Aston Martin Pebble Beach 06.30.13 V1





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Concept 1 Roaring 20's

Concept #1 Event Names & Taglines

- Aston Martin's Centennial Celebration: Embracing the Past. Accelerating the Future.
- The Aston Martin Affair: Celebrating 100 Years of Power, Beauty, and Soul
- An Evening of Roaring Elegance: Embracing the Past. Accelerating the Future.
- A Night of Nostalgia: Honoring 100 Years of Understated Perfection
- Aston Martin's Centennial Celebration: Saluting the Golden Age of Motoring

Event Description

This red carpet "Clip Joint" pulls out all the stops, paying tribute to the history of Aston Martin while focusing on the innovation of tomorrow. Stepping back in time, guests are invited to relive the roaring 20's of fast cars, swinging jazz, cigar bars, and dirty martinis. More than just a cocktail party, this swanky soiree transports guests to a past era of the new woman, mass culture, the jazz age, and prohibition revolt. Recreating an atmosphere of ambition and liberation, this event captures the essence of refined celebration in a style of Boardwalk Empire-meets-the golden age of motoring. Between cocktails and jazz, guests will experience such classy entertainment as sultry singers, swing dancing, flapper girls, and an automobile-style fashion show.

Setting

Elegant, swanky, classy, suave, vintage, ritzy, celebratory, refined, art deco, sophisticated, clip joint, 1920's-meets-Aston Martin.

Possible Master of Ceremonies

Simon Kidston: Geneva-based auctioneer and supplier of classic cars to the wealthy. He judges and commentates at the Pebble Beach Concours d'Elegance and for the past ten years has been 'the voice' of the Villa d'Este Concours in Italy. He also writes regular columns for Sports Car Market, Classic Cars and Ramp magazines and has presented at the World's Finest Cars shows on Smithsonian Networks TV.

Clint Eastwood: American film actor, director, producer, composer, pianist, and politician; Former Mayor of Carmel-by-the-Sea and resident of Monterey Peninsula.

Elle MacPherson: Model, businesswoman, television host, actress, and owner of vintage DB5.

Stirling Moss: Former Formula One driver from England who raced Aston Martin's DBR1. He retired from racing in 2011.

Damon Graham Devereux Hill: Retired British Formula One racing driver, now acting as a brand ambassador for Aston Martin.

Courtney Hanson: Television host, syndicated columnist, actress, and author of Garage Girl's Guide To Everything You Need To Know About Your Car. Hansen hosts Discovery Channel's Autoweek's Vinsetta Garage and is the owner of an Aston Martin.

Christina Rene Hendricks: Actress who plays sultry Joan Harris on AMC's Mad Men. She has been nominated for three Emmys and was voted Best Looking American Woman and Sexiest Woman Alive by our event sponsor, Esquire magazine.

Style Guide

Enter the dawning of a new age when Aston Martin and 1920's fashion burst into the modern era of fast cars and flowing fabrics. It was a time of silks and satins accessorized with pearl necklaces and cloche hats topping bob haircuts. Two-piece wool outfits were the ideal ensemble for a Sunday drive in the Aston Martin. Elegant simplicity was the essence of vintage fashion with evening gowns, knife-pleated skirts, flapper dresses, low-waist skirts and sparkling headbands. For men, it was a shift in attitude portrayed in clothing with pin-striped suits, wide-legged trousers, and garments in shades of white and cream. Exuding a blend of wealth and class, gentlemen dressed in club collared shirts, double-breasted vests, and jackets complimented with brimmed hats. There's no better way to relish the past than to become part of it during one night of historic celebration.

Gift Ideas

For Women:

- Vintage flapper inspired headband
- 1920's style cloche hat
- String of faux pearls and/or satin gloves
- Feather boa
- Long cigarette holder with chocolate cigarette

For Men:

- Felt fedora or Panama straw hat
- Wool, tweed, or Mulberry leather English driving cap
- Vented Mulberry leather gloves or ascot scarf
- Bottle of "prohibition" whisky with vintage Aston Martin label
- Davidoff cigar and Mulberry leather flask with event logo

