



**GRAND PRIX  
FESTIVAL  
MIAMI BEACH**

Miami Beach  
MAY 5/8





In May 2022, a new race will be featured on the F1 calendar, signaling the start of a Grand Prix festival experience like no other.

# ACCESS TO AUDIENCES

The Grand Prix Festival Miami Beach will provide partners direct access to engage and resonate with two distinct and important audiences:



F1 Fans



Global Influencers

# STRENGTHENING CONNECTIONS WITH F1 FANS

This will be the first F1 Grand Prix in Miami, and F1 fans are eager to partake in all the race has to offer – from the viewing experience to the paddock tours and, of course, the hype and entertainment of the festivals.

The Grand Prix Festival Miami Beach will provide access to an affluent audience with an entrepreneurial mentality and a high affinity for brand sponsors.

## Demographics



## Sponsor Affinity

F1 fans are **25% more likely** than sports fans to...

Believe sponsorship increases appeal

Choose a sponsor's product over competitors

## Disposable Income

**1.3x**  
Over index in the top 2 income bands

**\$2,100**  
Average weekend spend excluding tickets

**+70%**  
Of F1 fans sit in the middle or top income brackets

## Fan Passion

73% say they are technology enthusiasts

34% are in decision making roles at work

Over 50% regularly engage in gaming

Sources: Nielsen, Global Web Index.

# CAPTIVATING MIAMI'S CULTURE SEEKERS

From Art Basel to Miami Fashion Week, Boat Shows, and Super Bowls, Miami has become one of the world's leading entertainment and trendsetter cities. And now, with the influx of tech industry leaders, investors, and startup community, Miami is becoming a melting pot of entertainment, luxury, and tech.

With the F1 Miami Grand Prix coming to town this May, global brands will have a unique opportunity to display their new products and services to the world of entertainment and racing.

**Forget About San Francisco And Silicon Valley—  
Miami Is Becoming  
The Next Great Tech Hub**

– Forbes, 2021



**Art | Basel  
Miami Beach**



**PARAISO** Miami Beach

The logo for the Grand Prix Festival Miami Beach. It features a stylized 'F' symbol on the left, composed of three horizontal bars of varying lengths. To the right of the symbol, the words 'GRAND PRIX', 'FESTIVAL', and 'MIAMI BEACH' are stacked vertically in a bold, italicized, sans-serif font.

**GRAND PRIX  
FESTIVAL  
MIAMI BEACH**

The thrill of racing meets the cultural flair of Miami.  
Taking the entertainment and excitement  
of F1 onto *South Beach*.

# AS AN EXCLUSIVE FESTIVAL PARTNER

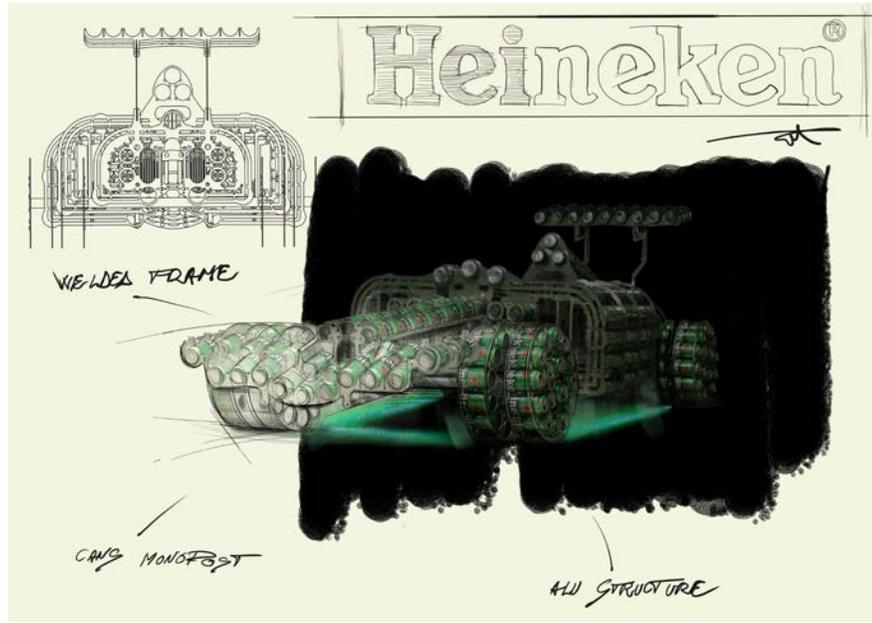
Your brand will be placed at the heart of the story, influencing highly engaged F1 fans and culture seekers across multiple touchpoints.





