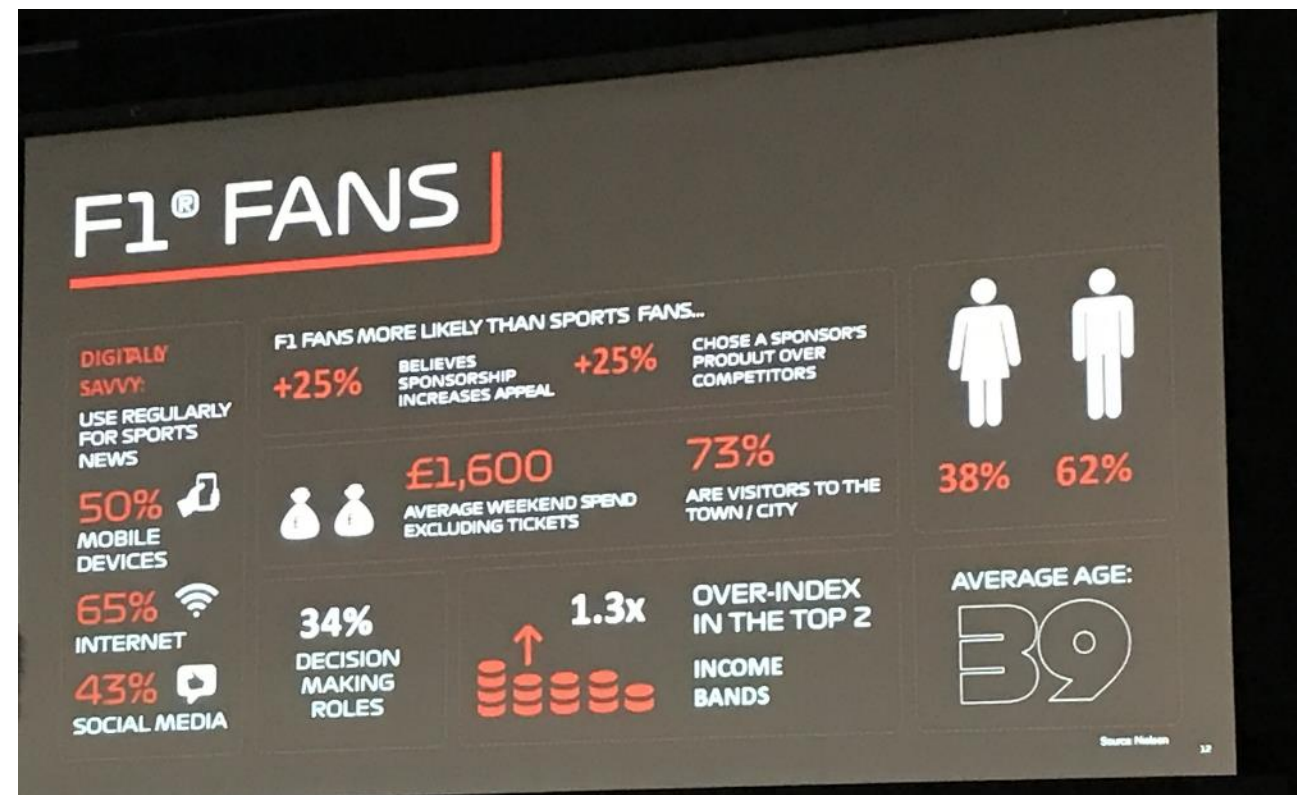


FORMULA 1- Sponsorship, Marketing and Global Partnerships

Murray Barnett – Director of Sponsorship & Commercial Partnerships

„A fan is the center of everything“

- Je třeba fanouškovi přesně vysvětlit a podat, kdo jsme
- Televizní diváci, návštěvníci akce
- 5 kontinentů, 506 mil. fanoušků, závodní období 9 měsíců (jedinečnost)

