

**GOODWOOD
INTERNATIONAL FESTIVAL OF SPEED
MIAMI**

GOODWOOD AND FESTIVAL OF SPEED

The Goodwood brand is a global badge of quality and a symbol of motoring heritage, hosting three of the world's largest motoring and motorsport events with a committed following.

The Goodwood Festival of Speed is the only event of its kind in the world, with a global reach that brings sell-out crowds every year and draws in millions more fans online.

Leveraging its position in the market, its reputation and its unrivalled delivery expertise, Goodwood has created an event that can bring significant benefits to Miami.



A UNIQUE OPPORTUNITY FOR MIAMI

MIAMI AND INTERNATIONAL FESTIVAL OF SPEED

International Festival of Speed offers Miami a one-off, first-mover opportunity to set itself apart as the founding partner of a truly unique event and to deliver against the city's tourism and development objectives.

International Festival of Speed represents:

- An outstanding platform from which to develop Miami's brand as a dynamic and attractive city and to raise its profile internationally
- A compelling addition to Miami's tourism offering, bringing a valuable global audience to visit Miami
- An opportunity to create content that can engage new generations and significantly increase Miami's digital presence
- An opportunity to showcase Miami's business opportunities to the world's most valuable business audience at the 'Davos' of motoring, mobility, design and technology
- An authentic, dynamic and engaging spectacle that delivers long-term impact for Miami



BENEFITS FOR MIAMI

THE CORE PROPOSITION

The International Festival of Speed presents an opportunity for Miami to generate substantial long-term impacts and deliver against its strategic objectives.

Positioning Miami as a pioneering world city

- Leveraging the event's focus on future technology and mobility to promote Miami's ambitions as a leader in future technology development

Supporting and showcasing 'brand Miami' around the world

- Distinctive, authentic and engaging content distributed to enhance and differentiate Miami as a destination

Driving tourism from key markets

- An event that will attract significant numbers of non-local spectators from target markets and high-net-worth VIP attendees staying for multiple days

Promoting the development and growth of local innovation and business

- The world's most influential business leaders, pioneering technologists and societal influencers delivered directly to Miami

Delivering lasting social impact for citizens of Miami

- Content specifically tailored to capture the imagination of local audiences, draw attention to local priorities and leave a post-event legacy

Showcasing local educational initiatives and inspiring the next generation

- A commitment to integrate local educational programmes and engage local institutions leading on design, technology and engineering



DELIVERING THE PROPOSITION

A TRUE PARTNERSHIP APPROACH

Goodwood is committed to maximising the positive outcomes of the event for Miami. To support the core proposition, Goodwood will work closely and collaboratively in partnership with Miami to:

- Develop initiatives and programmes within the event that ensure it aligns with city's urban regeneration, business stimulation, brand promotion, tourism development and local engagement strategies
- Shape the event to target and attract Miami's target audiences
- Highlight and leverage Miami's unique reputation, physical location, businesses and tourism offering as core elements of the event



DELIVERING THE PROPOSITION

BESPOKE CONTENT CURATION

Goodwood's expert creative team have unmatched experience in delivering the world's largest festival of motoring and motorsport. They will work proactively with Miami to tailor key aspects of the event, including:

- Bespoke motoring, mobility and motorsport content reflecting Miami's natural environment, heritage and pioneering technology
- Manufacturer and retailer activations which combine the best of international brands with major local companies
- Educational installations shaped to integrate with and enhance relevant domestic programmes
- Hospitality combining Goodwood's quintessential English charm with Miami's renowned glamour
- Food and beverage provision which showcases the best of local cuisine
- Global and local event marketing to fit with Miami's inbound markets and target segments
- Development of VIP and corporate hosting programmes to attract guests most relevant to Miami's objectives and growth sectors



POSITIONING MIAMI AS A PIONEER

Miami is a cradle of creativity in the US, Florida is home to some of the world's leading technology companies. Building on this leading position, a major focus for Miami's economic development is the promotion of its burgeoning tech economy.

A partnership with Goodwood can help showcase Miami's capabilities and reinforce its ambitions to become a tech leader in and around the world.

