

The Arbuckle Group Business Plan
Arbucklerun Rally
October 3rd-5th



The Arbuckle Group LLC ©

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Executive Summary

The Arbuckle Group LLC is a charity rally organization catering to the needs of local Oklahomans and people in the car community in the Midwest. The market is open to a new idea dedicated to a high-end, sexy and fun quarterly event that becomes a local cultural staple.

We want to be known for fun rally events, sexy cars and people as well as being a family affair to bring the kids out to see the cars before they leave to rally to fun destinations and great parties. This concept is similar to other rally organizations that have been very successful, namely, the Gumball 3000 and the Bullrun.

After bringing this location into fruition as a stable and self-reliant operation, our next goal is expansion. When this establishment is proven and profitable we hope to partner with other well known rally organizations (Gumball 3000, Bullrun, etc.) and their operations to affiliate in others areas regionally, nationally and internationally.



Mission Statement

The Arbuckle Group LLC primary goal is to provide an overall luxury lifestyle event for our guests, which goes beyond the limitations of current events in Oklahoma City's growing metropolitan area. Our products and services will be second-to-none and improved upon daily, ultimately becoming one of the favorite events of Oklahoma City. Customer service is decaying not only in Oklahoma City but nationwide, if not worldwide. Our experience and product quality coupled with superb customer service will exceed the needs of our customers helping to make our event an Oklahoma City destination spot.

Rather than being one-dimensional (BMW only, Porsche only, etc.) we will offer several different "tastes" or styles to the line up becoming competition for multiple genres as to increase our event demographic. We like the term eclectic, and that is how we envision our concept. Avoiding over-indulgence and unprecedented extravagance, we will compensate with quality and consistency to assure the necessary mark of repeat business so necessary to the event planning industry in the Oklahoma City and Midwestern market currently.

- It is important to us that our guests view us as a sophisticated yet casual organization.
- We have also constructed the separate events in the rallies to touch on local culture and motor sports.
- Customer service is priority.
- We want to create a lighter ambience where people feel free to express themselves and not have to worry about others opinions. We want everyone to have fun in a classy environment with classy people.
- An energetic, enthusiastic staff is key. People appreciate the feeling of having their best interests in mind, as they always should be.
- We are going to create an atmosphere that becomes interactive, giving the people an opportunity to be heard and have influence. For most, this doesn't happen in real life on a day-to-day basis.

From day one we will strive for perfection at whatever personal cost to insure the success of our dream. An open ear to the needs of our customers assuring that we always supply the demand will perpetuate our future and the growth of our company.



Products & Services

What is The Arbuckle Rally?

The Arbuckle is two things.

The Arbuckle Rally is a quarterly car rally over a weekend involving around 25 cars, local celebrities with a party in a different city every night. It is the most glamorous and high profile “luxury lifestyle” automotive rally in the Midwest. Every three months, cars and individuals from around the Midwest embark on the beginning of an epic two-day rolling road-trip. Consisting of parties across the region, bringing together a celebrity strewn cast of characters and for an unforgettable adventure, where, the only obligatory goals are to party, drive and enjoy...

Fuelled by an impressive schedule of public and private events at the finest venues and hotels and in the most exciting cities in America, 'Arbucklers' make their way from one checkpoint to the next, learning their destinations daily, rocking to a close each night in the party capitals of the Midwest.

Entry to this event is \$200 per car. This covers both drivers for rally entry only for the weekend of the rally. All meals, accommodations and entry fees to race tracks are covered by the individuals so as to give them flexibility as to where they stay and what they wish to participate in specifically.

We offer prizes for Style, Most Exotic Car and Sexiest Driver. Each prize is \$150 with a grand prize “The Spirit of the Arbuckle” going for \$500. All prizes are voted for by the drivers themselves to incorporate the democratic character of the rally. Also voted on is the charity that the Rally will donate to. It will be made up of a list of local organizations that can have staff on site to talk about their organizations and try to raise awareness for their causes.