EXPERIENCE THE INTERSECTION OF RACE  
CULTURE AND MIAMI STYLE THROUGH...

**Music, Fashion, Food,  
Art and Esports.**



## EXHIBITION OF ART & CULTURE

### EXAMPLE EXPERIENCES:

From Wynwood to Art Basel, Miami has become a hub of artistic energy. Whether you're looking to be inspired or inspire others, the Grand Prix Festival Miami Beach will be sure to captivate.

- Artist in residence to curate spaces and environments that offer limited time, exclusive experiences
- Epic vehicle installation from vintage to modern to futuristic concepts
- Interactive displays powered by the latest technologies



# INNOVATION THROUGH ESPORTS

## EXAMPLE EXPERIENCES:

From competition to meet-ups, esports athletes and streamers will be invited to put their gaming pedal to the metal.

- Onsite esports competitions hosted by streamers and F1 talent
- Meet-and-greets with elite esports athletes
- Exclusive gaming gear customization stations



# Tommy Hilfiger F1 inspired fashion show



## EXAMPLE EXPERIENCES:

- Unforgettable fashion show taking place against the backdrop of unique music collaborations and art installations
- Interactive display of limited-edition styles
- Merchandise display and product sales
- Pop-up designer studio for fans to customize merchandise and/or gear



## MIAMI INFUSED FOOD & BEVERAGE

Fusing international cuisine with the flair of Miami, food and beverage will underpin every aspect of the Grand Prix Festival Miami Beach. Ownable experiences can include:

- A private dining experience with a celebrity chef
- Multi-sensory beverage experience, enhancing flavor profiles with scent, touch and sound
- Mixology competition with industry-leading bartenders

# SAMPLE SCHEDULE

## CINCO DE MAYO

### Thursday

#### 12pm to 6pm

- Open to the public
- Esports competition
- Culinary experiences
- History of racing
- Art gallery
- Concours d'Grand Prix
- Partner activations

#### 8pm to Midnight

- Ticketed event
- Live music
- Local and international artists
- Celebrity appearances
- VIP packages
- **Cinco de Mayo celebration**

## FASHION SHOW

### Friday

#### 12pm to 6pm

- Open to the public
- Esports competition
- Culinary experiences
- History of racing
- Art gallery
- Concours d'Grand Prix
- Partner activations

#### 8pm to Midnight

- Ticketed event
- Live music
- Local and international artists
- Celebrity appearances
- VIP packages
- **Fashion Show w/ concert**

## HEADLINE ARTIST

### Saturday

#### 12pm to 6pm

- Open to the public
- Esports competition
- Culinary experiences
- History of racing
- Art gallery
- Concours d'Grand Prix
- Partner activations

#### 8pm to Midnight

- Ticketed event
- Live music
- Local and international artists
- Celebrity appearances
- VIP packages
- **Headline artist**

## F1 MIAMI GP

### Sunday

#### 12pm to 6pm

- Open to the public
- Esports competition
- Culinary experiences
- History of racing
- Art gallery
- Concours d'Grand Prix
- Partner activations
- Live music
- VIP packages
- Stage and screen entertainment
- **F1 Miami Grand Prix screening**

# VENUE SOUTH BEACH

## LOCATION:

- Beach area between 6th and 8th Street

## OVERVIEW:

- Beyond the iconic, pastel-hued Art Deco buildings lining Ocean Drive lies a legendary shoreline with aquamarine water and fine sand.
- Famed for its prestige among international celebrities, South Beach is where you'll find beautiful people soaking up the sun and the scene.
- South Beach annually hosts Miami's most cultural events including Art Deco Weekend, South Beach Wine and Food Festival and Miami Swim Week.
- South Beach is also host to the city's official Air and Sea Show, which draws hundreds of thousands of people every year to the beach.

VENUE SIZE: Approximately 100,000 sq/ft (fully scalable)

