

ONE MORE RUN
AGAINST THE **SUN**
VEGAS TO MIAMI GOLD EDITION



goldRush Rally

GR
2022

PARTICIPANT PACKET
LAS VEGAS; SCOTTSDALE; SANTA FE; DENVER X2 - NASHVILLE - ATLANTA - ST PETE BEACH; MIAMI X2

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OUR PARTICIPANTS BELIEVE THEIR CARS WERE MEANT TO BE DRIVEN



ONE MORE RUN
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VEGAS TO MIAMI GOLD EDITION

EVERY GREAT ADVENTURE
DESERVES A GREAT START,
LAS VEGAS HERE WE COME



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GR
2021

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LAS VEGAS, SCOTTSDALE, SANTA FE, DENVER X2 - NASHVILLE, ATLANTA, ST PETE BEACH, MIAMI X2

GR2021
Sinner & Sinner
phorm

GR2021
Sinner & Sinner
phorm

START GRID
LAS VEGAS
JUNE 9TH

DENVER
JUNE 12TH-13TH

SCOTTSDALE
JUNE 10TH

NASHVILLE
JUNE 14TH

ATLANTA
JUNE 15TH

SANTA FE
JUNE 11TH

ST PETE BEACH
JUNE 16TH

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FIRST HALF

DAY1 LAS VEGAS
DAY2 SCOTTSDALE
DAY3 SANTA FE
DAY4/5 DENVER X2

SECOND HALF

DAY6 NASHVILLE
DAY7 ATLANTA
DAY8 ST PETE BEACH
DAY9/10 MIAMI X2

FINISH LINE
MIAMI
JUNE 17TH-18TH



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**OUR GREATEST ASSET
HAS ALWAYS BEEN
OUR PARTICIPANTS**



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GOLDRUSH RALLY

GR2022

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The goldRush Rally family is proud to have accomplished over a decade of world-renowned luxury and exotic vehicle rallies which are not just drives, but adventures remembered for a lifetime.

Year after year, we elevate, boost, revitalize, and clearly lead the rally game like no others can. 2022 will be no exception as we journey the country by land, air, and sea and bring you goldRush Rally, **"One More Run Against The Sun"**. The cities we visit and routes we take will provide the foundation of your greatest memories. The cars and the scenic routes bring you alive and the experiences only goldRush Rally can provide leave you in awe. But it is the participants and the lifelong friendships that will always bring you back. GR2022 was drawn up with the mindset of "a little change can go a long way". This means ample time to enjoy the hotels and accommodations, 2 days at the midpoint and 2 days at the Finale, incorporating a first half flight to include vehicle transport, and more details to come. Your goldRush Rally adventure awaits you, **"One More Run Against The Sun"**.

 JUNE 9TH-19TH | 2022



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**THERE IS ONLY ONE WAY
WE DO THINGS,
THE GOLDRUSH RALLY WAY**

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ROUTE | TOUR | DATES

GR2022

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"One More Run Against The Sun" begins in one of our most beloved cities, as we then travel by Land, Air, and end it with a grand Sea finale fitting for celebrating a cross-country experience.

Vegas baby! Need we say more? goldRush Rally 2022 will begin in the entertainment capital of the world with our Kickoff and Official Start Grid. Time to Experience **Las Vegas**, the goldRush Rally way. We then journey to the stirring beauty of the lush Sonoran Desert, the West's Most Western Town, **Scottsdale, AZ**. We continue on to an anticipated day of driving as we experience the Southwest roads and arrive to The City Different and The Eldorado Hotel & Spa in **Santa Fe, NM**. Next, we head North for a **2-night stay** at our midpoint city which is nestled against the foothills of the Rocky Mountains, Mile High **Denver, CO**. From there, it's to the air we go. Your car will be loaded up and transported professionally while we charter flights to an unforgettable experience in Music City, **Nashville, TN**. As we depart the next day, the second half of our rally officially begins. Navigating the twisty Southeastern roads takes us to the Ritz-Carlton downtown in the **Atlanta, GA**. The rally continues as we cross the Florida-Georgia line and travel down to the Gulf Coast to our destination, the beachfront Don Cesar in Sunshine City, **St Petersburg, FL**. Our final day of driving takes us across Alligator Alley and to our final destination, Bienvenidos a **Miami, FL**. Our Official Awards Ceremony, Grand Finale, and a **2-night stay** at the glamorous Fontainebleau hotel awaits as the perfect way to end your rally with the bliss of relaxation, sun, sea, and sparkling pools.

