
ONEAMERICA 500 FESTIVAL MINI MARATHON



100th Running Host Committee

The 100th Running Host Committee of the Indianapolis 500 was organized to help ensure this monumental moment in sporting and Hoosier history reaches as many people as possible. The Host Committee includes twelve full committees and forty sub-committees with hundreds of enthusiastic community volunteers. These individuals worked together to foster pride in our state's signature event and give all Hoosiers a chance to participate in festivities surrounding the 100th Running. The Host Committee was part of the 500 Festival. We worked in tandem with the Indianapolis Motor Speedway and the Indianapolis Motor Speedway Hall of Fame museum.



“A Hoosier-driven host committee model works,” 500 Festival president and CEO Bob Bryant said. “The Super Bowl 2012 Host Committee energized our entire community and produced a high-voltage and memorable celebration that heaped national acclaim upon our city and state. As we approach this historic milestone - the 100th running of the Indy 500 - it’s our intention to make this year’s celebration the biggest yet through the leadership and engagement of our community. Together we will continue to build Indianapolis’ reputation for hosting world-class events with our trademark Hoosier Hospitality and build a legacy that enriches the lives of our community members for years to come.”

Racing legend Roger Penske and best-selling author John Green will serve as honorary co-chairs of the 100th Running Host Committee of the Indianapolis 500 presented by PennGrade Motor Oil. The volunteer-driven Host Committee has been organized to expand the reach and legacy of the 100th Running, a monumental moment in sports and Indiana history.



What did you do to update / change the event from the year before? Were your updates / changes successful?

As the 500 Festival planned for 2016, we knew that May 2016 promised to be a once-in-a-generation experience, filled with unprecedented milestones and celebrations. The 500 Festival marked the 40th OneAmerica 500 Festival Mini-Marathon and the 60th IPL 500 Festival Parade. The 500 Festival joined the Indianapolis Motor Speedway in celebrating the 100th running of the Indy 500 as well as the State of Indiana's Bicentennial. The 500 Festival wanted to provide an opportunity for Hoosiers to leverage the milestones to enhance the quality of life for all Hoosiers, elevating the image of the State of Indiana, heightening civic pride, creating cultural connection, enabling social impact and stimulating education. We accomplished this in several ways:



2016 500 Festival Event Enhancements: We identified opportunities through every 500 Festival Program and Event to invest additional resources and make enhancements when possible. Examples of enhancements included:

- Mini-Marathon: We bulked up the size of the finisher's medal for the race, nearly doubling its size and weight. In addition, we arranged to have U.S. Olympian and Boston Marathon Winner, Meb Keflezighi run in the 40th Indy Mini.
- Parade: 2016 marked the largest IPL 500 Festival Parade in our history. This year's event boasted the most floats, the most balloons and the most bands that have ever participated in the event. In addition, we expanded the pre-Parade production that takes place prior to step off.
- Breakfast at the Brickyard: We stepped up our recruiting efforts to maximize the statewide participation in this cherished event. We secured a record 80 Indiana Mayors to attend the event.
- Memorial Service: 2016 also marked the 75th anniversary of Pearl Harbor. We partnered with another community organization to host 5 Pearl Harbor survivors at the event.



100th Running Host Committee:

In addition to amplifying our existing events and programs, we deepened our partnership with the Indianapolis Motor Speedway to commemorate the 100th Running of the Indianapolis 500 by forming the 100th Running Host Committee of the Indianapolis 500. The volunteer-driven Host Committee was an offshoot of the 500 Festival and was organized to expand the reach and legacy of the 100th Running, a monumental moment in sports and Indiana history. The Host Committee included 12 full volunteer committees and 40 sub-committees with hundreds of enthusiastic community volunteers and the full support of the 500 Festival and IMS staff.



