





INTEGRATED EXPERIENCE

PROGRAM

INTEGRATION

DEVELOP A 360° PROGRAM INTEGRATING THE HISTORY OF FORMULA 1.

BRAND AWARENESS

EXPOSE COMPANY BRAND TO A WORLDWIDE EVENT.

COLLABORATION

PROMOTE A FUSION BETWEEN OUR TWO BRANDS.

PROFITABILITY

GENERATE SALES DIRECTLY ON THE EVENT SITE.

SPONSORSHIP





TRACKSIDE / WORLDWIDE VISIBILITY



ON SITE VISIBILITY



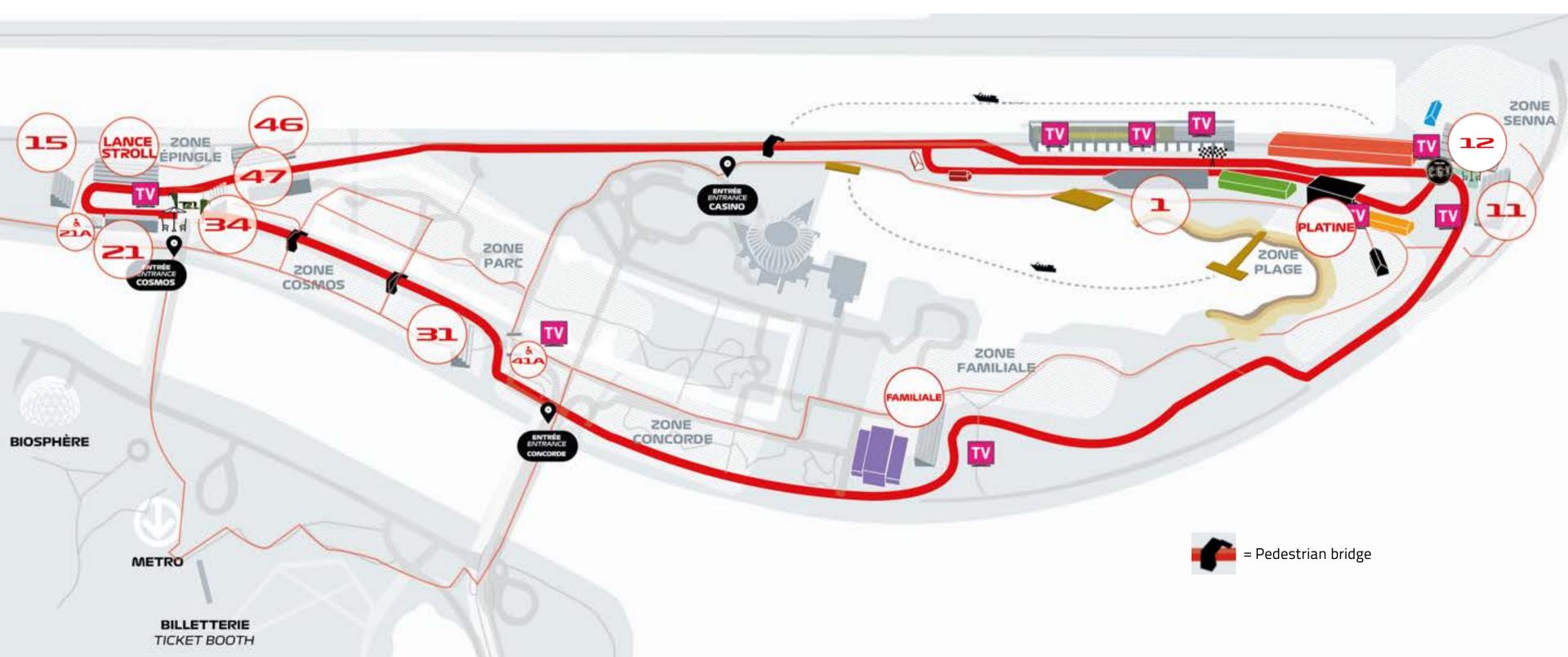
TICKETING AND HOSPITALITY



ACTIVATION AND PROMOTION

DIGITAL AND
SOCIAL

SITE MAP





BROADCAST 2022



1.26 M VIEWERS

INSIGHT: RECORD BREAKING
OUTREACH FOR 2022 EDITION
(VIEWERS)

37%

A record finish! Sunday's #CanadianGP in Montréal on @TSN_Sports, @CTV, @RDSca, and @Noovo_ca is Canada's most-watched @F1 race on record, attracting an average audience of 1.26 million viewers, an increase of 37% compared to the 2019 race.



71.8 M AUDIENCE



18.9 M VIEWERS

F1 CHANNELS

31 M ENGAGEMENTS

38%

164 M VIDEO VIEWS

61%
INCREASE



WORLD'S MOST WATCHED ANNUAL SPORTING CHAMPIONSHIP

433 MILLION VIEWERS WORLDWIDE



LARGEST SPORTING EVENT WORLDWIDE

After the Olympics and the FIFA World Cup



WORLDWIDE CHANNELS

Broadcast the F1 World Championship, including the Formula 1 Canadian Grand Prix

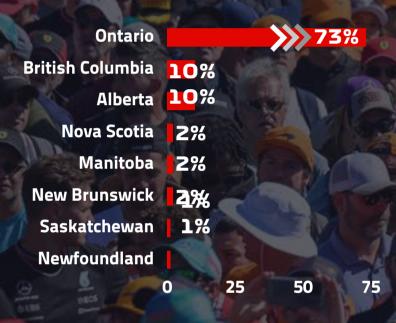
SPECTATOR PROFILE

Residence

Outside of Canada 26%

Montreal 18%

Elsewhere in Quebec 14%



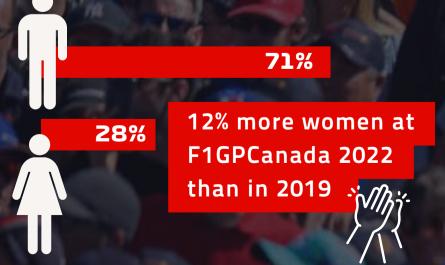


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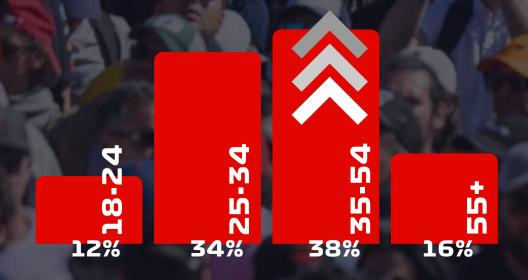
Adrenaline Buffs

Overseas attendees visited mainly from the USA, UK, France and Mexico

Gender



Average Age



Household Income



SOURCE: F1GPCanada RESEARCH/ NETFLUENTIAL

SOCIAL MEDIA

aF1GPCANADA





65.7 K FOLLOWERS

DURING GRAND PRIX WEEK: 2 310 361 VISITS





24.4 K FOLLOWERS

DURING GRAND PRIX WEEK: 596 880 VISITS



TWITTER

33.8 K FOLLOWERS





95.6 K SUBSCRIBERS





2.9 M PAGE VIEWS





THANK YOU

SEE YOU IN 2023 AT THE RACE!



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