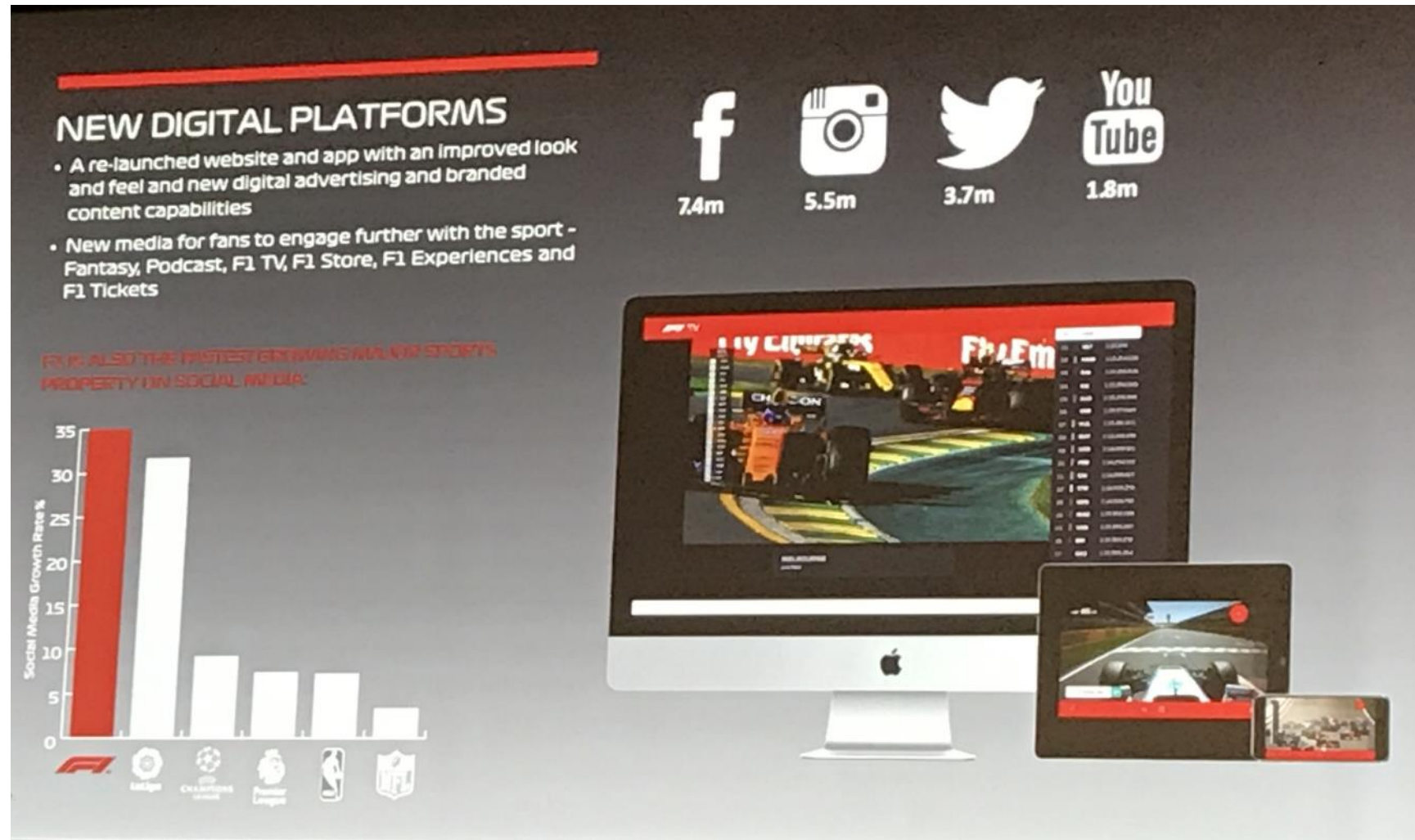


Business Ecosystem

- 40 značek



The fastest growing sport property on social media



Broadcast and commercials - innovation

- Velmi důležité prvky
- Něco speciálního a unikátního
- Stále je potřeba rozvíjet

BROADCAST INNOVATION

CONSTANTLY IMPROVING BROADCAST AND MEDIA OUTPUT DESIGNED TO SHOWCASE THE SPORT AND PARTNERS.

- 100% broadcast control
- Commercial focussed
- Narrative driven

NEW GRAPHICS

INTRO SEQUENCE

CLOSER COLLABORATION

TURN WATERMARKING

IMPROVE D AUDIO

NEW CAMERA POSITIONS

IMPROVED F2/F3 RACE PRODUCTION

COMMERCIAL INNOVATION

AN AUTHENTIC INTEGRATION INTO THE RACING SPECTACLE

Partners have access to eye-catching and customisable virtual and LED signage assets that are shown during the live TV broadcast.

VIRTUAL SIGNAGE

LED VIDEO SIGNAGE

UNIQUE SIGNAGE

Fans

- Fanzone
 - Aktivace partnerů, touchpoints se 4 mil. návštěvníky, úžasný zážitek bez toho, aby fanoušek musel navštívit závod
- Hospitality
 - Paddock Club – nejlepší místa, luxus + experience
- F1 Experience
 - Pro partnery a „celebrity“, až statisícový zážitek (exkluzivní produkt, lidi to chtějí a jsou za to ochotní zaplatit – přímý kontakt se sportovcem a sportovištěm)
- Fan festival
 - 4-6/rok
 - V centru města
 - Hudba, film, móda

FAN FESTIVALS

330,000 PEOPLE ATTENDED THE FIRST 5 F1 FAN FESTIVALS
84% OF F1 FANS ARE INTERESTED IN ATTENDING FUTURE FAN FESTIVALS

WHERE F1 COMES TO LIFE IN THE HEART OF THE CITY - AN INTEGRAL PART OF OUR NEW ERA:

- 1. INCREASING EXPOSURE OF F1**
Making every race an event which brings the sounds and smells of Formula 1 to more people across the capitals of the world.
- 2. ENGAGE NEW FANS**
Bringing F1 closer to fans by building cultural relevancy and associations through passion points of music, fashion, food, and film.
- 3. RE-IMAGINING THE F1 BRAND**
Pivoting Formula 1 from a pure sports brand to an entertainment & media brand.