CAPACITY: Approximately 12,000+ people

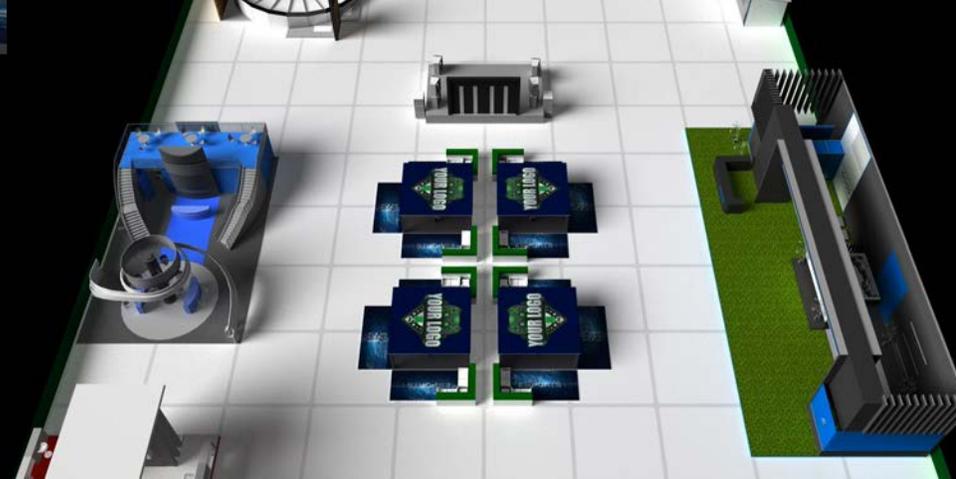
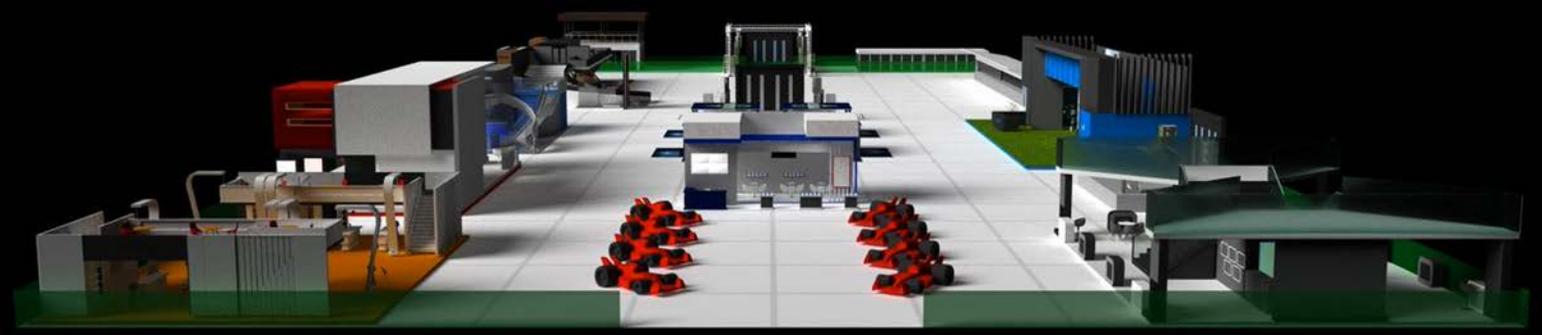
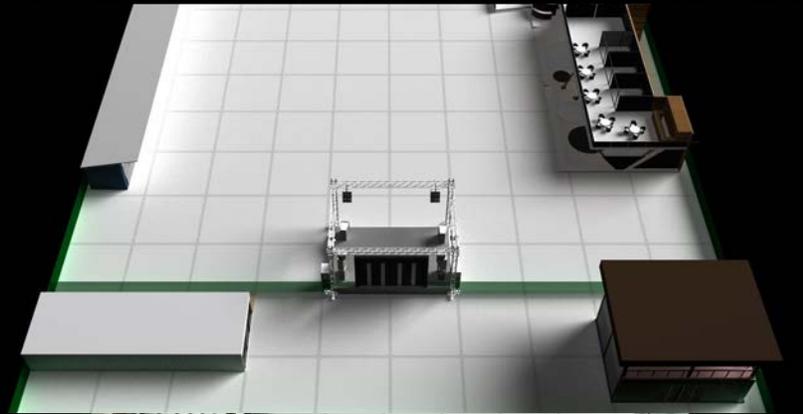


OCEAN DRIVE



ATLANTIC OCEAN

- (1) MAIN STAGE
- (7, 8) SPONSOR, Ocean Drive
- (15) ESports
- (2) BACKSTAGE
- (9, 10) STAGES
- (16) F1 CAR DISPLAY
- (3) FOOD & BEVERAGE
- (11, 12, 13) SPONSOR, Atlantic Ocean View
- (17) ENTRANCE
- (4, 5, 6) TITLE SPONSOR VIP AREAS
- (14) MIX USE AUDIENCE



# 1 The Main Stage

The main stages will host this year's music lineup with cutting-edge audiovisual technology and unique immersive environments. Each evening our visitors will be able to enjoy unforgettable performances by an eclectic list of up-and-coming music acts and renowned artists from across the globe.

