

FORMULA RACING DAY

HOMESTEAD-MIAMI SPEEDWAY



Experience of a lifetime

PARTNER APPROACH



Never before has Formula 1 event provided a comprehensive training package and experience as what Formula Racing Day is offering for its partners.

To be submerged in a demanding world of perfection, extreme sensation, and adrenaline!

1. Environment Setup:

Away from the rest of the world in a prestigious and exotic location with high class services and amenities, the guests can fully immerse themselves in the fastest pacing sport in the world.

2. Training:

A team of experts and F1 professionals is dedicated to assisting the guests and train them under the rigorous criteria of the real F1 drivers.

3. Piloting:

Total immersion and first hand experience of a world renown at the wheel of a real Formula 1 vehicle.



TRAINING SPECIFICS



- Briefing
- Formula Renault 2.0 driving sessions
- Individual telemetry data, data study with race engineers
- Batak session (equipment specifically designed to improve reaction, hand eye coordination and stamina)
- Race driver physiotherapy session
- Formula 1 car extraction session
- Formula 1 car driving session
- 2-seater Formula 1 passenger ride to feel what it is like to be a Grand Prix driver



HOMESTEAD-MIAMI SPEEDWAY

The perfect venue and the perfect setting for a unique world-class event

Homestead-Miami Speedway is a motor racing track located in Homestead, Florida. The track, which has several configurations, has promoted several series of racing, including NASCAR, the Verizon IndyCar Series, the Grand-Am Rolex Sports Car Series, and the Championship Cup Series.

Since 2002, Homestead-Miami Speedway has hosted the final race of the season in all three of NASCAR's series: the Sprint Cup Series, Xfinity Series, and the Camping World Truck Series.

SCHEDULE



FRD Academy Schedule

7:25 AM	Welcome/Changing Room
7:40 AM	General and Safety Briefings
8:10 AM	Track Discovery Laps
8:30AM	Starting Procedure
9:00 AM	F1 Driving Position
9:30 AM	Physiotherapists
10:00 AM	FR 2.0 Briefing
10:30 AM	FR 2.0 Session
11:00 AM	FR 2.0 Telemetry
11:25 AM	Batak
11:50 AM	FR 2.0 Briefing
12:15 PM	FR 2.0 Session
12:40 PM	Group Picture
12:45 PM	FR 2.0 Telemetry
1:10 PM	Lunch
2:10 PM	F1 Briefing
2:35 PM	Formula 1 and 2-seater passenger laps F1 telemetry
4:00 PM	Changing Room
4:30 PM	Debriefing/Champagne
5:00 PM	End of the day

FRD LOUNGES** 10am-4pm



POP-UP BEAUTY SPA

Mini massages, manicures/pedicures, makeup station.

CIGAR LOUNGE

Scotch and cigars.

GIFT LOUNGE

Gift bags, DJ, cocktails.

PRIVATE BANKING LOUNGE

**These lounges are part of the selective sponsorship package benefits to encourage and maximize direct client engagement



MEDIA COVERAGE



Promotional plan and national & international media coverage

Exclusive Racing events are marketed through a unique blend of partnerships, direct mail, radio, press releases, and online sources.

National and international coverage - Pitched media proposal

- Event will have exclusive rights for broadcast on major sports/entertainment networks.
- Multi-content communication platform guarantees massive media coverage:

SPORTS + ENTERTAINMENT + CELEBRITIES + VIP EVENTS



CELEBRITIES

FRD Celebrities: Drive With Stars, Be a Star

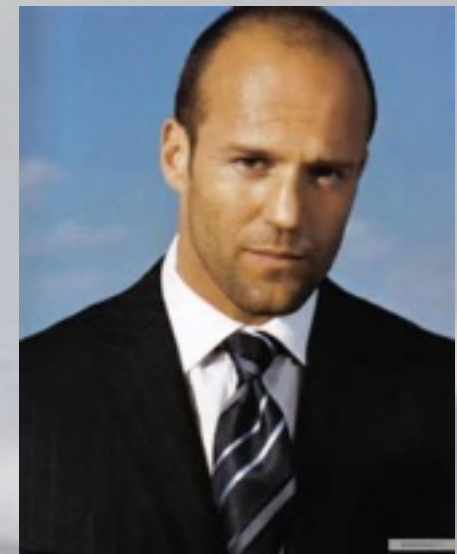
****confirmation pending the availability ****