Experiential content

- Progressing the conversation on the future direction of motoring, mobility, design and technology and its impact on our lives

Thought-leadership

- Gathering thinkers, innovators and business leaders to lead the conversation and develop new solutions, with the ability to tailor content to fit with Miami's agenda

Local engagement

- A focus on providing opportunities to showcase the local creative and technology ecosystem

Media exposure

- Bringing international media to Miami to report on the visionary inventions, latest technology and idea-sharing taking place at the event



PROMOTING 'BRAND MIAMI'

Goodwood can support Miami in its objective to promote its brand globally and its international visibility.

Content

- Festival of Speed brings unique and engaging content its host can use to promote its brand
- In addition to traditional content production, access to drivers and cars creates significant opportunities for organically generated viral digital and social content appealing directly to younger audiences
- Goodwood commit to working with Miami to shape the event content to showcase the most iconic aspects of the city, maximising the impact of the coverage

Distribution

- Goodwood will work with Miami to define and deliver a content distribution strategy that uses Goodwood's significant global reach to access Miami's target markets and optimises channel usage to engage new generations
- International Festival of Speed also offers a year-round platform for promotion of Miami's city brand through the development of bespoke Goodwood Festival of Speed Miami digital content and social platforms



PROMOTING 'BRAND MIAMI'

2019

GLOBAL SOCIAL MEDIA AND DIGITAL DISTRIBUTION

Global social reach since Nov 2018

2.51 BILLION  Share

NUMBER OF SHARES, COMMENTS, LIKES, POSTS, VIDEO VIEWS ACROSS GOODWOOD CHANNELS, 3RD PARTIES AND FOLLOWERS

WEBSITE TRAFFIC FROM **186 COUNTRIES** 

TOP COUNTRIES: UK • US • GERMANY • AUSTRALIA • FRANCE

344.3 Million  OWNED AND EARNT VIDEO VIEWS FOR GOODWOOD MOTORSPORT IN 2019

7.53% average engagement rate on Facebook 

OVER 2.7 MILLION

 **SUBSCRIBERS**

TO GOODWOOD MOTORSPORT CHANNELS

Online sentiment over

96% COMPARED TO:

FORMULA 1	75%
WIMBLEDON	72%
PREMIER LEAGUE	64%



TICKET BUYERS / EVENT DEMOGRAPHIC

204,000 ATTENDEES OVER FOUR DAYS 

59% NEW ATTENDEES • 41% RETURNING CUSTOMERS

 **47% OF THE AUDIENCE OWN 3 OR MORE CARS**

26% OF THE AUDIENCE HAS AN INCOME IN EXCESS OF £100K PA

All FOS ticket buyers **80%** Male **20%** Female

28% of our audience age between 18 and 34

TICKET BUYERS FROM **75 COUNTRIES** 

TOP TERRITORIES: UK • GERMANY • NETHERLANDS • US

THE FESTIVAL OF SPEED OVER INDEXES IN:

- ENTERPRISING MAINSTREAM
- PROSPEROUS PROFESSIONALS
- FLOURISHING SOCIETY
- CONTENT COMMUNITIES

CAMEO GROUPS 

GLOBAL TV AND OTT

GOODWOOD OFFICIAL BROADCAST **6.2 MILLION** VIEWS ACROSS 2019


GOODWOOD LIVE EVENT BROADCAST ON YOUTUBE

TOP TERRITORIES:

UK US 

AVERAGE WATCH TIME OVER **30 MINUTES**

PR AND GLOBAL BROADCAST

50 International broadcasters including Sky, BBC, ITV, FOX and BIN Sport 

OVER 600 MEMBERS OF THE MEDIA FROM

21 COUNTRIES 

OVER 170 GLOBAL FILM CREWS ACCREDITED

PROMOTING 'BRAND MIAMI'

ENHANCED DESTINATION MARKETING PACKAGE

Miami will receive an enhanced package of destination marketing rights equivalent to a presenting partnership.