Creating Ambiance

- Art deco branded event tickets to resemble 1920's theater tickets ("Admit One")
- Cocktail tables (Designed by Timothy Oulton) themed after historic Aston Martin cars from the past century
- Big screens project black and white films Charlie Chaplin, old race movies, The Jazz Singer, etc Sponsored by Microsoft.
- Strings of pearls, candelabras, white linens, long stem roses, candle-lit tables
- The center stage features a vintage 1940's microphone and "courtyard catwalk" where the evening's events take place.
- Featured music Live jazz and swing music. Suggestion: Big Bad Voodoo Daddy (www.bbvd.com)

Staff Attire

For Women:

- Flapper Dresses with feather headbands and strings of pearls

For Men:

- Gangster-smooth in Bugsy Siegel or Al Capone style with fedora and suspenders

Cocktails

The main bar area resembles a swanky Davidoff cigar bar (perhaps called "The Deck," 1920s slang for a "pack of smokes") or a cocktail lounge from a past era (ie. Hoppin' Frankie's, Black Cat, Club Lucky). Smaller cocktail bars feature Davidoff cigar-pairing options with martinis, tequila, rum, scotch, gin, wine, and champagne. Guests can peruse the sponsored bars where cigar and liquor connoisseurs are on hand to deliver the perfect pairing.

Throughout the bars are vintage-style cocktail waitresses carrying cigar trays held by neck straps. In line with the vintage theme, they are dressed in red and black saloon skirts similar to those worn by candy girls. Each bar is branded according to backed sponsors and might include:

- Patron's Prohibition (serving Ultimat Vodka, Pyrat Rum, and Patron Tequila)
- Zymol's Speakeasy (scotch bar)
- Esquire's Gin Mill (Gin bar)
- Talbott's Swinging Reds (wine bar)
- Louis Roederer's Cotton Club (champagne bar)
- Pirelli's Bootlegger (beer garden)

Signature Cocktails for event drink menu, names inspired by 1920's slang

- Big Daddy (rich boyfriend) -
- Swinging Crush (An infatuation)
- Dead Solider (Empty beer bottle)
- Attaboy (well done) _
- Dip the Bill (Have a drink) _
- Dizzy with a Dame (To be in love) _
- Daisy Doll (an attractive woman) _
- Drugstore Cowboy (a guy trying to pick up women)
- Fall Guy (victim of a frame) _
- Flaming Youth (boyfriend of a flapper dancer) _
- Flimflam (Swindle) _
- Fly Boy (glamorous term for an aviator) -
- Getaway Sticks (legs)
- Sexy Gams (a woman's legs)
- Giggle Juice (liquor)
- Gold Digger (a woman who marries a man for his wealth) -
- Harlem Sunset (a knife injury) _

- Hash House (cheap restaurant) _
- High Pillow (Person in charge)
- Hooch (Bootleg Liquor) _
- Hotsy-Totsy (pleasing) _
- Lounge Lizard (guy who is sexually active) _
- Dirty Mob (gang) _
- Palooka (below average boxer) _
- Rum Runner (a bootlegger) _
- Sawbuck (\$10 bill) _
- Shyster (lawyer) -
- A Smoked Sleuth (A Drunk Detective) _
- Swanky Martin (ritzy Martin as in Aston Martin) -
- Tiger Milk (liquor) _
- Trigger Man (a sniper) _
- Weak Sister (push over) _
- Yak-Yak Bourbon (whisky from Philadelphia) _

Entertainment

This evening is about honoring the past and accelerating the future, with an Aston Martin tribute, live music, fashion show, and dance performances. The emcee showcases the five categories of Aston Martin cars highlighted that evening: heritage, racing, design, innovation, and the present. In a fashion show like setting, the center courtyard serves as the catwalk where profiled Aston Martin cars drive into focus under a spotlight. Separating each segment is a signature (sponsored) cocktail and a mini-show that introduces the next "act." As the host profiles each iconic car with a brief account, a spotlight shines down on the corresponding car from that milestone. Technology for film segments sponsored by Microsoft.

Acts

Act 1: Heritage

Show: Swing dancers perform live on stage to 1920-1950's music similar to Big Bad Voodoo Daddy. (Note: Marlise has lead on professional swing dancers).

Car: DB5 from 1960's (car enters at end of dance number)

Act 2: Racing

Show: On the big screen, feature the action-packed "TRG Debut at Daytona" 4-min video as seen on the trgastonmartinracing.com website. Video Technology sponsored by Microsoft. **Car: TRG race car** (car enters at end of video, under spotlight).