GR2022 will be packed with exclusive VIP experiences, prime street closures, luxury hotel accommodations, race track events, night time entertainment, culinary experiences, breathtaking routes and so much more. We look forward to hosting all of you on **"One More Run Against The Sun"**.



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Encore
WYNN LAS VEGAS™

FONTAINEBLEAU
MIAMI BEACH

THE
DON CESAR



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2020 GR

**THE BEST THINGS IN LIFE ARE
THE PLACES YOU'VE SEEN AND
THE MEMORIES YOU'VE MADE**

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GOLDRUSH RALLY HOTELS

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LAS VEGAS	ENCORE AT WYNN LAS VEGAS
SCOTTSDALE	BILTMORE, A WALDORF ASTORIA RESORT
SANTAFE	ELDORADO HOTEL & SPA
DENVER X2	THE RITZ-CARLTON, DENVER
NASHVILLE	GRAND HYATT NASHVILLE
ATLANTA	THE RITZ-CARLTON, ATLANTA
ST PETE BEACH	THE DON CESAR
MIAMI X2	FONTAINEBLEAU MIAMI BEACH



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GOLD

**PARTIES SO LEGENDARY
YOU NEED A PONCHO
TO ATTEND**



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GOLDRUSH RALLY EVENTS

GR2022 ONE MORE RUN AGAINST THE SUN

VEGAS TO MIAMI GOLD EDITION

Hosted at the most talked about nightclubs and motorsports venues. Co-branded alongside the hottest fashion brands with participants joining the festivities from all over the globe; goldRush Rally has transitioned into one of the most talked about social events of the year.

Motorsports Venues

Circuit of The Americas
Indianapolis Motor Speedway
NCM Motorsports Park
M1 Concourse
Charlotte Motor Speedway
High Plains Raceway
Las Vegas Motor Speedway
Texas Motorplex
Atlanta Motorsports Park
Spring Mountain Motorsports
Albuquerque Dragway

Private Events

Pikes Peak
Tail of The Dragon
Graceland
National Corvette Museum
The Rock and Roll Hall of Fame
Maryhill Loops Museum
Rocky Mountain National Park

Nightclubs

LIV (Miami)
Marquee New York
XS Nightclub (Las Vegas)
OMNIA (San Diego & Las Vegas)
1OAK Nightclub (Las Vegas)
1OAK Nightclub (New York)
CLUTCH (Chicago)
Concrete Cowboy (Austin)
LIGHT (Las Vegas)
BIJOU (Boston)
Studio Paris (Chicago)
The Bungalow (Santa Monica)
Aston Maner (Seattle)
MPULSE Nightclub
TAO Beach Nightclub (Las Vegas)
Marquee Nightclub (Las Vegas)
InfusionVessel
Chloe
Bamboo
Confidential
Mint

Performances

Justin Bieber
David Guetta
Avicii
Skrillex
Diplo
Lil John
Sisqo
Mya
Sir Mix-A-Lot

Motorcades & Street Closures

Golden Gate Bridge, San Francisco
Las Vegas Blvd., Las Vegas
Ocean Drive, Miami
Bleeker Street, New York
French Quarter, New Orleans
Beale Street, Memphis
Staple Center, Los Angeles
City Hall, Boston



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PUT YOUR MONEY WHERE YOUR MOUTH IS



