Arizona H2OMG! Festival At Lake Pleasant
AZ Copper Cup
February 23-26, 2017

Celebrating America the Great – Let Freedom Roar!
Overview

- Mission and Objectives
- H2OMG! Festival Big Picture
- H2OMG! Festival Concept of Operations
  - Festival Site Plans
- Arizona Copper Cup Lineup
- Schedule Highlights
- What’s Next
- Questions and General Discussion

Backup Info

- Key Organizers
- Additional Information and Maps
Arizona H2OMG! Festival

Mission & Objectives

• Produce and manage events in support of an annual regional festival on Lake Pleasant
  • Community Events, Sports Competitions, Parades, Pageants, Shows
• Promote regional tourism
• Provide opportunities for community involvement
• Honor the Uniformed Services (Military/Fire/Police/EMT)
• Create and promote educational and career opportunities in science, technology, engineering & math (STEM)
• Establish an educational and charitable trust foundation

www.H2OMGFest.com
AZ Copper Cup 2017

Mission & Objectives

• Produce and manage hydroplane race events, entertainment and related activities at Lake Pleasant, Arizona
• Provide a forum to demonstrate and showcase the application of science, technology and engineering
  • Power boat racing, motor sports, uniformed services technology
  • Natural resource management, outdoor recreation
• Stimulate the technology business sector in the Phoenix area
• Create and promote educational and career opportunities in science, technology, engineering and math (STEM)
• Encourage young men and women to pursue careers related to science and technology

www.AZCopperCup.com
H2OMG! Festival Promotional Themes

“Celebrating America the Great”
“Let Freedom Roar”
“Honoring Hometown Heroes and Champions”
“H2O – the Wonderful World of Water”
“The Coolness of Copper”
“Powered by Peoria”
“Outdoor Fun in Arizona’s Valley of the Sun”
“Lake Pleasant – A Shimmering Diamond in the Desert”
“Protecting, Conserving and Enjoying our Natural Treasures”
“Pathways to STEM Careers”
Branding
H2OMG! Festival
Show Zone Activities

• Multiple classes of hydroplane races and boating demonstrations
• Technology Exposition/Show and Career Fair
  • Uniformed Services: Military/Fire/Police/Medical/Emergency Response
  • Outdoor Recreation/Boats/Cars/Aviation/STEM/Natural Resources, etc.
• Water and land demonstrations, exhibits and shows
• On-site carnival provided by Paradise Amusements
• Vending booths, concessions and retail sales
• Hospitality venues; food and beverage operations
• On-site RV camping
• Concerts, music shows and entertainment on the “Freedom Stage”
  • Thursday, Feb 23rd: “Rockin’ America” musical entertainment & dancing
  • Friday, Feb 24th: “Pirate Beach Party” musical entertainment & dancing
  • Saturday, Feb 25th: “Hometown Heroes and Champions Day” - USO Show
H2OMG! Festival
Technology Exposition & Career Fair

• Demonstrations, Exhibits and Displays
  • Showcase the application of STEM throughout the area
  • Uniformed Services: Military/Fire/Police/Medical/Emergency Response
  • Power boat racing, motor sports, uniformed services technology
  • Natural resource management, public works and outdoor recreation
  • Interagency, community, industry and non-profit displays

• Career Fair
  • Create and promote educational and career opportunities in science, technology, engineering and math (STEM)
  • Encourage young men and women to pursue careers related to science and technology
  • Youth and Veteran-focused
  • Recruiting and job opportunities
Boat Lines & Water Shuttle Routes

Standard Boat Lines
- Orange: Side Tie > 32'
- Green: Bow/Stern Tie 30-60'
- Yellow: Side Tie > 32'
- Purple: Bow/Stern Tie <30'

VIP Boat Lines
- Red: Bow/Stern Tie <30'
- White: Bow/Stern Tie 30-60'
- Blue: Side Tie > 32'

Breakwater VIP Boat Lines
- Copper: Bow/Stern Tie <30'
- Silver: Bow/Stern Tie 30-60'
- Gold: Side Tie > 32'

Charter Boat Line
- Bronze: Side Tie > 32'

No Wake Zone
In All Controlled Access Areas

To Camp Zone & West Pits
Transfer Point

Service Rd
AZ Copper Cup 2017 Lineup

American Power Boat Association (APBA) Racing Classes

- Headline Races: Grand Prix hydroplanes
- Various categories of other hydroplane and racing classes:
  - 1L Hydroplanes, SST45 “Tunnel Boats”
  - “Crackerbox” and Sportsman’s Entry (SE)