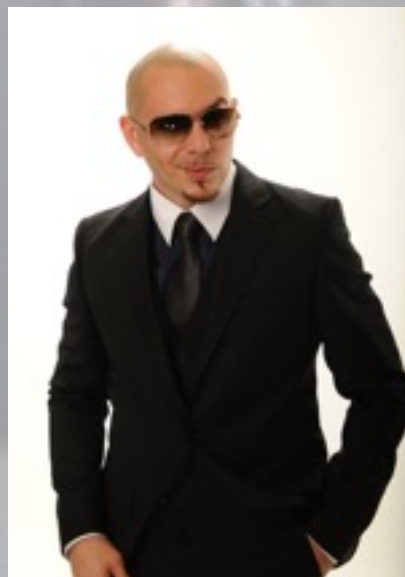
Jamie Foxx



Usain Bolt



Jason Statham



Pitbull



Dwayne Wade



Chris Brown

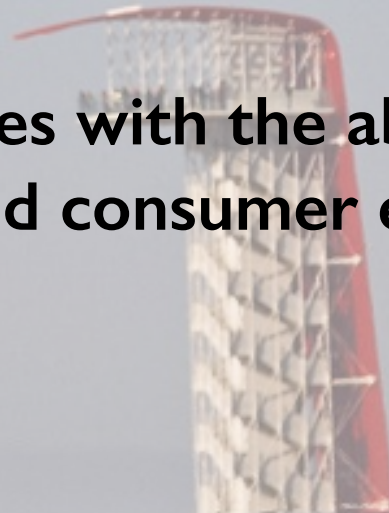


SPONSORSHIPS

- **TITLE SPONSOR**
- **PRESENTER**
- **PLATINUM**
- **GOLD**
- **SILVER**
- **BEVERAGE SPONSOR**

Formula Racing Day will offer corporate sponsorship partners a one-of-a kind experience