Management

There is one major partner involved with The Arbuckle Group LLC: Jack Edward Wheeler, Jr. Mr. Wheeler is well versed in today's business practices, regulations and working with charities, as well as winning the U.S. leg of the 2008 Gumball 3000

Mr. Jack Edward Wheeler, Jr. is both a licensed Attorney and a Wealth Advisor for Morgan Stanley. He has worked with local charities like the Make-A-Wish Foundation, Feed the Children, The Food Bank, Boy Scouts of America, Oklahoma Museum of Art, The Oklahoma Historical Society and many others. Through this he has extensive experience in fund raising. He has a well rounded education which begins with a B.A. in Communications from the University of Central Oklahoma, an M.B.A. also from UCO and a Juris Doctorate from the Tulsa College of Law. While in law school Mr. Wheeler spent 17 months in Europe to get hands on training in working with international business/securities legal issues and European Union laws and regulations. He attended classes at Christ College Oxford, England; University of London, England; Institut Universitaire de Hautes Études Internationales Geneva, Switzerland; Irish International Institute Lueven, Belgium; University College Dublin, Ireland; Université du Luxembourg, Luxembourg and the Université Panthéon-Assas Paris, France. He is licensed to practice law in Oklahoma, Texas and Washington D.C. Since 2004 Mr. Wheeler has worked for Morgan Stanley first as a Financial Advisor, then as a restricted securities expert and now is the only Wealth Advisor for Morgan Stanley in the state of Oklahoma for their Global Wealth Management Group. He manages over \$50 million in private client and organizational assets. His favorite hobby involves rally cars and their respective functions. He has been a part of the BMW owner clubs of America since 1999. He came in first place in four of the seven U.S. checkpoints in the 2008 Gumball 3000. He is the lawyer, financial administrator and website designer for The Arbuckle Group LLC.



The Competition

The competition consists of other rally events nationally and internationally ranging in size from 50 to 150 car rallies. In relation to this topic, these events shall be divided into relevance based on location with brief descriptions of specific ambience, product, and stature compliant to our offerings and ideals.

On a level our strictest competition will be the Bullrun. They are a primarily a U.S. based, rally set up to copy the Gumball 3000. They are almost a carbon copy of the Gumball 3000 expect that where the Gumball has an air of cooperation, sponsorship and works to offset carbon emissions, the bull is a no hold's bar in your face road race. Subsequently the Bullrun is known as the more dangerous and seen as the more rebellious of the known rally/race events. Although there have been no reported deaths at the Bullrun, there have been a great many tickets and arrests. The Bullrun is a transcontinental rally/race that is primarily U.S. based.

The Gumball 3000 can be viewed as another competitor. The Gumball 3000 is an annual 3000 mile (5000 km) international rally which takes place on public roads, which travels around the world. Although set up as a rally with no official timing, or prizes for reaching check points first, during the rally, some participants have been fined for speeding and other traffic offences by the police in countries they passed through, cars have been confiscated and the 2007 rally was cancelled after a car participating in the rally was involved in a fatal collision with a non-participating vehicle. Although the organizers are careful to emphasize that it is a rally and not a race, it is sometimes referred to as a race on public roads.

After deliberation we feel as if, The Arbucklerun Rally, has no true competition due to the fact that the concept is something still generally untapped in the Midwestern market that has proven to be a successful tactic relished on both coastlines and overseas. The "luxury lifestyle" event has still not become as involved in the Midwestern market as in other metropolitan areas giving it a presence of "the new and exciting" to Oklahoma City. The Arbucklerun Rally as a whole has made it our focus to bring this growing trend to Oklahoma City separating us from the competition. Also, the base for the Arbucklerun Rally is to be democratic in our awards and more flexible in our handling of the other events held during the rally. We make a point to donate to police charities and take the driving seriously. We make it very clear that driving dangerously is not tolerated and we have dismissed people for before.



Market Strategy

With almost twenty combined years of experience in the rally and events industry, we have our collective “finger” on the pulse of the Midwest rally and events market.

The rally and events industry can be quite fickle. One of the traits practiced by most, if not all, successful organizers is dedication to customer service. Maximillion Cooper has made the Gumball 3000 the most successful rally event in the world not by quality of product necessarily, but by a can do, never say no attitude. For instance, someone in your team wants something from the Lamborghini Dealership, he sends an employee to pick up whatever it is they need. Treating people as a rock star or king or queen is a shoe-in for necessary repeat business. Getting them in the door is the first step.

