



FTX OFF THE GRID

Miami Beach Race Weekend

Activation Recap

June 2022

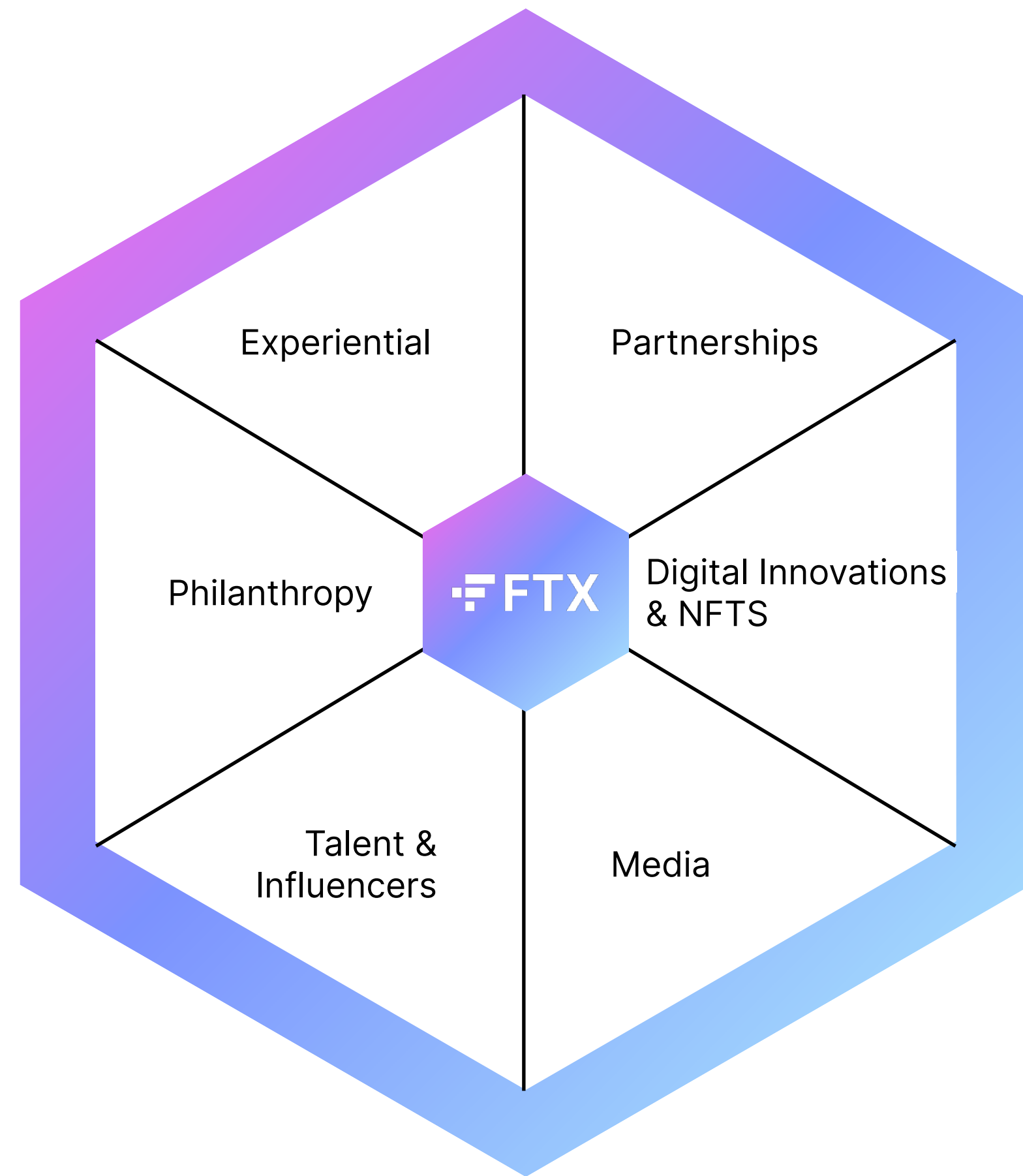


INTRODUCING

FTX OFF THE GRID MIAMI BEACH RACE WEEKEND

A 3-day celebration of cars, crypto and culture aimed at bringing together fans of Formula 1 and Mercedes AMG Petronas F1 for one unforgettable weekend.

THE APPROACH



Miami Beach is a hub for global events – from music to art to sport – and for FTX Off The Grid, we fused all of these together into a 360 multi-layered fan experience.