Other Possibilities

- Drivers School
- Vintage and historic hydroplanes
- Local “Regattas” & special race categories
H2OMG Festival! Highlights
Opening Ceremonies & Copper Cup Pep Rally
Thursday, Feb 23

- Patriotic Opening Ceremonies at H2OMG Freedom Stage (3pm-4pm)
  - Star Spangled Banner and O Canada
  - Leadership messages and opening remarks
- AZ Copper Cup Pep Rally (4pm-6pm)
  - Race teams with owners, drivers & crew chiefs
  - Race boats on display
  - Pep music, cheerleaders and royalty
  - Media opportunities and autograph sessions
- “Rockin’ America” musical entertainment and dancing (6pm-9pm)
H2OMG Festival! Highlights
Friday, Feb 24

- Opening Ceremonies (9am)
- Pits Open (9am – 5pm)
- Multiple classes of boat test runs & racing heats (9:00-12 noon)
- Water and land demonstrations
- Carnival open (12- 9pm)
- Music and entertainment
  - Mid-day music break (12 - 1pm)
- Multiple classes of boat racing heats (1-430pm)
- Grand Prix “Dash for Cash” (430 - 5pm)
- “Pirate Beach Party” (6pm - 9pm)
  - Musical Entertainment, Costume Contests & Dancing
H2OMG Festival! Highlights
“Hometown Heroes and Champions Day”
Saturday, Feb 25

- Opening Ceremonies (9am)
- Pits Open (9am – 5pm)
- Multiple classes of boat racing heats (9:30 – 12 noon)
- Water and land demonstrations
- Carnival open (12 Noon – 9pm)
- Music and entertainment
  - Mid-day music break (Noon-1pm)
- Multiple classes of boat racing heats (1-4:30pm)
- Grand Prix “Dash for Cash” (430 - 5pm)
- USO-Style Patriotic Show and Music (5pm - 10pm)
  - “America the Great Country Concert”
“Hometown Heroes and Champions Day”
Saturday, Feb 25

- Recognize and honor active duty, retired, reservists and guardsmen and former members of the military services, law enforcement, firefighters and Emergency Medical Technicians (EMTs)
  - Working with sponsors to provide uniformed service members with special access and privileges
- The H2OMG Freedom Stage would be dedicated all day towards honoring the uniformed services
  - Patriotic performances and acts
  - Technology displays and demonstrations
  - Uniformed services career orientation and recruiting exhibits
  - Ceremonies and speakers honoring every generation from WWII to Iraq/Afghanistan and the Global War on Terror
  - USO-style show and the “America the Great Country Concert”
H₂OMG Festival! Highlights
Sunday, Feb 26

- Opening Ceremonies (10am)
- Pits Open (9am – 5pm)
- Multiple classes of boat racing heats (9:30 – 12 noon)
- Water and land demonstrations
- Carnival open (12 Noon – 6pm)
- Music and entertainment
  - Mid-day music break (Noon-1pm)
- Multiple classes of boat racing heats and finals (1 – 4:30pm)
  - Copper Cup Championship Races
- Closing ceremonies (5pm - 6pm)
- Event ends (6pm)
Unlimited Thrills and Fun at the H2OMG! Festival

• All Daily and Weekend Passes include the following:
  • Non-stop speedboat racing, music, demonstrations and shows
  • Unlimited carnival rides
  • Unlimited pit pass access
  • Unlimited rides on the H2OMG! Fest Transit System

• Join the H2OMG! VIP Club and get additional benefits:
  • Unlimited access to H2OMG! VIP Club Fan Zones
  • VIP grandstand seating
  • Exclusive celebrity “Meet, Greet & Photo” opportunities
  • Hot Pit access (during scheduled times)
  • H2OMG! VIP Club “Swag Bag” with logo and promotional items
  • H2OMG! Fest VIP Club souvenir wrist band
  • Souvenir program
Arizona H2OMG! Festival Daily Passes

- Adult/Youth (Ages 12 and up) | Thu/Fri: $29.95 | Sat/Sun: $59.95
- Children (Ages 3-11) | Thu/Fri: $19.95 | Sat/Sun: $29.95
- Children under 3 are Free
  - Ratio limited to 2 children per paid adult pass
- Adult/Youth H2OMG! VIP Club Pass | Thu/Fri: $79.95 | Sat/Sun: $149.95
- Child H2OMG! VIP Club Pass | Thu/Fri: $49.95 | Sat/Sun: $74.95
- Vehicle Parking Passes $10 per day (Single Entry)
- Watercraft “Boat Zone” Passes $10 per day (Single Entry)
Arizona H2OMG! Festival Weekend Passes

