Florida Hospital Partnership Overview

Official Healthcare Partner

- Provide medical equipment and personnel for all events
- Manage Care Center operations
  - (2) Care Centers
  - (9) First Aid Stations
  - (11) Florida Hospital branded ambulances
- Naming rights of all care centers
- Provide care to all speedway guests including drivers, crew members, NASCAR officials and employees, and fans
- Handle all emergency situations, both on and off the track
- Infield Care Center – Open and staffed 83 days a year
2015 At-Track Care Statistics

857 Patients

141 X-Rays

Founding Partner

- One of four Founding Partners
- One of five injectors
- One Florida Hospital branded neighborhood or concourse area
- Display space in the Midway and Fan Zone locations
- Florida Hospital suite and hospitality
- Marketing assets and inventory
Why Daytona International Speedway?

- Expanding beyond the walls of the hospital and meeting the community where they live, work and play
- Multiple community touch points including:
  - Five hospitals in the East Florida Region – Volusia and Flagler counties
  - Health parks and Centra Cares
- Expansion of access points
- Position as the community health care partner
- Population health focus
- Inspiring the community to live happier, healthier lives through the eight principles of CREATION health

Injector Design & Build
Injector Facade

- Injector #1 – I-95 visibility
- CREATION Health thematic
- Programmable LED Video Board
- Water wall with Florida Hospital branding
- Meandering waterfall with botanical feature
LED Board
- 100 feet wide
- Full motion videos during events
- Billboard standards on non-event days
- Florida Hospital branding and marketing opportunity

Waterfall Feature
- Florida Hospital branded water wall that acts as source of waterfall
- Meandering waterfall
- Botanical feature that includes plants native to Florida
**Level 1**

- High-traffic
- Spans the length of the entire stadium
- Florida Hospital Neighborhood

**Mist Wall**

- Florida Hospital branded
- Interactive touchpoint
- Photo opportunity
- Unique to Florida Hospital Injector
Changing Sky

- LED panels
- Full motion video and programmable content:
  - Movement in the trees
  - Each of the four seasons
  - Time of day

The CREATION Health Experience
Tree Knots

- How am I living the 8 principles of CREATION Health?
- Eight locations through out level one
- Quizzes for all 8 principles
- Incorporate driver and pit crews
- Unique user profiles
Level 2
- CREATION Health integration
- Community artwork
  - Pediatric Strategy
  - Community Relations
- Florida Hospital video content

Level 3
- Rooftop garden
- Astroturf
- Lounge furniture and fans to create restful environment
- Florida Hospital visibility
- Arial logo
Walking Trail

- Spans the entire length of the stadium
- Markers every quarter mile
- Will extend into One Daytona

Driver Integration
Driver and Team Partnership Opportunities

Thank you.