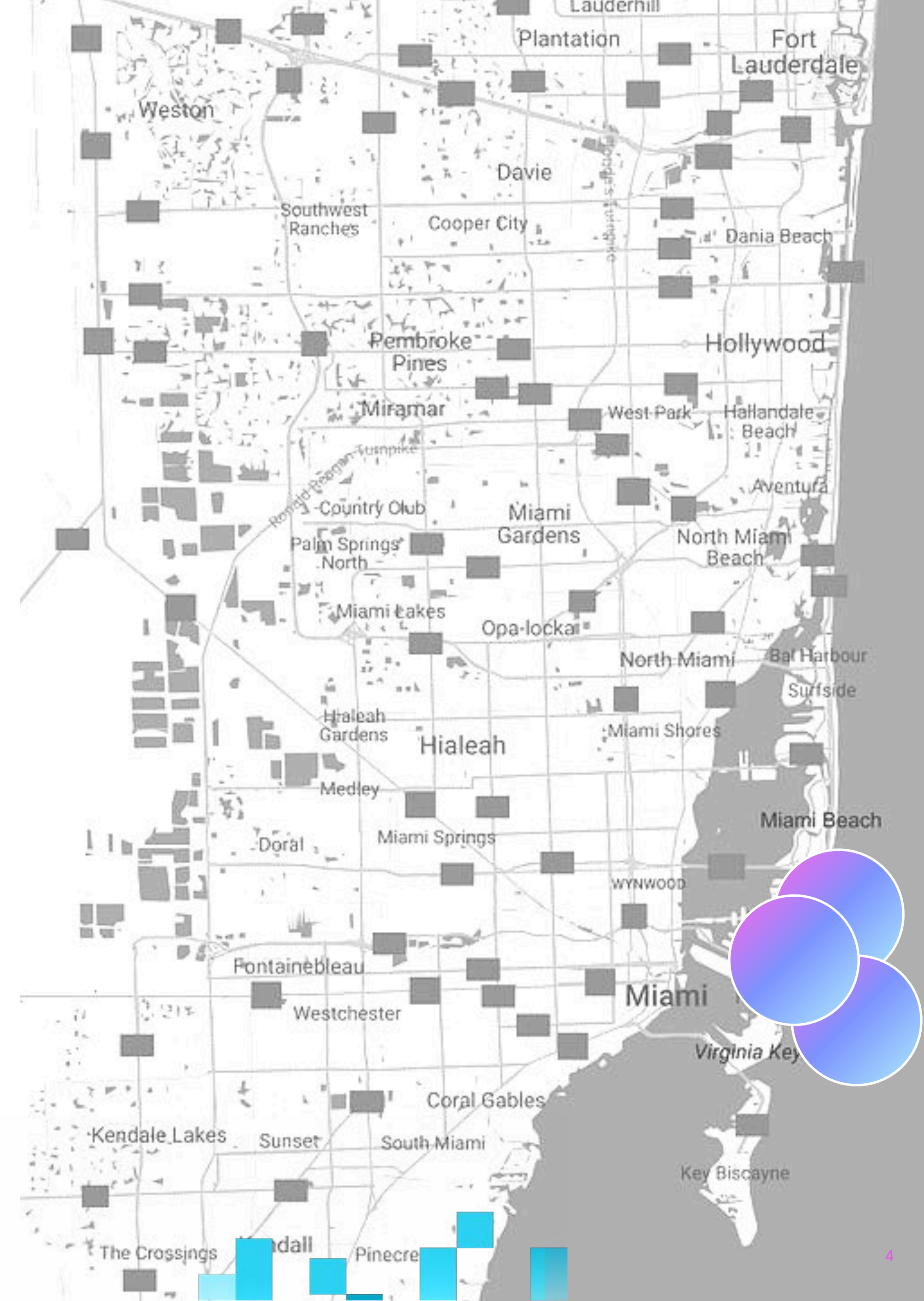
As FTX and MF1 descended onto Miami Beach for the Race Weekend, we leveraged the innovation and prestige of two marquee brands to create a destination inspired by the race but grounded in the beach.

Capitalizing on the hype and significantly upgrading the traditional fan festival, we brought the lifestyle of F1 and culture of Miami Beach to the masses with an unforgettable weekend-long event.

THE APPROACH

To bring all of this life, we activated:

- South Beach
- Ocean Drive
- The Skies



SOUTH BEACH

FTX OFF THE GRID
MIAMI BEACH RACE WEEKEND

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MIAMI BEACH RACE WEEKEND

FTX FAST LANE
SHOW EVENT NFT TO ENTER

SCAN TO DOWNLOAD



DAYTIME PROGRAMMING

For 3 days, we transformed 165,000 sqft of South Beach sand into an 'electric beach' themed entertainment venue that brought together numerous activations to give race fans and beach goers a chance to learn more about the F1, racing and motorsports world and lifestyle.