- **Residential Engagement:** Deliver programs that encourage families and friends to participate in festivities surrounding the Indy 500, celebrating personal traditions around our state's signature event. Events included: Bike to the 500; Racing Through the Decades; Porch Party Program
- **Business Connections & Engagement:** Engage and activate local businesses and organizations to embrace city-wide celebrations.
- **Arts, Culture & Youth:** Create cultural connections between the race and the city, promoting conversation and education around the 100th Running among communities and cultural organizations.
- **Hoosier Hospitality:** Offer visitors from across the world the warmest welcome in 100 years, embracing visitors with our signature Hoosier Hospitality from arrival through departure.
- **Statewide Engagement:** Reach all corners of the state to spread the word about our celebration. Engagements included: University Engagement; Community Celebrations; Community Countdown; Festival on Main
- **500 Gives Back:** Support civic programs that enrich the lives of Indianapolis residents by offering grants to organizations that integrate 100th Running themes and celebration into their existing activities.
- **Legacy Project:** Drive a high impact initiative that will serve as a lasting marker of the 100th Running of the Indianapolis 500.
- **Décor Invasion:** Promote pride and unity around this milestone celebration through coordinated decorative theme city-wide.
- **Volunteers:** Provide a meaningful opportunity for civic engagement by mobilizing and empowering an army of Indy's passionate, hospitable community volunteers.



Results and Examples

By capitalizing on the many milestones celebrated throughout May, the 500 Festival experienced an increase in participation and overall excitement for the Month of May. We are proud to report that 2016 resulted in an increase in participation, scores of new participants and groups involved with our events and programs, and countless meaningful experiences.



Six 500 Festival events were sold out. Those included:

- 500 Festival 6-Miler, presented by OrthoIndy
- 500 Festival 10-Miler, presented by OrthoIndy
- Finish Line 500 Festival 5K
- 500 Festival Breakfast at the Brickyard, presented by Midwestern Engineers, Inc.
- IPL 500 Festival Parade
- KeyBank 500 Festival Snakepit Ball



We also experienced record interest in our programs and events, including:

- Record number of applications for the 500 Festival Princess Program
- Increase in volunteer registration and participation across all 500 Festival events. Most notably, the Education Program and Parade
- Increase in registered students for the Education Program
- Increase in registered students and participation for the 500 Festival KidsFit Program
- Record attendance from Indiana Mayors at the Breakfast at the Brickyard





Beyond the existing calendar of events and programs, the 500 Festival was able to offer unmatched support of the 100th Running Host Committee, serving as its parent organization. The experience was incredibly rewarding and helped increase the positive impact of hosting the world's largest sporting event. Examples of results include:

- \$50,000 in grants were provided to 12 Indiana-based nonprofit organizations, public schools and government agencies.
- 519 “Porch Parties” were conducted throughout the state.
- IMS’ historian, along with committee volunteers and 500 Festival Princesses, visited every Indiana county throughout the state, educating Hoosiers on the history and impact of the Indianapolis 500.
- The City of Indianapolis was blanketed in décor, celebrating the 100th Running of the Indianapolis. This included a 74,538 sq. ft. graphic celebrating the 100th Running of the Indy 500 that adorned the exterior of downtown’s JW Marriott Indianapolis, greeting guests from across the globe traveling to Indianapolis for this year’s race.





100TH RUNNING CELEBRATION EVENT





THE 2016 KEYBANK
500 FESTIVAL SNAKEPIT BALL
presents



SPECTACLE

a night circus

CELEBRATING
THE 100TH RUNNING OF
THE GREATEST SPECTACLE IN RACING

REMINDER!

THE DEADLINE FOR TICKETS
TO THE COOLEST PARTY
ON RACE WEEKEND IS LOOMING!

DO NOT MISS THIS!
THE DEADLINE IS TUESDAY, MARCH 1ST
PLEASE PURCHASE YOUR TICKETS NOW!

AFTER MARCH 1, WE CAN NO LONGER GUARANTEE
THAT TICKETS WILL STILL BE AVAILABLE FOR YOU
BECAUSE WE OPEN THE SALES TO OUR WAIT LIST
AND THEN TO THE PUBLIC.

WE WANT YOU AT THIS PARTY
BECAUSE IT IS GOING TO BE EPIC!

SO, PLEASE CLICK HERE ON THE RED BUTTON
TO PURCHASE TICKETS NOW OR REQUEST AN INVOICE.



CONTACT INFORMATION FOR TICKETING SERVICES:
KOBRIEN@500FESTIVAL.COM AND 317-269-0421

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