PADDOCK CLUB

THE FORMULA ONE PADDOCK CLUB® IS F1'S PREMIER HOSPITALITY PLATFORM.

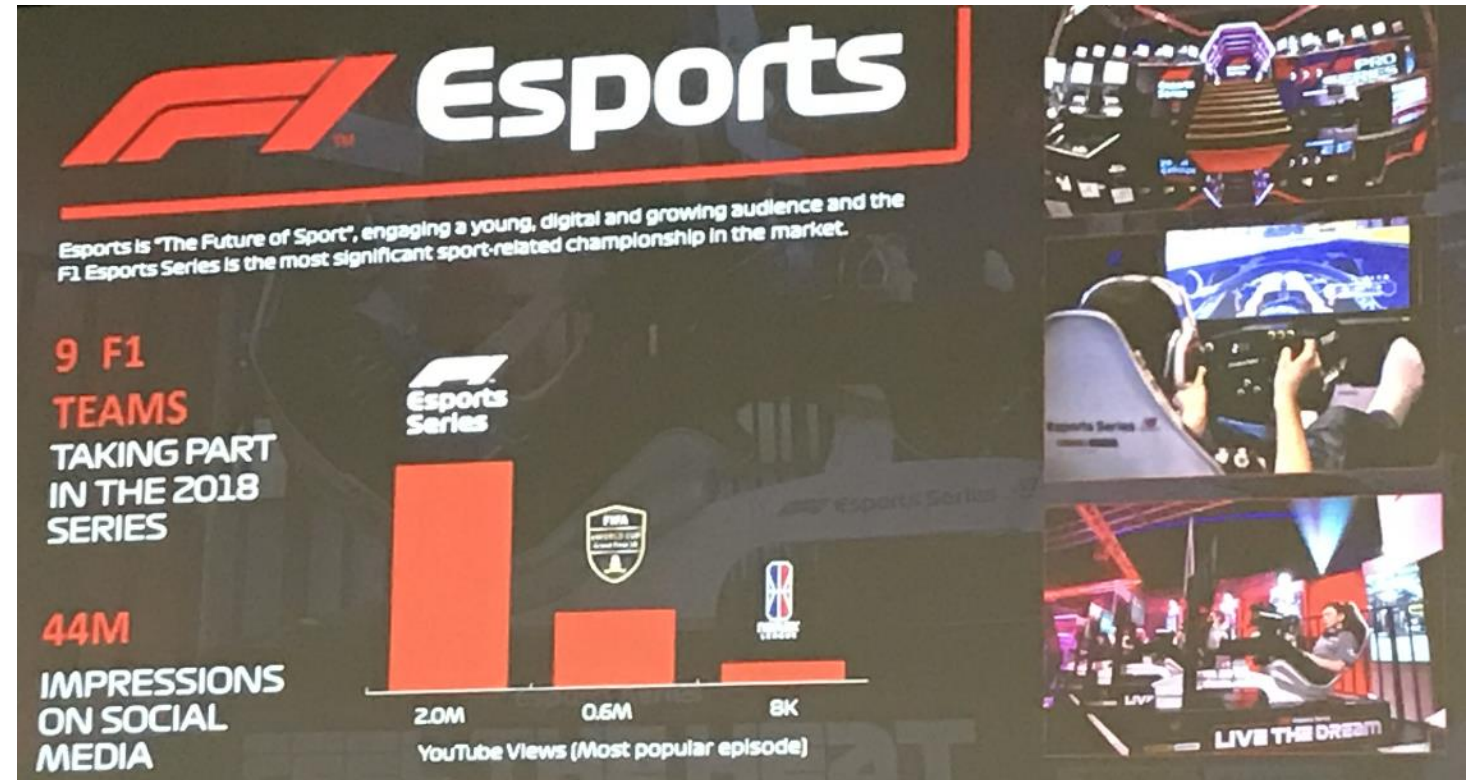
Offers guests one of the very best hospitality experiences in the world, including:

- The best seats in the house, right above the pit garages on the start/finish line
- Pit-lane access during the pit-lanewalk
- Driver meet-and-greets
- Four-course gourmet meal with open bar

Paddock Club

Global impact – technological innovation

- STEM based education
- Karting school
- Esports – The Future of Sport





F1 DELIVERS

1. Spectacular entertainment
2. Huge brand exposure
3. Unparalleled reach
4. Modern assets
5. Flexible packaging
6. Targeted ROI