The City of Miami Beach



Lavazza



Pernod Ricard



Police Eyewear



Star Atlas Gaming Lounge



Mercedes F1 Merchandise

DAYTIME PROGRAMMING



The Bahamas



Mad Dog Jones



The Miami HEAT



The Miami Marlins



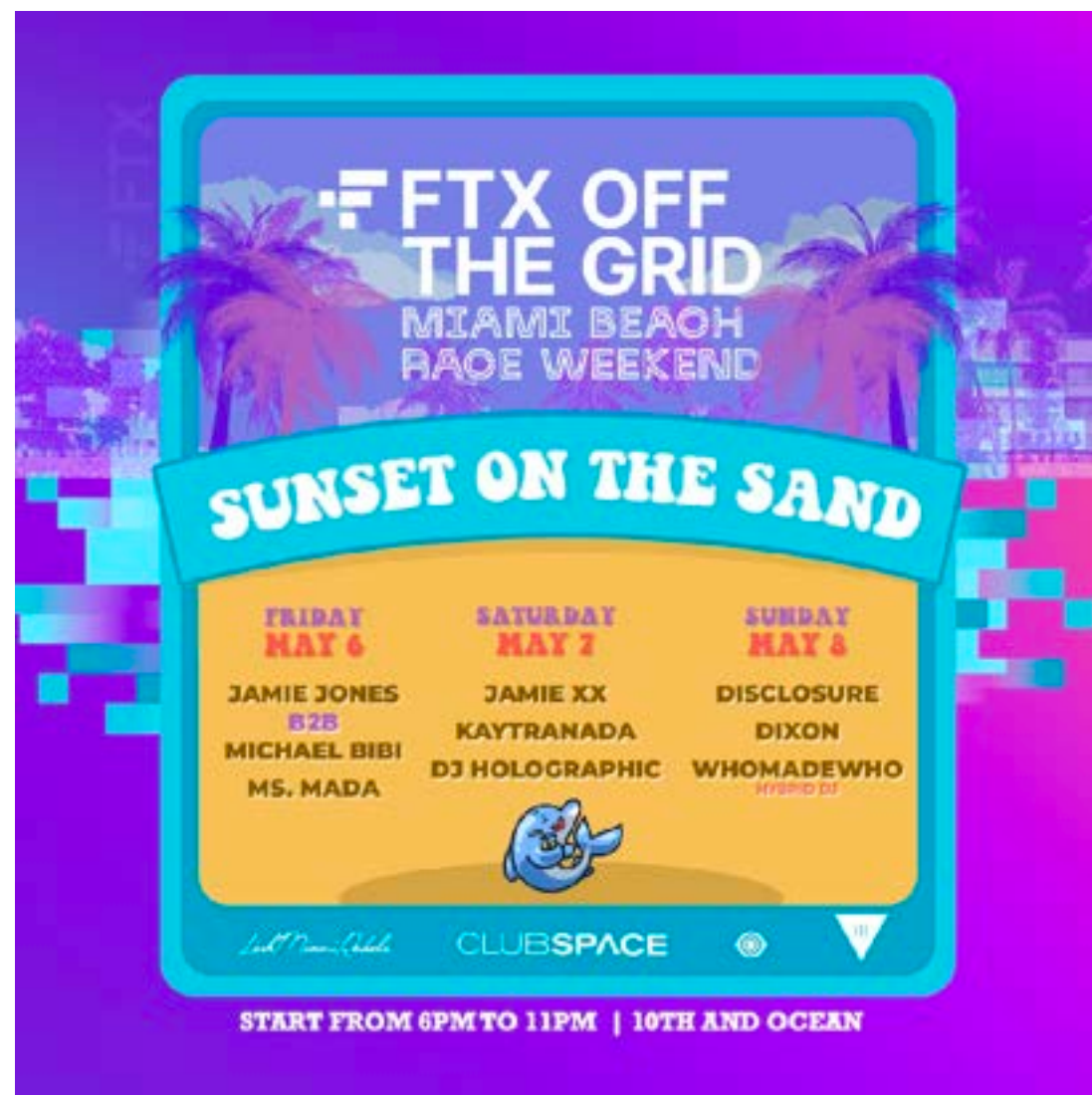
IWC Watches



Stella Artois

EVENING PROGRAMMING

Each evening, a marquee artists headlined a sellout crowd of **6000 guests** who filled up general admission as well as a pair of state of the art, custom VIP facilities.