- Adult/Youth (Ages 12 and up)  
  - Thru 1/31: $99.95  
  - After 2/1: $149.95
- Children (Ages 3-11)  
  - Thru 1/31: $49.95  
  - After 2/1: $74.95
- Children under 3 are Free  
  - Ratio limited to 2 children per paid adult pass
- Adult/Youth H2OMG! VIP Club Pass  
  - Thru 1/31: $299.95  
  - After 2/1: $349.95
- Child H2OMG VIP! Club Pass  
  - Thru 1/31: $149.95  
  - After 2/1: $199.95
- Vehicle 5-day Weekend Parking Passes $50
- Watercraft 5-day Weekend “Boat Zone” Passes $50
- Boat Line 5-day Weekend Mooring Passes: $199 - $599 and up
- RV On-Site 5-day Weekend Camp Reservations: $199 - $1799
Arizona H2OMG! Festival RV & Overnight Areas

- Festival “Show Zone” Camping
  - RV camping next to Festival Show Center
  - Official, race team and volunteer camp areas nearby

- Lake Pleasant Regional Park “Camp Zone”
  - Roadrunner Campground with race view and secondary RV sites
  - Primitive camping along Lake Pleasant shoreline
  - 10-Lane Boat Ramp: race team camping, RV sites and hospitality area
  - Lake Pleasant Visitor Center with race view hospitality zone
  - Bobcat and Ringtail day use areas

- Lake Pleasant “Boat Zone” Overnight Areas
  - Boat lines and mooring areas
  - Pleasant Harbor Marina
Race Team Camp
RT 1-15

Primitive Spots
NZ PC 1-22

Volunteer RV Sites
NZ VRV 01-48

North Zone
20’ x 40’
Interior
RV Sites
NZ RV 1-35

North Zone
20’ x 40’
Perimeter
RV Sites
NZ RV 71-105

North Zone
20’ x 70’
Large Interior
RV Sites
NZ RV 36-70
Lake Pleasant Regional Park
“Camp Zone” Activities

- Multiple classes of hydroplane races and demonstrations
- 10-Lane Boat Ramp with West Pits and hospitality area
  - Vending booths, concessions and retail sales
  - Hospitality venues; food and beverage operations
  - West Pits Liberty Stage: Musical entertainment
- Water and land demonstrations and shows
- Lake Pleasant Discovery Center with race view hospitality area
- Bobcat and Ringtail day use areas
- On-site RV camping
  - Roadrunner Campground, 10-Lane Boat Ramp, spillway & Lake Pleasant shoreline primitive camping areas
Large RV Spots BR 1-12

Standard RV Spots BR 13-24

Race Team RV Spots WP 1-29

WEST BOAT PITS
What’s Next

• Expand public relations and marketing efforts
  • Continue building website and social media sites
  • Press conferences and public events
  • Online plus direct sales and marketing

• Complete technical planning & coordination
  • Festival site and race course layouts
  • Book racing teams, demonstrations, entertainment, etc.
  • Police/Sheriff/Fire/EMT/Risk Mgmt/Rescue, etc.
  • Transportation/Security/Waste Mgmt/Communications plans

• Continue building organization
  • Recruit additional professional staff and volunteers
  • Expand community partnerships
  • Line up sponsors, exhibitors, vendors and other partners
Questions?

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Peoria, AZ 85383
888-728-7999
623-466-2380
Key Organizers

- **Colonel Greg Cook, USAF (Ret)**
  - Chief Executive Officer and Spokesman, H2OMG Fest LLC
  - President of Global G Enterprises, a business management and consulting firm
  - Founder of Eagle Eye Pros, a promotions, public relations and event production firm

- **Pat Stroud**
  - President and General Manager, H2OMG Fest LLC
  - President of Clearwater Services, Inc.
  - Key organizer, Coeur d'Alene Diamond Cup Hydroplane Races

- **Chris Visconti**
  - Director of Hospitality & Corporate Relations
  - Vendor Coordinator, Coeur d’Alene Diamond Cup Hydroplane Races

- **Tom Latham and Signal Point Graphics**
  - Director of website development, graphics design and publications

- **Sherry Anderson McKay**
  - Supervisor, Festival Operations & Logistics
  - Owner, Paradise Amusements
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Colonel Greg Cook
United States Air Force (R)
From Greater Phoenix to Lake Pleasant & H2OMG Festival “Camp & Show Zones”

Lake Pleasant Regional Park and H2OMG Festival “CAMP ZONE” Entrance

From Hwy 74 via Castle Hot Springs Rd

Pleasant Harbor And H2OMG Festival “SHOW ZONE” Entrance

From Hwy 74 via 87th Avenue

“Take the Carefree Highway to Find Lake Pleasant and Pleasant Harbor”