That’s where marketing comes in. We have already organized Arbuckle events in the past and have learned that marketing is key to any event planning. We will focus on word of mouth and direct marketing networks to reach our target audience of rally drivers, exotic car owners, BMW, Porsche, Mercedes and other car owner clubs, as well as the SCCA (Sports Car Club of America), etc.

Being in the industry has given us an opportunity to build relationships that go beyond just rally event planning. In the beginning we will take advantage of a collaborative database that we have constructed over the years consisting of 3000+ car enthusiasts and luxury car owners. This database consists of phone numbers, addresses, and email addresses, which we will use to send an “E-blast” promoting ourselves, and letting our dedicated know the step we have taken to procure our future and the opportunity to enjoy that fantastic service loved on a new level.

With all the new residential construction being done across Oklahoma and the Midwest, we have the opportunity to be on the ground floor of this great boom in entertainment and cultural development. As spoken of in the competition section, as of now we have no direct competition, leaving the market completely open.

The media is another avenue that we have gained a helpful hand. The following list is composed of promoters who we have built strong relationships over the years waiting for us to embark on our own endeavor.

- 1) Cliff Davis, President of World Broadcast Media. Professional placement and production of electronic media, print, and film.
- 2) James Vu of Social Group Productions. A very prominent figure in today’s nightlife marketing whom has done significant promotions for Joel Buffington of Purely Sinful and OKC Rok Bar.



- 3) Candice Henderson, Account Executive with Clear Channel Communications. Our affiliation came from sponsorship and promotion of US production in lieu with Café Nova.
- 4) Nicole Thomas of Epic Events. She was the event planner for the release party of “Distinctly Oklahoma”.
- 5) Lisa Wheeler of Mathis Brothers Marketing. She is married to Jack Wheeler and can provide all press releases needed as well as copy and other marketing requirements. She has extensive experience in this field having worked for Ackerman McQueen, the Oklahoma City Chamber of Commerce and the Oklahoma State Fair.

In addition we have close relationships with many of the local brokers for imported beverages into the state. These relationships give us the opportunity to promote through other special events.

- 1) Alex Kroblin, co-owner of Thirst Wine Merchants has been a colleague and close friend since the days when he worked for Glaziers as a wine representative.
- 2) Chris Putnam, proprietor of Putnam Wines LTD. was an associate for Hirst Enterprises peddling import beer and has become a long-term friend.
- 3) James Woodward, Chief Operations Officer of Woodward’s Wines Uncommon constitutes a locally owned import business of not-so-traditional wines.
- 4) Rick Naifeh, proprietor of Premium Imports has supplied wine and dinner menu covers for our previous employers, and is excited to be in on this groundbreaking endeavor.

We also have contacts with several Motor Sport websites, which can help give our local events more of an international feeling.

- 1) www.gumball3000.com run by Maximillion Cooper and his wife, as previous rally members and not going into direct competition with them a mutual co-sponsorship would be in the best interests of both the Gumball 3000 Ltd. and The Arbuckle Group LLC.
- 2) www.gumball144.com run by Alex Roy, the famous driver who drove from NYC to LA in 31 hours 4 minutes. He is a personal friend of Jack Wheeler and will set up posts to give more coverage of the events
- 3) www.seero.com run in part by Alex Roy and the Seero Group, they along with Google have set up the first real time web conferencing & GPS tracking webcam website. They worked Jack Wheeler in the 2008 Gumball 3000.
- 4) www.gtspirit.com run by Des Works, based out of U.K. it is the number one viewed and rated motor sports website in Europe. Des is also a friend of Jack Wheeler and has contributed content for him at the 2008 Gumball 3000.
- 5) www.ashleyvandyke.com run by the lovely Ms. Van Dyke herself, it is well known for its independent view on motor sport events and car performance.

She was the team leader in the 2008 Gumball 3000 that Jack Wheeler participated in.

