



Formula 1
Grand Prix Du Canada
Montréal

Official
Program



Official Program

A COLLECTOR'S MAGAZINE SOLD AT THE COST OF \$20 ON LOCATION AT CIRCUIT GILLES-VILLENEUVE ALSO AVAILABLE IN DIGITAL FORMAT AT THE COST OF \$10.

+ PRINTED VERSION

50 000

Copies sold on-site

200 000

Impressions

CARRERA
EYEWEAR SINCE 1956

ALFA ROMEO RACING
DEPUIS / SINCE AFRIQUE DU SUD / SOUTH AFRICA 1993

Alfa Romeo RACING

378	0	10	0	3	0	0
PRÉSENCES SHOWINGS	VICTOIRE WIN	POLES OF / 2 nd - 3 rd	PÔLE POSITION	MELLEURS TOURS FASTEST LAPS	CHAMPIONNAT DU MONDE DES PILOTES WORLD DRIVERS CHAMPIONSHIP (W/4 th - 1 st)	CHAMPIONNAT DU MONDE DES CONSTRUCTEURS WORLD CONSTRUCTORS CHAMPIONSHIP (W/4 th - 1 st)

7 Kimi Räikkönen (FIN)
99 Antonio Giovinazzi (ITA)

PILOTES DE RÉSERVES
RESERVE DRIVERS
Marcus Ericsson (SWE)
Tatiana Calderon (COL)

CHASSIS
CHASSIS
Alfa Romeo C38

MOTEUR
ENGINE
Ferrari 064

QUARTIERS GÉNÉRAUX
HEADQUARTERS
Hinwil, Suisse
Switzerland

FREDÉRIC VASSEUR
Directeur général
Team Principal

SIMONE REBETTA
Directeur technique
Technical Director

SAUBER-GROUP.COM

21 DÉPARTS STARTS
0 VICTOIRE WIN (F/3rd - 1st)
0 PÔLE POSITION
0 PÔLE POSITION
0 MELLEUR TOUR FASTEST LAP

Au / In **CANADA***

*Données de Sauber, sans BMW Sauber / Data from Sauber, without BMW Sauber.

59

+ DIGITAL VERSION

800

Downloads

4650

Impressions

Official Program

DIGITAL VERSION

+ DIGITAL VERSION

+ MANY WAYS TO SHARE:

- Available on all devices (computer, phone or tablets);
- An easy full-screen reader link, and shareable on social media platforms;
- Enhance your publication with a web shopping link to redirect the readers to your website.



SPOTTER'S GUIDE

2022 NEW OFFER

Easily removable from the official program, the Spotter's Guide includes approximately 30 pages of relevant information about the race. It was developed based on fans' requests to avoid damaging the program over the weekend.

+ SPOTTER'S GUIDE CONTENT:

- Race information (Schedule, Entry list...);
- Relevant information about drivers and teams;
- Site map.



SPOTTER'S GUIDE

+ PRESENTING PARTNER BENEFITS

- Visibility element on the first page (logo/mention) of the Spotter's Guide;
- Backcover advertising (C4) 4 c of the Spotter's Guide;
- Single page editorial advertising in the Spotter's Guide;
- A publication on our social media platforms to announce the Spotter's Guide;
- A newsletter announcing the Spotter's Guide and the presenter;
- 4 x Grandstand Tickets for the F1GPCanada



OFFICIAL PROGRAM - RATE CARD

SINGLE PAGE (SP)*

- + Advertising 4c in paper and digital versions
- + 2 Grandstand Tickets

CAN \$ 9 000

DOUBLE PAGE (DPS)

- + Advertising double page spread 4c in paper and digital versions
- + 2 Grandstand Tickets

CAN \$ 16 000

SPOTTER'S GUIDE (SG)

- + SG presenting partner, logo and brand mention on the first page
- + Backcover advertising (C4)
- + One editorial single page (SP)
- + Publication on our social network platforms + One newsletter announcing the SG
- + 4 Grandstand Tickets

CAN \$ 40 000



Formula 1
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Montréal

TM

Ryan McCallum
Canada Sport Marketing
416-230-5635
rmccallum@canadasportmarketing.com