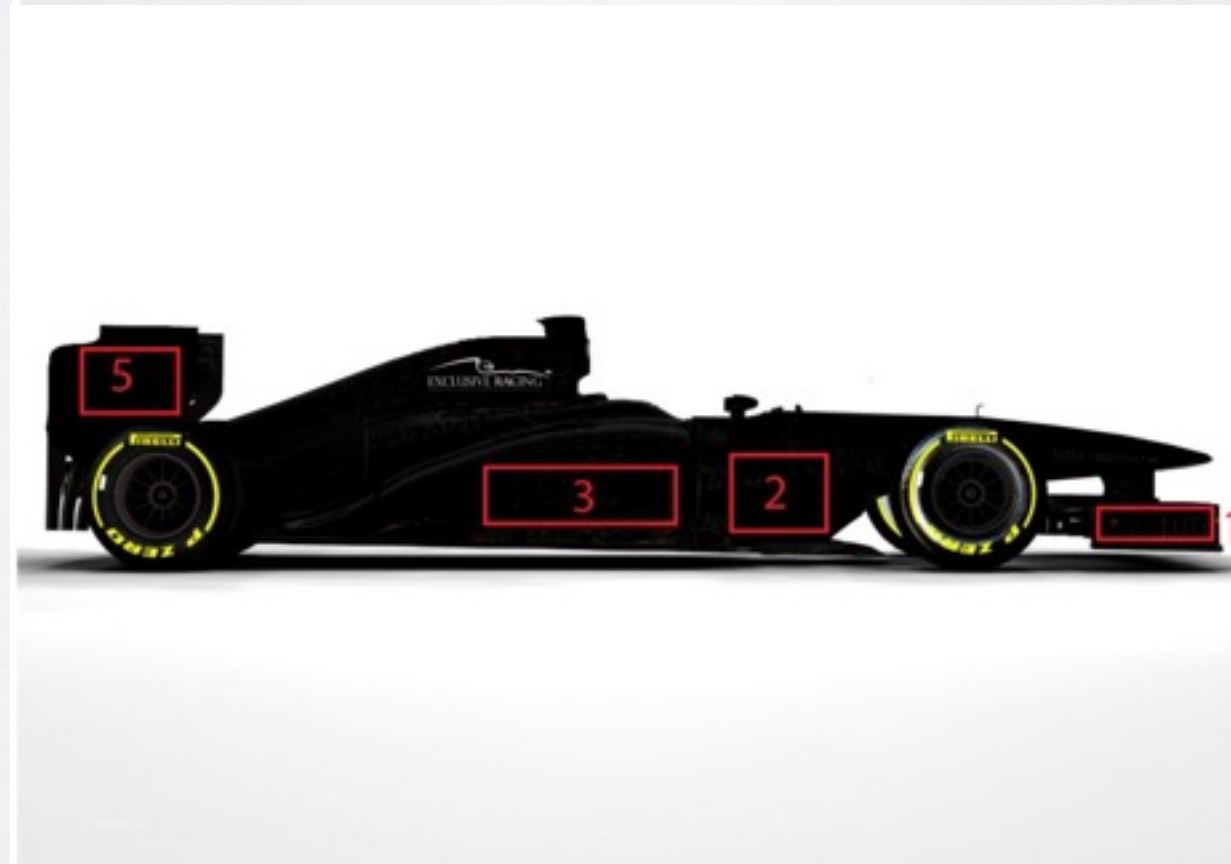
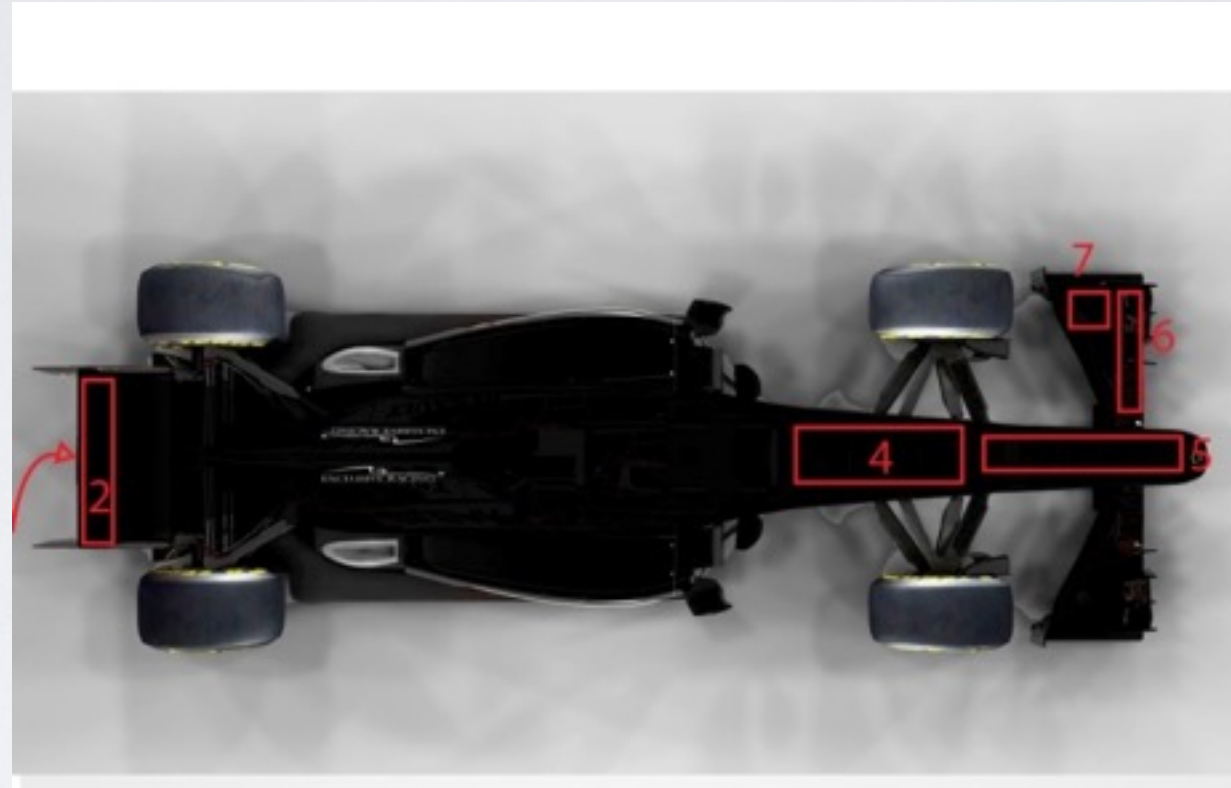
- **We will offer corporate sponsors the ability to experience and be part of an unforgettable event, with celebrity icons, legendary athletes and entertainers, breathtaking views and great benefits. Whether the company's objectives are:**
 - **To network, build and retain business**
 - **Elevate brand or company awareness**
 - **Engage an exclusive but wide target**
- **Sponsorships will provide companies with the ability to fully integrate their brand into the events, media coverage and consumer engagement.**



