



OFF The
GRID

Edition Grand Prix
LIMITÉE
2023

The Vista at
Formula 1 Miami



crypto.com

Formula 1 Miami Grand Prix

May 5-7,
2023

Don't Let The Night End With

Nightly events in Miami Beach
with Exclusive access



A wide-angle photograph of a Formula 1 race track. In the foreground, a red Ferrari Formula 1 car is driving on the track. In the background, another car is visible on a different part of the track. The track is bordered by white and red safety barriers. The sky is clear and blue.

JOIN US FOR FORMULA 1 MIAMI

BE PART OF THE ACTION

3RD

largest sporting
event in the world
after the Olympics &
Fifa World Cup

#1

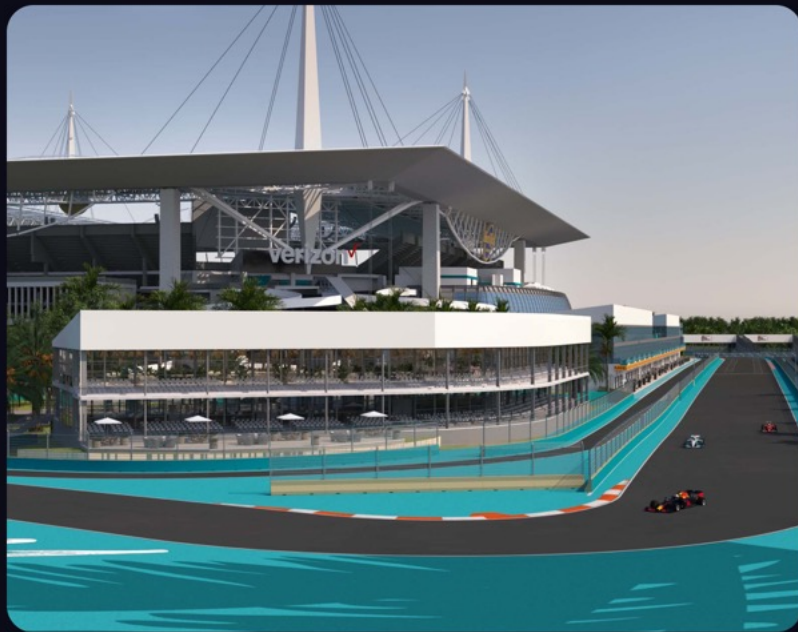
Annual sporting event
in the world with 390
million viewers
worldwide

200

Worldwide broadcasting
to over 200 countries /
territories across 5
continents

THE VISTA SUITE: THE ULTIMATE HOSPITALITY DESTINATION

With amazing views & proximity to TURN 1 that brings guests close to the action of the drivers in the pit lane. Off the Grid puts you exactly where you want to be.



THE VENUE

The interior of The Vista suite will be fitted with race weekend amenities including table service with curated food & beverage offerings and appearances from familiar F1 faces

- FULL-SERVICE CONCIERGE & HOSTS
- CLIMATE CONTROLLED INTERIOR
- PRIVATE EXECUTIVE RESTROOMS
- RESERVED INTERIOR / EXTERIOR SEATING
- GOURMET STATIONS
- CURATED BAR SECTIONS



MEDIA COVERAGE OVER 19 BILLION IMPRESSIONS

MEDIA
OPPORTUNITIES:
INVITATION
WEBSITE
DIGITAL & SOCIAL
PRINT
& MORE

COVERAGE FROM PAST EVENTS:

- E! Online
- BarstoolSports
- TheSource
- Page Six
- Mirror UK
- TMZ
- TMZSports
- USMagazine
- ESPN
- PopSugar
- FoxNews
- DailyMail
- OKMagazine
- Star
- Billboard

TMZ

billboard

**BARSTOOL
SPORTS**

**DAILY
Mirror**

Daily Mail

**FOX
NEWS
channel**

**US
WEEKLY**

E!online.

ESPN

POPSUGAR

Page Six



Partner Benefits

- Title Naming Rights on Suite
 - (5) Five Tables - 50 Suite Tickets
- inclusive of F&B and concierge service
- Transportation & Police Escort
- (3) Behind the Scenes Experience
 - Opportunity to Brand transportation Vehicle
- 20 tickets to After Party
 - Brand recognition in market assets including: Instagram, website, invite
 - Opportunity to feature logo on glassware, dishes merchandise and more
 - MIC Mentions
 - Access to customer database
 - Opportunity to sponsor Official After Party



- Areas of Opportunity - SLS
- HOTEL FAÇADE - Exterior Entrance
- BRAND INTEGRATION - Interior
- VEHICLE INTEGRATION - Venue
- BAR PRESENTATION
- PRODUCT SAMPLINGS
- CABANA TAKEOVER
- CHARITY / AUCTION PLACEMENT
- SLS Duck Wrapping
- Projection Mapping
- Logo/Signage
- Experiential Activations & Displays
- Product Buildouts
- Signage/Branding Presence
- Experiential Activations & Displays
- Product Placement
- Tastings
- Branded Bar Placements (Menus)



BUILD YOUR OWN PACKAGE

- Suite Tickets Inclusive of F&B and concierge service
- Transportation & Police Escort
- Branding on Transportation
- Brand recognition in market assets including: Instagram, website, invite
- Opportunity to showcase product & digital marketing in suite & client gift
- Partner Gifting
- MIC Mentions
- Access to customer database
- Afterparty Tickets
- Hotel Package
- Dinner Reservation
- Chef Experience
- Bottle Service



RACE CIRCUIT

