



Honda Indy T O R O N T O™

FESTIVAL OVERVIEW

As of October 1, 2021



NORTH AMERICA'S

PREMIER

OPEN-WHEEL

MOTORSPORT

SERIES



JULY 15-17, 2022

We invite you to be a prominent part of a three day festival of speed, fun and family entertainment!
The 2022 HONDA INDY TORONTO continues Toronto's storied history with North America's Premier Open-Wheel Motorsport Series.

Included within this overview is a brief snapshot of the unique partnership opportunities available with the 2022 HONDA INDY TORONTO.



3 *DAYS OF HIGH-SPEED*
ENTERTAINMENT

18-34 ATTENDEE
DEMO



42% **MILLENNIAL FANS**
More than ANY 'BIG 4'

SNTM NATIONAL

TSN TELEVISION COVERAGE

YOUR ONTARIO HONDA DEALERS PRESENT

Honda **FANFRIDAY**

IN SUPPORT OF **MAKE-A-WISH**
Canada

"Fan Friday and the weekend of activities at the Honda Indy Toronto helps bring hope, strength and joy to our courageous wish children and their families."

- Make-A-Wish Canada

Fan Friday entry is free of charge with voluntary donation to Make-A-Wish Canada. Which has seen > \$820,000 raised through 10-years of generosity from fans, the Ontario Honda Dealers Association, and the Honda Canada Foundation.





YOUTH MOVEMENT



12 & UNDER -FREE GENERAL ADMISSION
DEDICATED YOUTH PROGRAMMING | FREE INDYCAR PADDOCK

A vibrant outdoor festival scene in Toronto, with the CN Tower prominently visible in the background. The foreground is filled with a diverse crowd of people walking along a paved path. To the left, there are several colorful tents and tall, teardrop-shaped banners for various brands like 'INSTANT SHELTERS', 'LOCTITE', and 'Kasperica Kustoms'. A Canadian flag is also visible among the banners. The sky is clear and blue, suggesting a sunny day.

FESTIVAL ACTIVATION

EXHIBIT

VEND

SAMPLE

ENGAGE

INTERACT

SHOWCASE



PRESENTING SPONSOR | INDYCAR GARAGE | THUNDER ALLEY
ENTERTAINMENT AREAS | CHAMPIONS CLUB | PIT LANE



ON-TRACK

SIGNAGE



NATIONAL BROADCAST

**3' X 12' TRACK BARRIERS | 6' X 48' TRACKSIDE BILLBOARDS
TRACK BRIDGES | EXCLUSIVE TURN BRANDING**

DIGITAL OPPORTUNITIES



CCTV & PA ADS | SOCIAL MEDIA INTERGRATION
EMAIL DATABASE | *hondaindy.com*



5' X 12' SPECATOR SIGNS | SITE MAP RECOGNITION
GRANDSTAND BANNERS

PREMIUM

HOSPITALITY



THE VIP TREATMENT

Take in Ontario's premier motorsports festival from the most coveted sightlines, all while entertaining clients, engaging prospects or rewarding your employees!

3-DAY TRACKSIDE SUITES

25/50 Suite Credentials/Day

Customizable Catering Menu

Paddock Access

25 - Person

\$27,500

50 - Person

\$47,500

*Plus applicable catering & tax.

3-DAY VIP CLUB PASS

All Inclusive Food + Drink

Premium Sightlines

Paddock Access

Individual

\$1,200

VIP

EXPERIENCES



CEREMONY PARTICIPATION | PREMIUM SEATING
2-SEATER INDYCAR RIDES
PACE CAR HOT LAPS | PIT LANE ACCESS

* Subject to availability

HONDA



CONNECT WITH US



#indyTO





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