Act 3: Engineering Innovation

Show: Dance performance by YouTube sensation, Marquese Scott, the "human robot." Dance style is in line with subject of "Engineering Innovation." http://www.youtube.com/watch?v=tAMLCryWJGE. Car: Rapide S Cutaway

Act 4: Present/Future

Show: On the big screen, feature the short film, "Aston Martin Dubai Centenary." This dramatic segment showcases the new Vanquish being airlifted to the famed Burj Al Arab Hotel.

Car: Vanquish Volante

Act 5: Design

Show: The live music begins and models strut the catwalk wearing designer fashions that take guests back in time, from the 1920's to the present. They are back-dropped by the black and white film, "100 Years of Aston Martin." Fashion show sponsored by Esquire.

Car: Design - CC100 & Q Cars

Look and Feel



ASTON MARTIN'S CENTENNIAL CELEBRATION

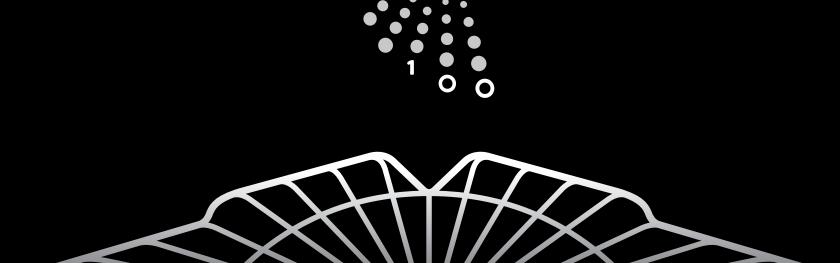
Embracing the Past. Accelerating the Future.





ASTON MARTIN'S (ENTENNIAL (ELEBRATION

Celebrating 100 Years of Power, Beauty, and Soul





AN EVENING OF ROARING ELECANCE Embracing the Past. Accelerating the Future.

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AN EVENING OF ROARING ELEGANCE

Embracing the Past. Accelerating the Future.



Concept 2 Bond, James Bond

Concept #2 Event Names & Taglines

- Aston Martin's Covert Affair: Celebrating 100 Years of Pure Intelligence
- Aston Martin Confidential: Unveiling the Secrets of Perfection
- Aston Martin's Centennial Celebration: An Evening Shaken, not Stirred
- Aston Martin's Centennial Celebration: The Car that Loved Me (a play on the 1977 Bond film "The Spy Who Loved Me")
- Aston Martin Centennial Uncovered: For Your Eyes Only (play on 1981 Bond film "For Your Eyes Only")
- An Evening of Sophisticated Espionage: Celebrating 100 Years of Understated Perfection
- Aston Martin's Centennial Celebration: License to Drive Pure Luxury (play on 1989 Bond film, "License to Kill")
- Celebrating 100 Years of Aston Martin: Drive Another Day (play on 2002 Bond film, "Die Another Day")
- Aston Martin's Centennial Celebration: The Road is Not Enough (play on 1999 Bond film, "The World is Not Enough")

Event Description

Blending Aston Martin's legacy with its famed hero, Agent 007, this red carpet event celebrates the iconic relationship between James Bond and his signature car that began in 1964's Goldfinger. Woven throughout this 100-year celebration will be all things Bond including scenes of the agent driving his getaway car projected on the big screen. Guests will be immersed in an atmosphere of espionage, martinis, gadgets, fantasy, and sultry sophistication. Bond is the quintessential British spy who men want to be, and women desire. Along with his signature Aston Martin, the legendary spy and his car will be celebrated as one through such elements as masculinity, charm, elegance, and perfection. Recreating an ambiance of wealth, power, and beauty, the event will feature smooth cocktails, soft jazz, a replica Casino Royale, and a fashion show highlighting a tribute to Aston Martin's past and present. For one unforgettable night, guests will experience the thrill of living the life of the world's most coveted spy.

Setting

Sophisticated, clandestine, elegant, suave, sexy, opulent, masculine, robust, dangerous, undercover, charming, refined, James Bond-meets-Aston Martin.

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Possible Master of Ceremonies

Sir Roger George Moore: English actor, perhaps best known for playing British secret agent James Bond in the official film series for seven films between 1973 and 1985, and Simon Templar in The Saint from 1962 to 1969.

