



Miami Beach
MAY 2/4

WE BRING RACING SPIRIT TO MIAMI BEACH

MIAMI BEACH RACE WEEKEND IS BRINGING THE SPIRIT AND EXCITEMENT OF RACING TO THE SOUTH BEACH.



F1 Fans

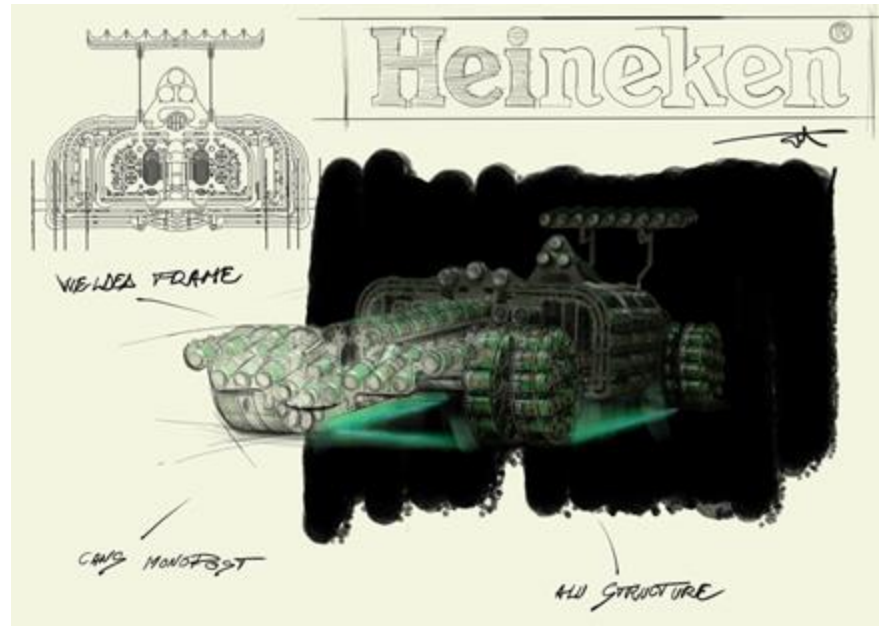


Global Influencers



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 Miami Beach Race Weekend 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
- History of Motorsports in South Florida Exhibition



EXCLUSIVE PERFORMANCES BY LOCAL AND INTERNATIONAL ARTISTS



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



SWIMWEAR 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 Miami Beach Race Weekend. 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

THE START

Thursday

12pm to 6pm

- Open to the public
- Motorsports History od South Florida Exhibition Opening
- 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

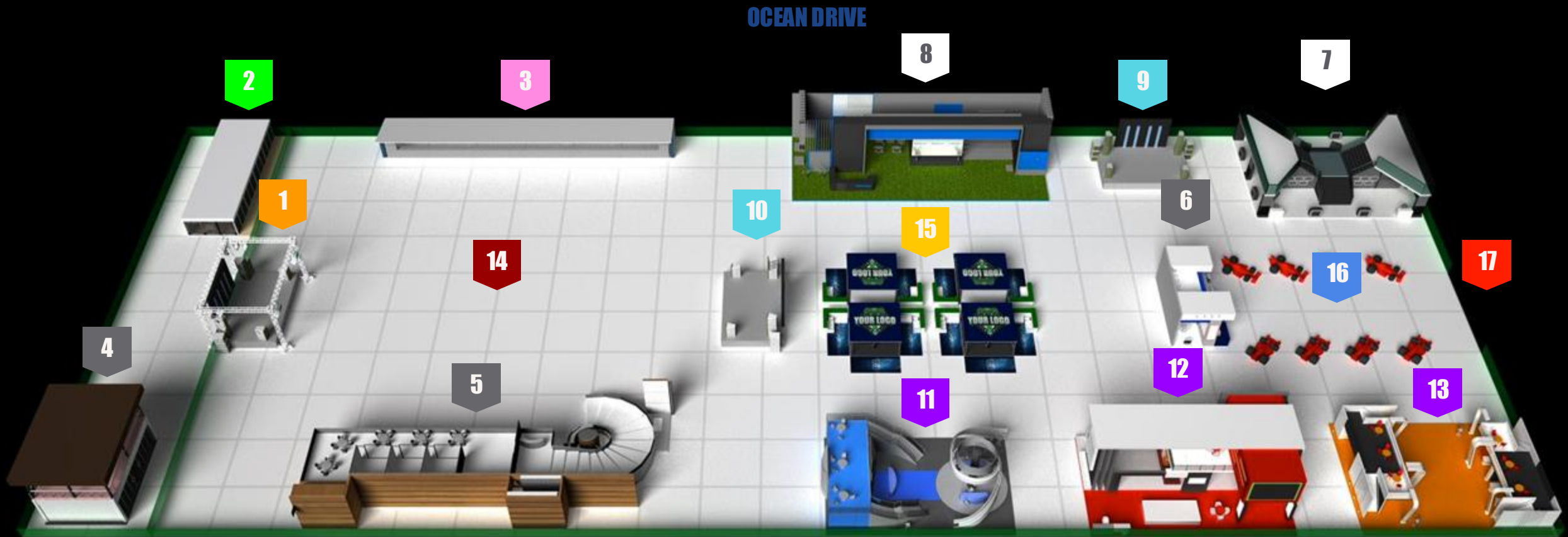
OVERVIEW:

- 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



(2) BACKSTAGE



(3) FOOD & BEVERAGE



(4, 5, 6) TITLE SPONSOR VIP AREAS



(7, 8) SPONSOR, Ocean Drive



(9, 10) STAGES



(11, 12, 13) SPONSOR, Atlantic Ocean View



(14) MIX USE AUDIENCE



(15) ESports



(16) F1 CAR DISPLAY



(17) ENTRANCE

**JOIN US FOR
A MIAMI BEACH
RACE
WEEKEND.
EVENT LIKE NO
OTHER.**