Sell Out Performances



Top Tier Performers



VIP Hospitality



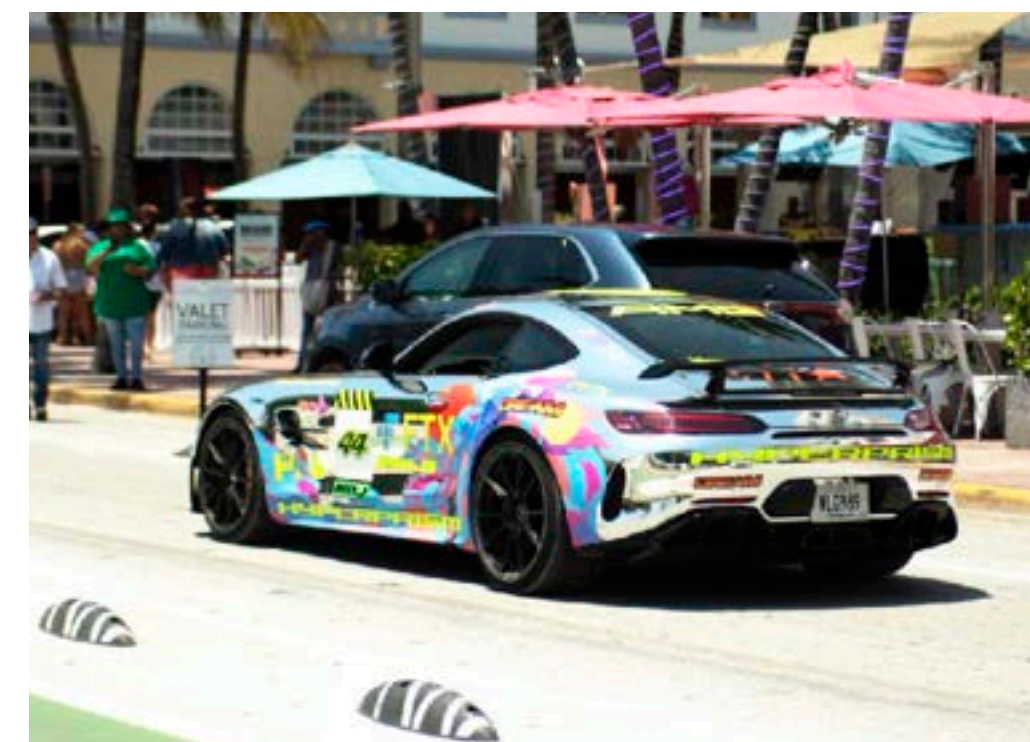
Lewis Hamilton Appearance

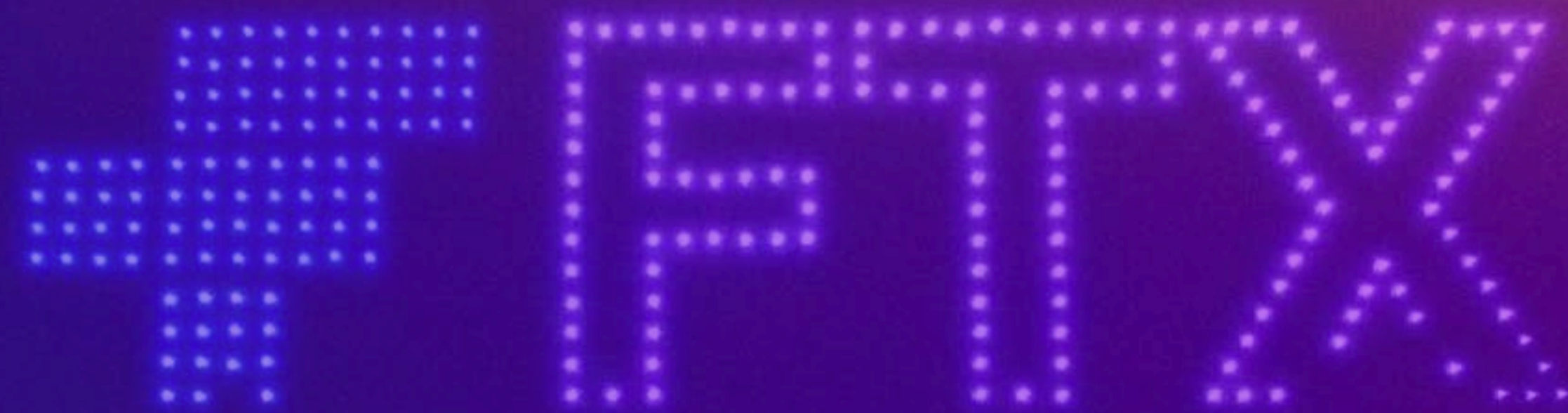
OCEAN DRIVE



BRINGING F1 TO OCEAN DRIVE

On Saturday and Sunday, we transformed 2 blocks on historic Ocean Drive and brought in reigning Formula E champion Nyck De Vries to show the thousands of fans gathered what a Mercedes AMG Petronas F1 car was capable of. We kicked things off with Shaq and Will.I.Am as our ceremonial