

Let the Games Begin!

Give incentive travel a sporting chance with these classic events

by Chris McBeath



Arrive in *Style*

For a no-holds-barred experience, charter a private aircraft from Magellan Jets; they're in the business of flying VIP groups (whether six or 200 passengers) to sporting venues world-wide. In-flight services can be personalized to include specialty menus, books, newspapers and custom-designed gift baskets. The company hosts its own hospitality suite at many destinations and works with concierge partners to secure tickets and organize exclusive itineraries for their passengers, whether it's The Kentucky Derby or Wimbledon Tennis Championships.

Cost: Variable depending on destinations and size of aircraft. For example: Toronto-Kentucky, return trip, from \$18,000 US (14-passenger Gulfstream IVSP)

magellanjets.com



KENTUCKY DERBY

While always a showcase of the world's finest thoroughbreds, fashionista-hats and celebrity sightings, this year's attendees will also be raising their Mint Juleps (the race's signature drink) to the Derby's 140th anniversary. Hospitality areas range from private suites (suitable for 30 to 100 guests) and VIP lounges to viewing platforms overlooking the paddock and finishing line. Packages include accommodation at three and four-star hotels making the "Kentucky Experience" available to many budgets.

Date: May 3, 2014

Cost: 3-night/4 day official all-inclusive packages from \$6,299 US/person
www.derbyexperiences.com





IDITAROD

Being a part of the famed Iditarod is to get up close and personal with competitors of "the last great race"—TV shows notwithstanding. The sheer drive of the mushers, the enthusiasm of the dogs, and the excitement of watching sleds maneuver through the streets of Anchorage during the ceremonial start is as unique as it gets. "There's nothing like it anywhere else in the world," says Toni Walker, owner of Logistics LLC, who helps group planners package the Iditarod with Alaskan itineraries such as dog sledding, ice climbing and sight-seeing. Check the online Iditarod store for incentive gifts, including sled-dog treats!

Date: Starts March 1, 2014

Cost: Exclusive 5-day package approximately \$3,500 US/person, based on 50 participants.

logisticsLLC.com; iditarod.com



PAN AM GAMES

Showcasing almost 6000 athletes from 41 countries, the PanAm and Parapan Am Games are the next largest events behind the Olympics. And in 2015, they'll be turning Toronto into a multi-national, multi-cultural, multi-sport epicenter. "Each of the 41 nations will have their own cheering section," says Teddy Katz, spokesperson for Toronto 2015. "We're planning music and cultural celebrations to really showcase one of the world's most diverse cities, and there'll be plenty of opportunities for corporate and incentive groups to participate." It's early days for details on group pricing and ticket arrangements, it's not too soon to start planning your group's attendance.

Dates: July 10-26, 2015

Cost: yet to be determined

toronto2015.org



INDY 500

Billed as the greatest spectacle in racing, and held in the world's largest sporting facility, the Indy 500 offers numerous opportunities to host VIP groups. Top choices include the hospitality rooms at Legends Row, adjacent to the famed Gasoline Alley and a great spot for witnessing 'behind the scenes' race activity. For smaller groups, head for The Main Straight Suite Club and its indoor and outdoor views of the racing action. Better still, check into a suite at the Indianapolis Motor Speedway, rated by *USA Today* as the No. 1 vantage point for watching the Formula Ones zipping around the 200 lap course.

Date: May 25, 2014

Cost: \$150 US (VIP areas).

indianapolismotorspeedway.com