LOGO PLACEMENT



- 1 Presenter
- 2 Platinum
- 3 Title Sponsor
- 4 Title Sponsor
- 5 Presenter
- 6 Platinum/Presenter
- 7 Beverage Sponsor




TITLE SPONSOR

\$100,000

- category exclusivity
- naming rights: “company” Formula Racing Day
- presence in all FRD events
- designated lounge area at the speedway to be used at client’s discretion
- logo inclusion on the race cars
- logo inclusion on the racing uniforms
- cocktail hour with selected celebrities and VIPs for an exclusive consumer engagement opportunity
- (2) driver spots
- (10) VIP passes/credentials to all FRD events
- logo inclusion on step and repeat
- logo inclusion on invitations
- logo inclusion on FRD website
- logo inclusion on all advertising materials
- name mention on all PR material
- logo inclusion on gift bags
- inclusion in guest gift bag (items to be provided by sponsor)


PRESENTER SPONSOR

\$75,000

- presence in all FRD events
 - designated lounge area at the speedway to be used at client's discretion
 - logo on the race cars
 - logo inclusion on the racing uniforms
 - cocktail hour with selected celebrities and VIPs for an exclusive consumer engagement opportunity
 - (1) driver spots
 - (8) VIP passes/credentials to all FRD events
 - logo inclusion on step and repeat
 - logo inclusion on invitations
 - logo inclusion on FRD website
 - logo inclusion on all advertising materials
 - name mention on all PR material
 - logo inclusion on gift bags
 - inclusion in guest gift bag (items to be provided by sponsor)
- 
- A Red Bull Formula 1 race car, primarily blue and yellow, is shown from a rear-three-quarter view on a racetrack. The car features prominent Red Bull branding and other sponsor logos. The background is a blurred racetrack environment.

PLATINUM SPONSOR

\$50,000

- presence in all FRD events
 - designated lounge area at the speedway to be used at client's discretion
 - logo on the race cars (position)
 - (1) driver spots
 - (6) VIP passes/credentials to all FRD events
 - logo inclusion on step and repeat
 - logo inclusion on invitations
 - logo inclusion on FRD website
 - logo inclusion on all advertising materials
 - name mention on all PR material
 - inclusion in guest gift bag (items to be provided by sponsor)
- 

GOLD SPONSOR

\$25,000

- presence in all FRD events
- (5) VIP passes/credentials to all FRD events
- logo inclusion on step and repeat
- logo inclusion on invitations
- logo inclusion on FRD website
- logo inclusion on all advertising materials
- name mention on all PR material
- inclusion in guest gift bag (items to be provided by sponsor)

SILVER SPONSOR

\$15,000

- presence in all FRD Speedway events
- (5) VIP passes/credentials to all FRD events
- logo inclusion on step and repeat
- logo inclusion on FRD website
- logo inclusion on all advertising materials
- name mention on all PR material



BEVERAGE SPONSOR

\$10,000+product

- category exclusivity
- presence in all FRD events
- designated lounge area at the speedway to be used at client's discretion
- logo inclusion on the race cars
- logo inclusion on the racing uniforms
- (10) VIP passes/credentials to all FRD events
- logo inclusion on step and repeat
- logo inclusion on invitations
- logo inclusion on FRD website
- logo inclusion on all advertising materials
- name mention on all PR material
- inclusion in guest gift bag (items to be provided by sponsor)
- brand will provide product for 4 day (500 ppl per day/night)
- further customizing opportunities available
- inclusion of brand's POS positioned strategically throughout the venues