To maximise the impact and exposure of the event, Miami will receive:

- Event naming rights
- Brand presence on event collateral, advertising, signing and digital platforms
- Rights to digital media content and distribution
- Naming rights for feature asset or enclosure at the event
- Rights to build exclusive VIP facility and exhibition space on-site
- Right to provide Miami promotional content for distribution through Goodwood channels
- Right to create and distribute Festival of Speed content through Miami channels



DRIVING INBOUND TOURISM

In an environment of increasing global competition, International Festival of Speed provides Miami with a unique opportunity to build its diverse tourism offering and secure visitation from key markets and demographics.

Unique event

- Miami has a unique opportunity to set itself apart from domestic and European competition as the home of the undisputed largest festival of motoring and mobility in the world

Market alignment

- Goodwood will work with Miami to ensure that International Festival of Speed draws visitors from key target markets

Extended stays

- The multi-day event encourages those attending to extend their stay in the local economy, boosting their associated spend

Repeat visitation

- The event enjoys a loyal following: 75% of attendees at the Goodwood Festival of Speed are repeat visitors



CREATING ECONOMIC IMPACT

International Festival of Speed can have a long-term impact on the local economy, through the direct, indirect and induced impact of the event and the ability to stimulate strategic industry sectors.

Economic impact

- Attracting large numbers of visitors and partners participating in the event, it is projected that the event could provide in excess of \$50m in direct economic impact to the Miami economy
- Approximately 60,000 event-specific visitors are estimated to come to Miami for the event (i.e. spectators or official event partners from outside Miami and in the city directly as a result of the event)
- These event specific visitors are projected to stay for an average of three days in Miami, generating spend with vendors in the host economy on accommodation, transport, restaurants and other associated tourism spend
- In addition to direct economic impact, it is anticipated that the knock-on effects of the economic activity of the event, both on the supply chains involved and their employees, will have a further impact on the Miami economy

Strategic sector growth

- The event is an optimum platform to engage with international business leaders across priority sectors, showcase Miami's capabilities and secure long-term partnerships



CREATING ECONOMIC IMPACT



102,000

ATTENDEES



69,860

NUMBER OF UNIQUE
SPECTATORS



11,000

COMPETITORS,
EXHIBITORS,
VIPS & MEDIA



121,577

BED NIGHTS



\$17.8m

REVENUE FOR THE
ACCOMMODATION
SECTOR



\$27.6m

NON-ACCOMMODATION
SPEND



\$6m

NON-LOCAL SPONSOR
ACTIVATION SPEND



\$12m

AVE MEDIA
INDICATIVE VALUE
Based on Goodwood 2019



\$49.6m

DIRECT ECONOMIC
IMPACT

DRIVING BUSINESS SECTOR GROWTH

THE OPPORTUNITY

International Festival of Speed presents Miami with a leading platform to achieve a wide range of business-related goals. At the intersection between automotive development, future mobility, design and technology, the event provides:

- An opportunity for local companies, from start-ups to major corporations, to present investment opportunities to global business leaders
- A platform for US businesses to showcase their products to the world
- An opportunity for demonstrations and knowledge-transfer at the cutting-edge of technological developments between local institutions and global influencers
- Cross-industry interest with the ability to tailor engagement to Miami's high priority growth sectors



DRIVING BUSINESS SECTOR GROWTH

THE PLATFORM

The Miami Nucleus Conference

- A worldwide thought-leadership event, bringing together key players from the world's most advanced technology and automotive companies
- Goodwood will work with Miami to set the agenda for the event, ensuring the topics discussed reflect local strategic imperatives and draw the most valuable audience possible

Miami B2B exhibition

- Alongside the Nucleus Conference, Goodwood can partner with Miami to develop a complementary exhibition showcasing the innovations of companies developing in the Miami ecosystem
- The exhibition content and participants can be tailored to fit with the specific agenda and guestlist developed for the Nucleus Conference

Corporate hospitality

- International Festival of Speed creates opportunities to engage with leaders in a relaxed, business-friendly environment

VIP Festival Party

- An outstanding opportunity for Miami to host a celebration, welcoming dignitaries, business leaders and stars of entertainment and sport to an iconic city venue to strengthen relationships forged during the event



DRIVING BUSINESS SECTOR GROWTH

THE AUDIENCE

A passion for the content accompanied by the Goodwood brand will drive attendance from C-Suite executives and decision-makers representing all major business sectors from across the globe.