Geoffrey Moore: Very suave-looking restaurant owner and son of actor Roger Moore. Geoffrey owns Hush in Gstaad, Switzerland and a second location in Mayfair, UK.

Simon Kidston: Geneva-based auctioneer and supplier of classic cars to the wealthy. He judges and commentates at the Pebble Beach Concours d'Elegance and for the past ten years has been 'the voice' of the Villa d'Este Concours in Italy. He also writes regular columns for Sports Car Market, Classic Cars and Ramp magazines and has presented at the World's Finest Cars shows on Smithsonian Networks TV.

Timothy Dalton: Played James Bond from 1987—1994

Jason Statham: British actor, producer, martial artist, model, and former driver. He is known for his roles in crime films Revolver, Snatch, and Lock, Stock and Two Smoking Barrels. He has been a diver on the British National Diving Team and finished 12th in the World Championships in 1992. Owns an Aston Martin DBS Volante.

David Beckham: Soccer player and model, owns Aston Martin Vantage, plus a DB7 convertible.

Lara Bingle: Australian fashion model, socialite, businesswoman, "brand ambassador", fashion designer and television personality. Owns an Aston Martin V8 Vantage.

Consider past Bond girls: http://www.bondmovies.com/girls.shtml

Past James Bond actors/actresses that own Aston Martins:

- Pierce Brosnan: Played James Bond in "License to Kill." Owner of Aston Martin Vanquish.
- Halle Berry: Actress and Bond girl in 2002
 "Die Another Day." Proud owner of Aston Martin V8 Vantage.
- Daniel Craig: The British actor who succeeded Pierce Brosnan as James
 Bond in 2005, starred in the James Bond films Casino Royale, Quantum of Solace, and Skyfall. Owns an Aston Martin V12
 Vantage Roadster.

Style Guide

Men: Classy black suit or tux

Women: Formal wear that is chic, elegant, and feminine. Black cocktail dress. Glam evening gown in black or red with pearls. White dress draped in gold jewelry like Bond's leading ladies.

Gift Ideas

For Women:

- OPI Nail Polish: SkyFall Collection / James Bond branded by OPI
- Classic Black Lacquer Lighter: In the movie SkyFall, the Pierre Cardin lighter is laying on the bar in the Macau Casino. It's the lighter Bond grabs from leading lady Severine to keep her from leaving the bar.
- Aston Martin DB9 Key ring: This silver key ring was won by James Bond in a poker game against Alex Dimitrioss in the movie Casino Royale.
- Scarf or Jewelry: Accessory similar to what a Bond girl might have worn. Note that our wine sponsor Talbott also owns a clothing line in Monterey. We can bring in event sponsor, Mulberry Leather for women's gift accessories.

For Men:

- Wooden Shaving Bowl and Razor: In SkyFall (2012) Bond uses a wooden shaving bowl, brush and razor blade. In the 1964 movie Goldfinger, he uses a Gillette slim handle adjustable razor when he is shaving in Goldfinger's plane on the way to America. In the handle of the razor he has hidden the tracking device.
- James Bond Gatsby Lighter: The S.T. Dupont Gatsby lighter from 2004 was available in different sizes and in black gunmetal or palladium. Both versions feature a bullet-shaped roller and time zone indicator. We could offer a replica.
- Cufflinks: A pair of S.T. Dupont cufflinks Diamond Head Square, with palladium finishes, is worn by Daniel Craig in Casino Royale. We could offer a replica model as a gift.
- Unlined Leather Gloves: In the Shanghai airport scene and London roof scene in SkyFall (2012), James Bond (Daniel Craig) wears a pair of black Dents Unlined Leather Gloves. Replica gloves could be from sponsor Mulberry leather.
- Parker Jotter: In Goldeneye (1995) Q-Branch supplies Bond with a Parker Jotter pen that is a C4 grenade: three clicks arms the four-second fuse, another three disarms it. A replica high-end pen could be substituted as a gift.