emcees. Along the way we dotted parts of the run with custom FTX Off the Grid Mercedes AMG vehicles for fans to get up close and personal with.

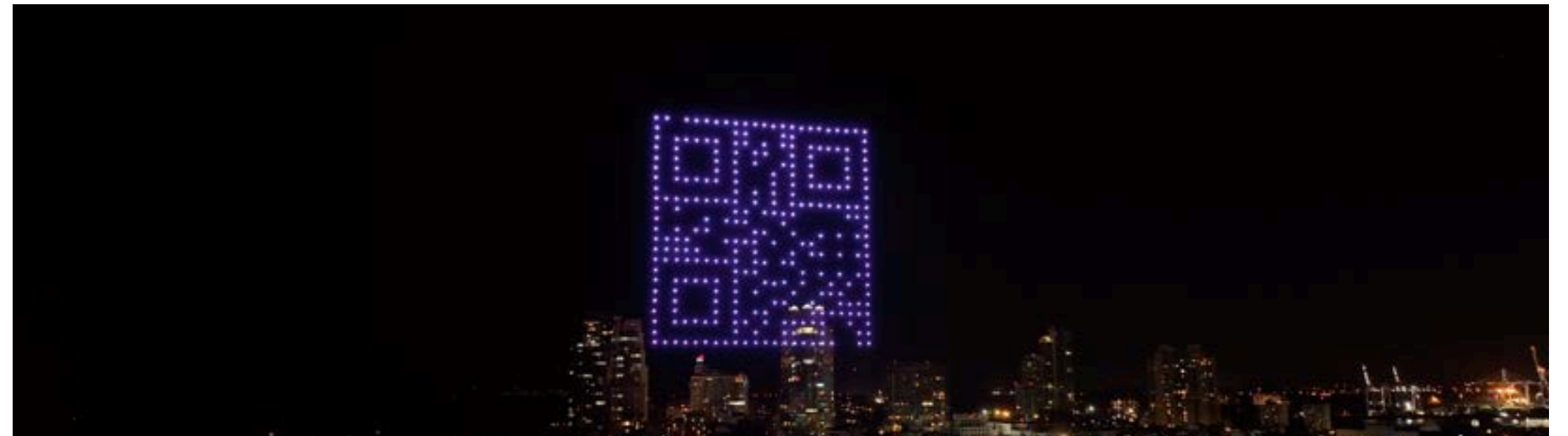




THE SKIES

DRONES & PLANES

On the Friday night of the event, FTX gave Miami Beach residents and visitors a little something extra to enjoy: **300 drones** took to the sky and created a race-weekend inspired display complete with F1 car racing off into the distance and a scannable QR code hundreds of feet in the sky.