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WHEN TRACK DAYS ARE A MUST ROAD COURSE OR THE DRAG STRIP



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WHAT DO YOU DO FOR FUN WHEN YOU DRIVE RACE CARS FOR A LIVING

KURT BUSCH - NASCAR CHAMPION
GOLDBLOODED FAMILY MEMBER FOR LIFE

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SUMMONING THE GODS OF NFL

CLIFF AVRIL – SUPER BOWL CHAMPION GOLDBLOODED FAMILY MEMBER FOR LIFE



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2020

THE ART OF REACHING THE MASSES

GOLDBERG - WWE WORLD CHAMPION
RONNIE MUND - HOWARD STERN SHOW
GOLDBLOODED FAMILY MEMBERS FOR LIFE

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“YOU’LL NEVER DO THAT”
THE FOUR MOST MOTIVATING WORDS
IN ENGLISH LANGUAGE
ANDY FRISELLA - 1ST PHORM CEO
GOLDBLOODED FAMILY MEMBER FOR LIFE



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SELECT PAST SPONSORS

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goldRush Rally connects its yearly sponsor partnerships to the international and diverse demographics that follows the GR lifestyle, event and brand. goldRush Rally creates different opportunities and activities for partners to benefit from social media, print publications, progressive media, product placement, branding and live audience presence. goldRush Rally provides unmatched opportunities to generate lasting personal relationships with high net worth clients and establish business to business relationships with other sponsors. goldRush Rally associates your brand/company with one of the most prolific events of the year. goldRush transcends the tradition and generates experiences unlike any other.



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GB2022-SponsorshipPacket-Final9

**STRONG WRAP GAME
IS ALWAYS A MUST**

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**BIRDS OF A FEATHER
FLOCK TOGETHER
YEAR AFTER YEAR, WE LEAD THE
RALLY GAME LIKE NO OTHERS CAN**


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EVENT PRICING

GR2022

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 JUNE 9TH-19TH | 2022

goldRush Rally GR2022 - \$22,000

LAS VEGAS, SCOTTSDALE, SANTA FE, DENVER X2 - NASHVILLE, ATLANTA, ST PETE BEACH, MIAMI X2 (10 NIGHTS)

Team of 2 participants attending the entire rally. The fee covers all **hotels, vehicle transportation from Denver to Nashville, flight for two from Denver to Nashville**, secured parking at all locations for your vehicle, luggage transportation, gifting suite & GR2022 gear, GR2022 graphics and graphics application, VIP entrance to all planned events during the day such as track events, private lunches and dinners in selected cities, and VIP entrance to all nightly entertainment and clubs, attendance for 2 to the finale "Award Ceremony", and professional photography of you and your car.

goldRush Rally GR2022 (First Leg) - \$11,000

LAS VEGAS, SCOTTSDALE, SANTA FE, DENVER X2 (5 Nights)

Team of 2 participants attending the first leg of the rally. The fee covers all hotels, secured parking at all locations for your vehicle, luggage transportation, gifting suite & GR2022 gear, GR2022 graphics and graphics application, VIP entrance to all planned events during the day such as track events, private lunches and dinners in selected cities, and VIP entrance to all nightly entertainment and private parties, and professional photography of you and your car.

goldRush Rally GR2022 (Second Leg) - \$11,000

NASHVILLE, ATLANTA, ST PETE BEACH, MIAMI X2 (5 Nights)

Team of 2 participants attending the first leg of the rally. The fee covers all hotels, secured parking at all locations for your vehicle, luggage transportation, gifting suite & GR2022 gear, GR2022 graphics and graphics application, VIP entrance to all planned events during the day such as track events, private lunches and dinners in selected cities, and VIP entrance to all nightly entertainment and private parties, attendance for 2 to the finale "Award Ceremony", and professional photography of you and your car.



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**THE ULTIMATE LUXURY
LIFESTYLE AUTOMOTIVE
RALLY IN THE USA**

WELCOME
TO *Fabulous*
LAS VEGAS
NEVADA

MIAMI

PARTICIPANT PACKET

LAS VEGAS, SCOTTSDALE, SANTA FE, DENVER X2 - NASHVILLE, ATLANTA, ST PETE BEACH, MIAMI X2

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**GR
20
22**

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