Creating Ambiance

- Event tickets to resemble James Bond secret mission
- Cocktail tables designed by Timothy Oulton, themed after Aston Martin cars featured in James Bond movies
- On display throughout the courtyard are sculptures by Richard Macdonald
- Microsoft big screens project scenes from James Bond movies with Aston Martin segments
- White linens, long stem roses, candle-lit tables, roulette and Black Jack tables, 007 theme, British flag, iconic logo of James Bond at end of gun barrel, traditional Bond girl silhouette projected on the walls.
- Featured music Live jazz and James Bond theme music to introduce the entertainment

Staff Attire

For Women:

- Black cocktail dresses, red nail polish, hair pulled back, dramatic

For Men:

- Tux or nice waiter suit

Cocktails

The main bar area resembles a Bond-esque cocktail lounge called "Shaken, Not Stirred". Guests can enjoy 007-inspired drinks while playing James Bond's favorite casino games like Black Jack, Baccarat Chemin de Fer, Texas Hold'em, and roulette. At this replica Casino Royale, guests can win sponsor-themed gifts and prizes. Casino sponsored by Merrill Lynch.

Smaller cocktail bars feature Davidoff cigar-pairing options with martinis, tequila, rum, scotch, gin, wine, champagne, and beer. Each is named after our sponsors and a James Bond movie that featured an Aston Martin.

- Patron's Thunderball (serving Ultimat Vodka, Pyrat Rum, and Patron Tequila)
- Zymol's Goldfinger (scotch bar)
- Esquire's Casino Royale (Gin bar)
- Talbott's Quantum Solace (wine bar)
- Louis Roederer's Golden Eye (champagne bar)
- Pirelli's Skyfall (beer garden)

Entertainment

This evening is about honoring 100 years of Aston Martin and focusing on the excellence that is yet to come. Utilizing Aston Martin's centennial tagline, the entertainment will focus on "power, beauty, and soul" as it pertains to both the legendary car and it's iconic hero, James Bond. Throughout the evening, guests can try their luck at "Casino Royale" to win sponsored gifts and prizes.

For the main entertainment, the emcee will showcase the five categories of Aston Martin: heritage, racing, design, innovation, and the present/future. Between each segment, past James Bond movies featuring Aston Martin cars will be projected and set to music and/or dance. Technology for film segments sponsored by Microsoft. In a fashion show like setting, the center courtyard serves as the catwalk where profiled Aston Martin cars drive into focus under a spotlight. Separating each segment is a signature (sponsored) cocktail and a mini-show that introduces the next "act." As the host profiles each iconic car with a brief account, a spotlight shines down on the corresponding car.

Acts

Act 1: Heritage

Film: Scenes from 1964's Goldfinger and 1965's Thunderball, featuring the Aston Martin DB5.

Dance Performance: In foreground of the screen, a couple dramatically dances, wearing the same attire (grey suit and powder blue dress) as James Bond and Fiona Volpe during their dance at the Kiss Kiss Club in 1965's Thunderball.

Car: DB5 from 1960's

Act 2: Racing

Film: Scenes from 1969's Her Majesty's Secret Service with DBSV8.

Dance Performance: Belly dancers, recreating gypsy dance number from 1964 James Bond movie, "From Russia with Love".

Car: TRG race car

Act 3: Engineering Innovation

Film: Scenes from 1987's The Living Daylights with Aston Martin V8 Volante and Coupe Dance Performance: Dramatic ballet dancer is in the foreground of the screen set to Adele's Skyfall. **Car: Rapide S Cutaway**

Act 4: Design

Film: Scenes from Goldeneye and Skyfall with Aston Martin's various DB5 models Dance Performance: James Bond silhouette dancers, as seen in opening credits of movie Car: CC100 & Q Cars

Act 5: Present/Future

Film: Scenes from 2002 Die Another Day with the V12 Vanquish, and the 2006 film, Casino Royale featuring the DBS.

Dance Performance: Dramatic tango dancers.

Car: Vanquish Volante, under the spotlight

Finale

At the end of "Act 5", the James Bond theme music begins and models strut the catwalk wearing past Bond girl fashions that take guests back in time, from the 1960's to the present. They are back-dropped by the black and white film. "100 Years of Aston Martin." Fashion show sponsored by Esquire.

Look and Feel





ASTON MARTIN'S OVERT AFFAIR An Evening Shaken, not Stirred





ASTON MARTIN'S CENTENNIAL CELEBRATION

For Your Eyes Only



ASTON MARTIN'S CENTENNIAL CELEBRATION

For Your Eyes Only





ASTON MARTIN'S CENTENNIAL CELEBRATION License to Drive Pure Luxury