WE SHINED A SPOTLIGHT ON MIAMI BEACH

 FTX OFF THE GRID

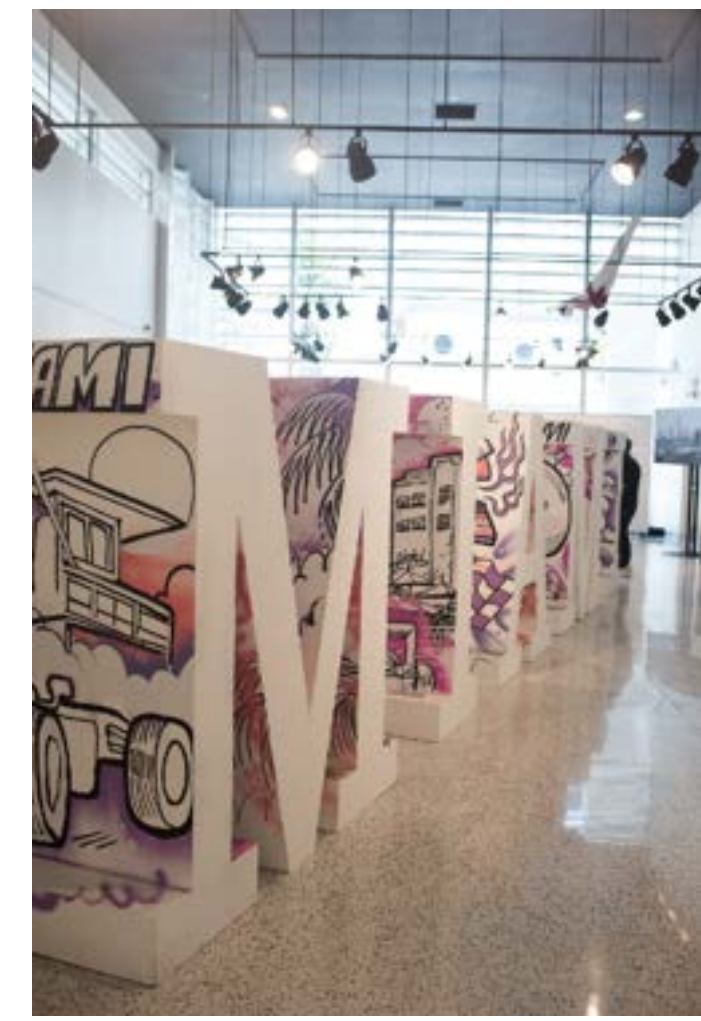
CITY OF MIAMI BEACH RIBBON CUTTING

A traditional ribbon cutting ceremony with the Mayor of Miami Beach and FTX leadership. As part of the event **FTX donated \$10,000 to the Sabrina Cohen Foundation** in support of enhancing access to public beaches for the disabled.



HISTORY OF AUTO RACING IN SOUTH FLORIDA

The exhibit showcased a unique timeline that highlights the automotive race spirit in South Florida. Visitors experienced the original Spirit of Miami race car that brought Emerson Fittipaldi out of his retirement, and many other memorabilia, images and videos. The exhibit explored auto racing history from 1903 to the present, starting with early pioneers like Carl Fisher who led a drive to build Dixie Highway, connecting Florida to Michigan. It also featured Ralph Sanchez who organized very first Miami Grand Prix.