Goodwood will work with Miami to understand the most valuable target audience to support the growth of target business sectors and use its unparalleled global reach into the top echelons of business to engage and bring leaders to the event.

- Owners and drivers of the world's most important cars and bikes
- Global leaders of the automotive and technology industries
- Key business leaders, influencers and decision-makers
- Notable figures from the world of motorsport, automotive and entertainment



DELIVERING FOR MIAMI CITIZENS

LONG-TERM SOCIAL IMPACT

The International Festival of Speed will be crafted in partnership with Miami to ensure it delivers immediate impact and lasting legacies for Miami's citizens.

Job creation

- Stimulation of local businesses and the creation of approximately 1,000 jobs in Miami as a direct result of the event

Volunteering

- Goodwood will work in partnership with Miami to develop a volunteer programme to engage local youth, improving community cohesion and developing key skills and future employment prospects

Education

- Opportunities for Miami to work with Goodwood to identify and integrate locally relevant educational programmes and content within core elements of the event particularly around design, technology and engineering, including involving local schools and universities to present their current research and inspire leaders of the future

Infrastructure showcase

- A platform to utilise Miami's iconic landmarks and promote the ongoing redevelopment and renovation of the city's urban areas

Civic pride

- Unique event content and experiences specifically designed to appeal to Miami's citizens and improve their perception of the city



SOCIAL BENEFITS



**FAMILY-FRIENDLY
ENTERTAINMENT**



**INSPIRING THE NEXT
GENERATION OF
INNOVATORS & ENGINEERS**



**LOCAL VOLUNTEERING
PROGRAMME**



**PROMOTION OF LOCAL
CHARITABLE CAUSES**



**ENGAGING, TECHNOLOGY-
FOCUSED EXPERIENCES FOR
CHILDREN & YOUNG ADULTS**



**PROMOTION OF MOBILITY
GOALS**



**B2B & B2G NETWORKING
OPPORTUNITIES**



**ACCESS TO LEADING
AUTOMOTIVE BRANDS**



VALUE IN KIND HOSTING REQUIREMENTS

Venues & facilities

- Land rental (site & car parks)
- Venue hire including:
 - Road for Hill Climb
 - Venue for Future Lab
 - Venue for Festival of Speed Ball
 - Venue for Drivers Club
 - Offsite storage & logistics centre
 - Information centres
 - Press centre
- Track side safety barriers
- Site restoration
- Toilets/stores/cabins

Services & utilities:

- Ambulances, doctors & medical services
- Fire & rescue
- Essential services (water, temporary power & wifi/cellular network)
- Traffic management & car parking labour
- Health & safety
- Licences
- Permit fees
- Public address system
- Waste management
- Vehicle hire

Security:

- Security, fencing & CCTV for full event site
- Ambush marketing prevention
- Public transportation crowd management

Accommodation for Goodwood staff

Marketing

CONCLUSION

HOW INTERNATIONAL FESTIVAL OF SPEED DELIVERS FOR MIAMI

DEVELOP MIAMI'S TOURISM OFFERING	One-off opportunity to host world-leading festival of motoring and mobility
PROMOTE 'BRAND MIAMI'S	Content creation and distribution platform with significant global reach and commitment to align to target markets
ACCESS NEW AUDIENCES	Digital and social content generation that appeals directly to younger audiences
STIMULATE MIAMI'S KEY BUSINESS SECTORS	Opportunity to showcase key sectors, including growing tech economy, to global business leaders
GENERATE ECONOMIC RETURN	Estimated direct economic impact in excess of \$50m
DELIVER FOR MIAMI'S RESIDENTS	Showcasing and utilising iconic landmarks, boosting civic pride, creating jobs and providing educational and inspirational experiences for the region's youth