During the day, the main stage will be available for our title sponsors to utilize as requested.

Dimensions 80 ft x 40 ft  
Two LED Screens 100 ft x 150 ft  
Ability to put vehicles on the stage

# 9, 10 Secondary Stages

In addition to the main stage, the festival will features two smaller stages that will be utilized for daily interview, talks, product reveals, etc.

Each of the stages will be available to our sponsors to utilize during the day.

6 Central Stage 40 ft x 60 ft  
Ability to put vehicles on the stage

8 West Side Stage 20 ft x 30 ft



### 3. Food and Beverage Area

Over the four days, we will host and feature some of the world's best restaurants and culinary experiences, led by world-class chefs and wine experts.

There are limited spaces available for our sponsors to take advantage of this area during the festival.

Full Dimensions: 140' x 20'

Big Booth Size: 40' x 20'

Small Booth Size: 20' x 20'

Utilities: Power & Garbage Pickup

Fully Customizable



## 4, 5, 6 Title Sponsor Venues

Get your brand in front of F1 spectators and participants with this special opportunity throughout the various venues. Title Sponsor will have access to 3 separate but connected experiences. Each structure will be fully customizable and adaptable to your company's needs.

### **Double Decker:**

It will be located on the east side of the venue facing the Atlantic Ocean.

The rooftop terrace will have a perfect line of sight to both the main stage and the Atlantic Ocean.

Dimensions 40 ft x 120 ft

Fully Customizable Structure

Ability to park vehicles within the structure

### **Welcome Area:**

It will captivate visitors' attention as they walk into the venue past the row of F1 cars. The structure will come with a large LED screen displaying F1 race and brand-relevant content throughout the day.

Dimensions 40 ft x 20 ft

Fully Customizable Structure

### **Backstage VIP Area**

It will provide an exclusive area for performers and the title sponsor's VIP guests to interact and mingle.

Dimensions 40 ft x 20 ft

Fully Customizable Structure



## 8, 7 Sponsor Venues Ocean Drive

There are two dedicated sponsors areas on the west side of the venue facing worlds famous Ocean Drive Road.

Each structure will be fully customizable and tailored to your company's needs.

Larger Structure - Dimensions 120 ft x 100 ft

Smaller Area  
Ability to put vehicles on the stage



# 11, 12, 13 Sponsor Venues - Atlantic

We will have three designated areas for our sponsors on the east side of the venue facing the Atlantic Ocean. Each of the areas/structures will be fully customizable.

Larger Structure DD - Dimensions 120 ft x 100 ft

Medium Structure - Dimensions 60 ft x 40 ft

Small Structure - Dimensions 40 ft x 40 ft





# MARKETING



**JOIN US FOR  
A GRAND PRIX  
EVENT LIKE  
NO OTHER.**

 ***GRAND PRIX  
FESTIVAL  
MIAMI BEACH***

# WE ARE WASSERMAN

- Driving culture across sports, entertainment and music
- Crafting strategic ideas, partnerships and experiences
- Connecting brands with audiences, artists, athletes and properties
- Connected to the Next Generation

## #2

MOST VALUABLE SPORTS AGENCY (FORBES)



## #1

IN GOLF



## #1

IN WNBA



## #1

IN GLOBAL FOOTBALL



MANAGE MORE BRAND SPONSORS OF THE TOP 5 SPORTS LEAGUES THAN NEXT TWO COMPETITORS COMBINED



## #1

IN ACTION SPORTS



2019 SPORTS BUSINESS JOURNAL'S BEST IN CORPORATE CONSULTING, MARKETING & CLIENT SERVICES



## TOP 3

IN MLB & NBA



15 YEARS' EXPERIENCE WORKING WITH F1, AND PRODUCERS OF F1 FAN FESTIVALS IN ABU DHABI, MANCHESTER, BUDAPEST, SHANGHAI, MIAMI AND HOLLYWOOD.



ACCESS TO 1,000s of ATHLETES AND ARTISTS.



AGENCY OF RECORD FOR 35+ BRANDS

## PARTNER AGENCY FUNKSHION

FUNKSHION PRODUCTIONS LLC, a longstanding partner of Wasserman, is an international event management, productions and logistics company that creates unique brand experiences in the world of fashion.

FUNKSHION PRODUCTIONS LLC has produced some of the biggest fashion events in Miami such as events for Louis Vuitton, Rolls Royce, BMW, Pepsi, Netflix, Amazon, Bally, YSL, Vogue, Omega, Chopard, Missoni, Versace, Lanvin, Chloe, Victoria's Secret, NFL, Miami Dolphins, etc.