COLLABORATION AND PARTNERSHIP

MIAMI BEACH



G.H. MUMM
CHAMPAGNE

POLICE
eyewear

STAR ATLAS

LAVAZZA

IWC
SCHAFFHAUSEN

STELLA
ARTOIS



8 EIGHT
SLEEP



motorsport
GAMES



FANS EXPERIENCED FTX NFTS

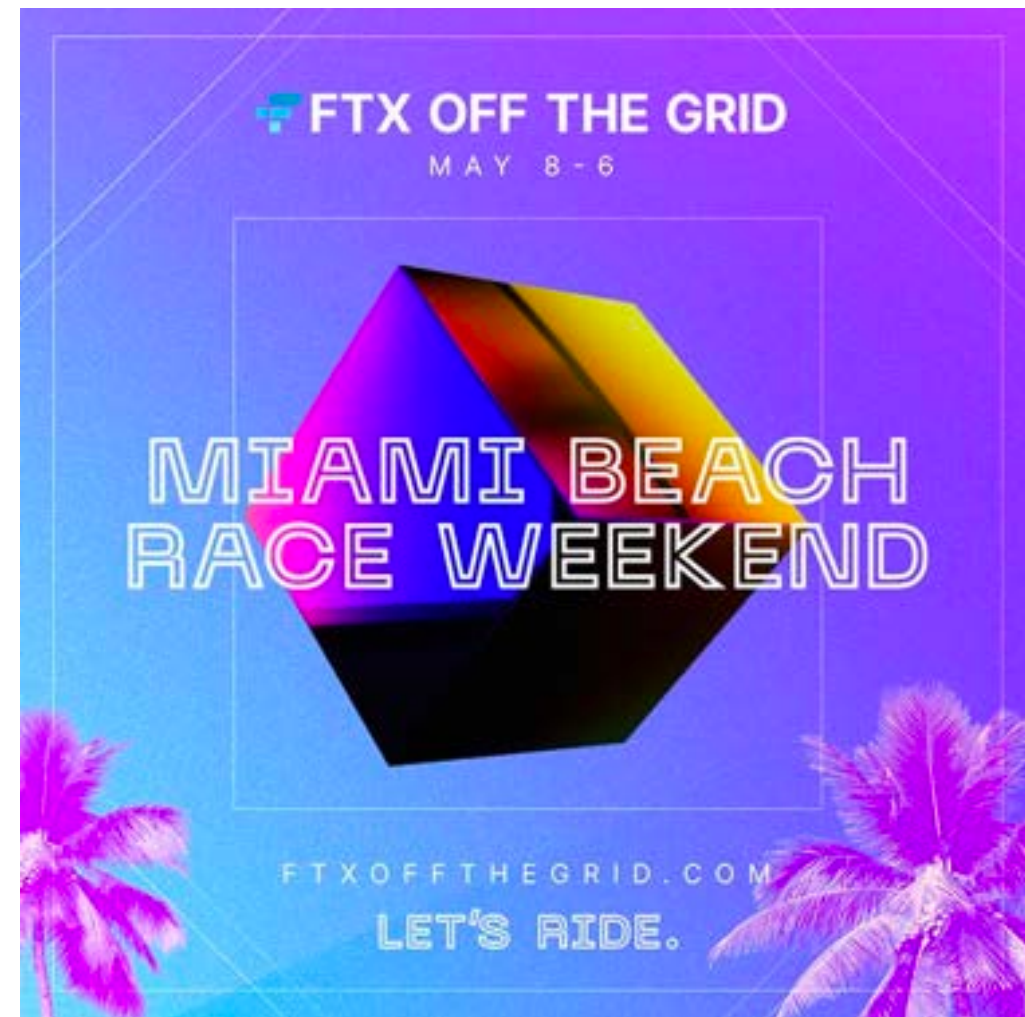


FTX - Off The Grid Miami
#4898

on South Beach between 6-8 May for a
that brings the thrill of racing onto
as fast track

MULTIPLE NFT PROGRAMS

Leading up to and throughout race weekend, NFTs played a significant role across the activation. From an NFT ticket to a once-in-a-lifetime opportunity to own an actual F1 car, we made FTX NFTs the centerpiece of our fan engagement strategy.