- 6) www.jalopnik.com run by a group of car enthusiasts with a substantial media budget. They are known in the hardcore world of motor sports as one of the top websites for everything auto related. They have a close working relationship with both Alex Roy, gtspirit.com and Ashley Van Dyke who are all on board with helping promote the Arbucklerun Rally.
- 7) www.myspace.com & www.facebook.com known for their social networking capabilities, these websites allow The Arbuckle Group large access to target specific people in the markets where they plan events.

The rally and events business is an industry where minute changes can help you prevail and overcome obstacles that have become a bane. Word-of-mouth travels very quickly in Oklahoma. The correspondence to our release will be substantial and immediate. We have paved the way over the last decade to insure a successful transition into proprietorship.



Personnel Plan

Although Mr. Wheel will be responsible for the day-to-day operations, he will still have specific areas of responsibility as well. His number one focus, however, will be customer service. Mr. Wheeler's responsibilities also revolve around the standards set by the city as related but not exclusive to codes, permits, etc.

Another of Mr. Wheeler's responsibility will be operational in that he will see that all the cars are properly cared for, stickered, checked out and serviced if needed to his best ability. He will also be responsible for promoting and organizing some of the events and checkpoints. Mr. Wheeler's duties include sales and marketing for the event as well as finding sponsors. Mr. Wheeler's focus will be on structuring databases to maintain accountancy of profitability. He will assemble databases to supply profit and loss reports with accuracy as well as help with promoting, blogging, updating the website and managing the online shopping carts through PayPal.

As for recruiting, Mr. Wheeler has been in the business long enough to know whom the best are in the industry. Being involved in upper-management has also given him the opportunity to create a following with hourly workers in the same since as our patrons. We already know who will come to work for us and have given verbal commitments. These employees come from several different establishments that have proven their worth in the service industry.

Ms. Wheeler will work on providing press releases as they are needed. She will also organize the necessary copy and other marketing requirements.



Location Considerations

They say that the three most important considerations in business is location, location, location. Even though we are starting a new business that operates primarily online, location is still critical. Online location is akin to having the right URL and the right keywords and the right text-based advertising (like Google AdWords which we have integrated into our site). In this we have secured a domain www.thearbucklegroup.com which we own for five years and have hosted for five years as well.

The website is already up and functional to give information, route locations, schedule of events, line up of the type of cars already enrolled, winners of the previous rallies, media of past events, sponsorship information, message boards and most importantly complete online registration including the accepting of online payments. The site was designed to work on all internet browsers and mobile devices for quick and easy use.



First Year Fixed Expenses/ Start-Up Costs

Start up costs are very low, at most all the up front capital requirements are around \$5,000 which is completely self funded by the members of the group. As such we have no debt, no loans and no need for further capital injection. The only thing that could increase our costs would be increased marketing. There are no legal issues as the company is a Limited Liability Company thus shielding the members of personal liability as well the fact that each participant must sign a complete waiver of liability for any damages, personal injury or the like before they are allowed to be in the rally. All this has been reviewed by our lawyers and is very secure.



Sponsor Details

Venu

Sponsor

Providing private space for pre-run party and four bottles of champagne for champagne toast. Also advertising the event. (cost \$800, waived)

Eagles Canyon Raceway

Sponsor

Providing race track for all participants for one hour for free, advertising of event (cost \$150 per person and \$300 in advertising, waived)

Two Frogs

Minor Sponsor

Providing space for the check points, opening early for us, giving out free drinks (non-alcoholic), discount on food. (cost \$500, waived)

Monster Graphx

Major Sponsor

Providing all stickers for the cars, including but not limit to all logos (size based on sponsorship level) Advertising the event (cost \$2,000, waived)

Café Nova

Minor Sponsor

Providing advertising, meeting space and parking lot. (cost \$500, waived)

Opus Prime Steakhouse

Sponsor

Providing space for event, parking lot, advertising, staying open late (cost \$800, waived)

S&S Productions

Sponsor

Providing full media coverage including professional photographer, video crew and complete post production (cost \$1,200, waived)

Playboy Energy Drink

Sponsor

Providing their drinks at the checkpoints, giving out shirts and banners (cost \$800, waived)

TOTAL SPONSOR DONATIONS: \$9,250