Off The Grid NFT Ticket



Onsite NFT Creation Stations



MF1 Mad Dog Collaboration



Race Stub Launch

EVENT KPIs, METRICS & MEDIA

KEY METRICS

\$4M+

BUDGET

INVESTED IN THE EVENT

2B+

EARNED MEDIA

IMPRESSIONS

80%+

ATTENDEES

BETWEEN AGE OF 18 TO 35

\$250K+

REVENUE

IN HOTEL BOOKINGS

400+

HOTEL NIGHTS

BOOKED

12M+

SOCIAL MEDIA

VIEWS

\$600K

RAISED

FOR DE&I CHARITY

50%+

ATTENDEES

RATED EVENT 10 OF 10

10%

DISCOUNT

FOR LOCAL RESIDENTS

7M+

ENGAGEMENTS

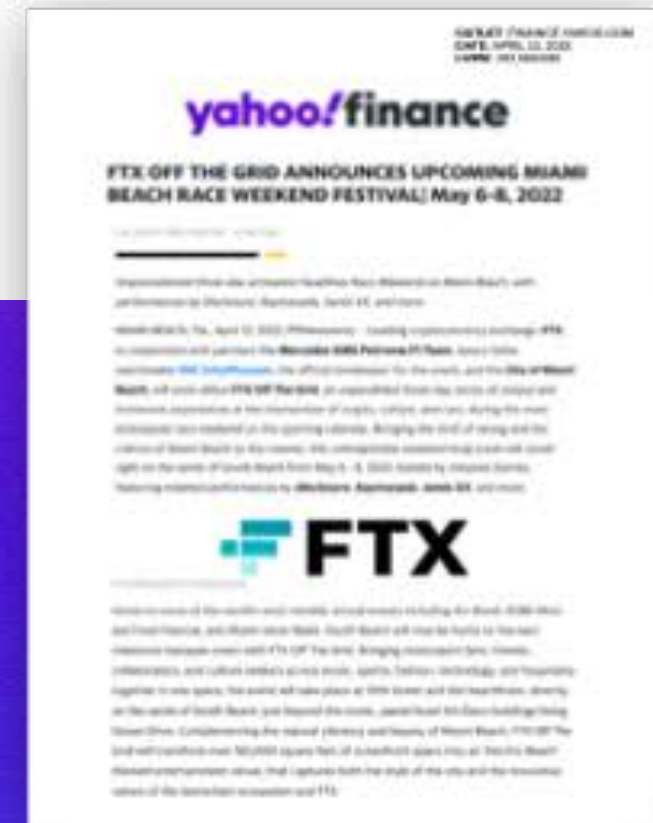
ON SOCIAL MEDIA

\$10K

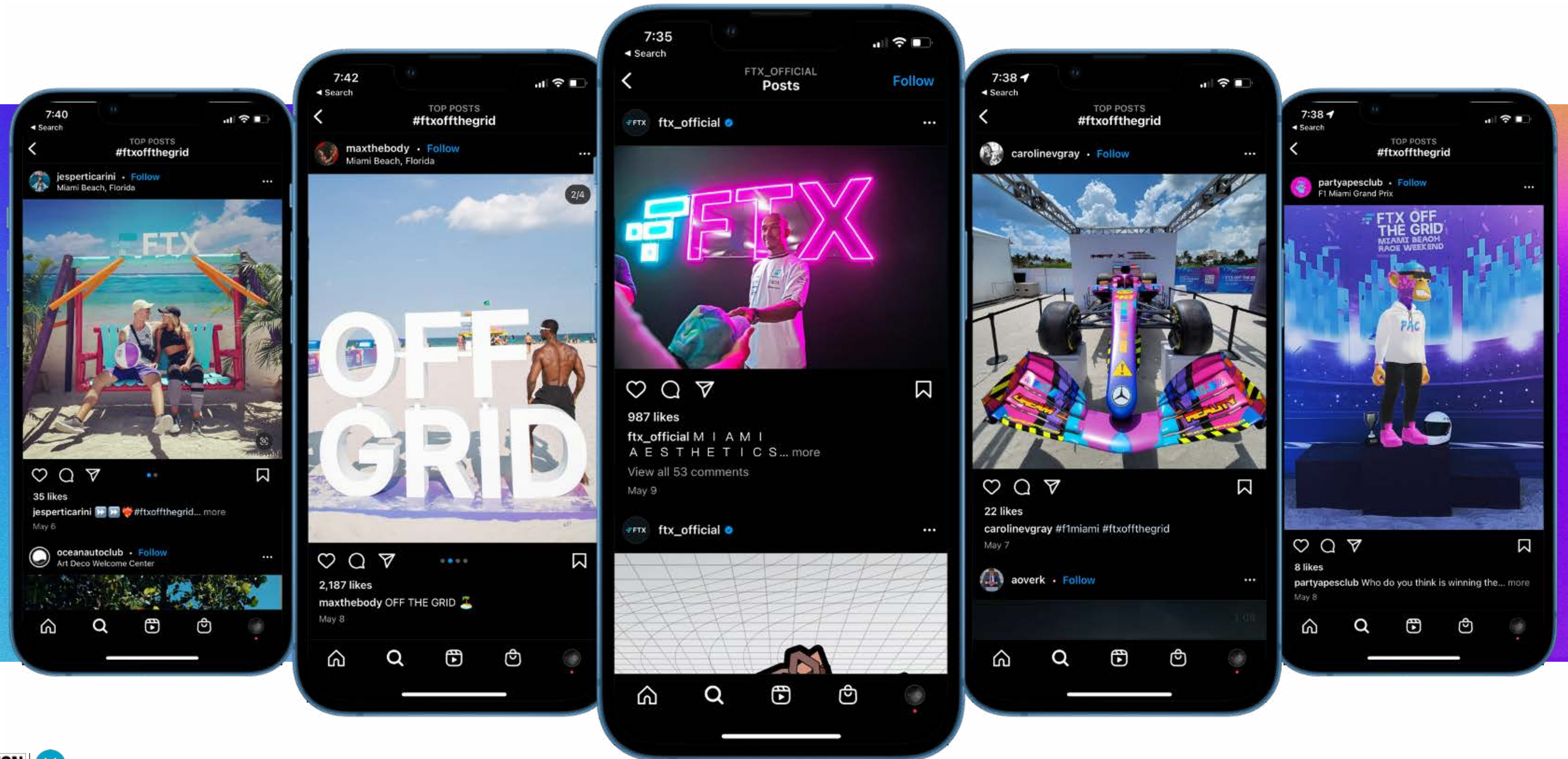
DONATION

SABRINA COHEN FOUNDATION

EARNED MEDIA HIGHLIGHTS



SOCIAL MEDIA HIGHLIGHTS



KEY LEARNINGS

KEY LEARNINGS

1

Lead-time and Planning

2

Musical Artist Relationships

3

Partner Integration

4

Daytime Programming

5

MF1 Car Run

6

Local Impact

7

Event Layout

8

Consumer Journey

9

NFTs

10

VIP Area



SEE YOU
NEXT YEAR