



01	PADDOCK CLUB AT A GLANCE
02	BUSINESS HOSTING AT PADDOCK CLL
03	HOSPITALITY AT PADDOCK CLUB
04	YOUR GRAND PRIX WEEKEND
05	HOSTING AND SUITES
06	23 GLOBAL DESTINATIONS
07	CONTACT DETAILS

5)



IMMERSED IN F1



Stand just metres above the pit lane, where cars emerge from the team garages Sit opposite the start/finish straight

Get unique views of the circuit from the heart of the action Take part in exclusive virtual interviews with the drivers.

3 WHOLE DAYS - YOUR GRAND PRIX WEEKEND



EXPERIENCES

SPACES & SUITES

TRACK TOUR

Cruise around the circuit while an Expert Host narrates its twists and turns

GRID PHOTO EXPERIENCE

Get on the grid where 20 cars will start their furious engines. This is a new and unique opportunity to take a photo with the Championship trophies.

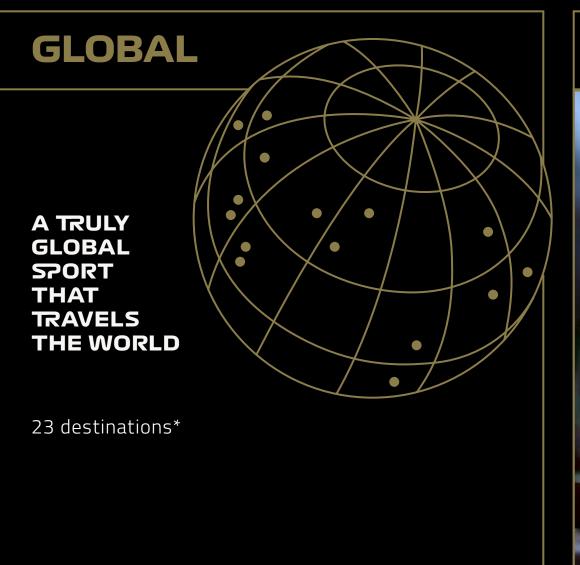
VIRTUAL EXPERIENCES

Go behind the scenes with a virtual tour of the F1 Paddock and pit lane



Your own table or suite to entertain clients

Access to private spaces for meetings Business suite facilities are available



HOSPITALITY



Exceptional cuisine

Local and fresh ingredients World-class catering

All day refreshments

with open bar

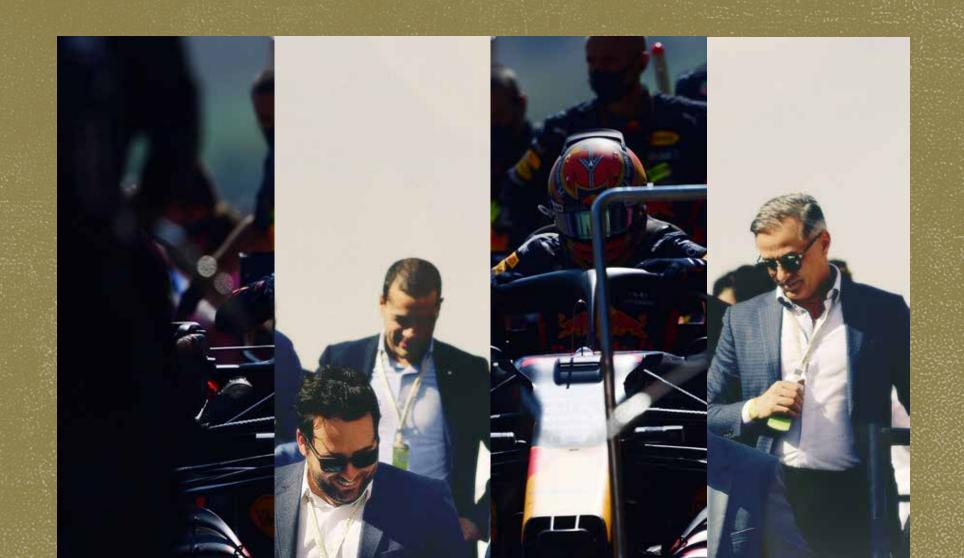
*Paddock ClubTM in Melbourne and Singapore are operated under licence and may not provide the same activities.





WHY BUSINESSES RETURN TO PADDOCK CLUB TO HOST THEIR CLIENTS, YEAR AFTER YEAR





THE ULTIMATE INVITATION

There is one invitation in the world of business events that consistently stands the test of time - The Paddock Club. "I've never known anyone to turn down a Paddock Club invitation," claims Red Bull Racing's Head of Hospitality, Nick Kenton. The way in which it centres you right in the heart of the sport makes it an experience unlike any other corporate hospitality event. And businesses return every year to host their clients.



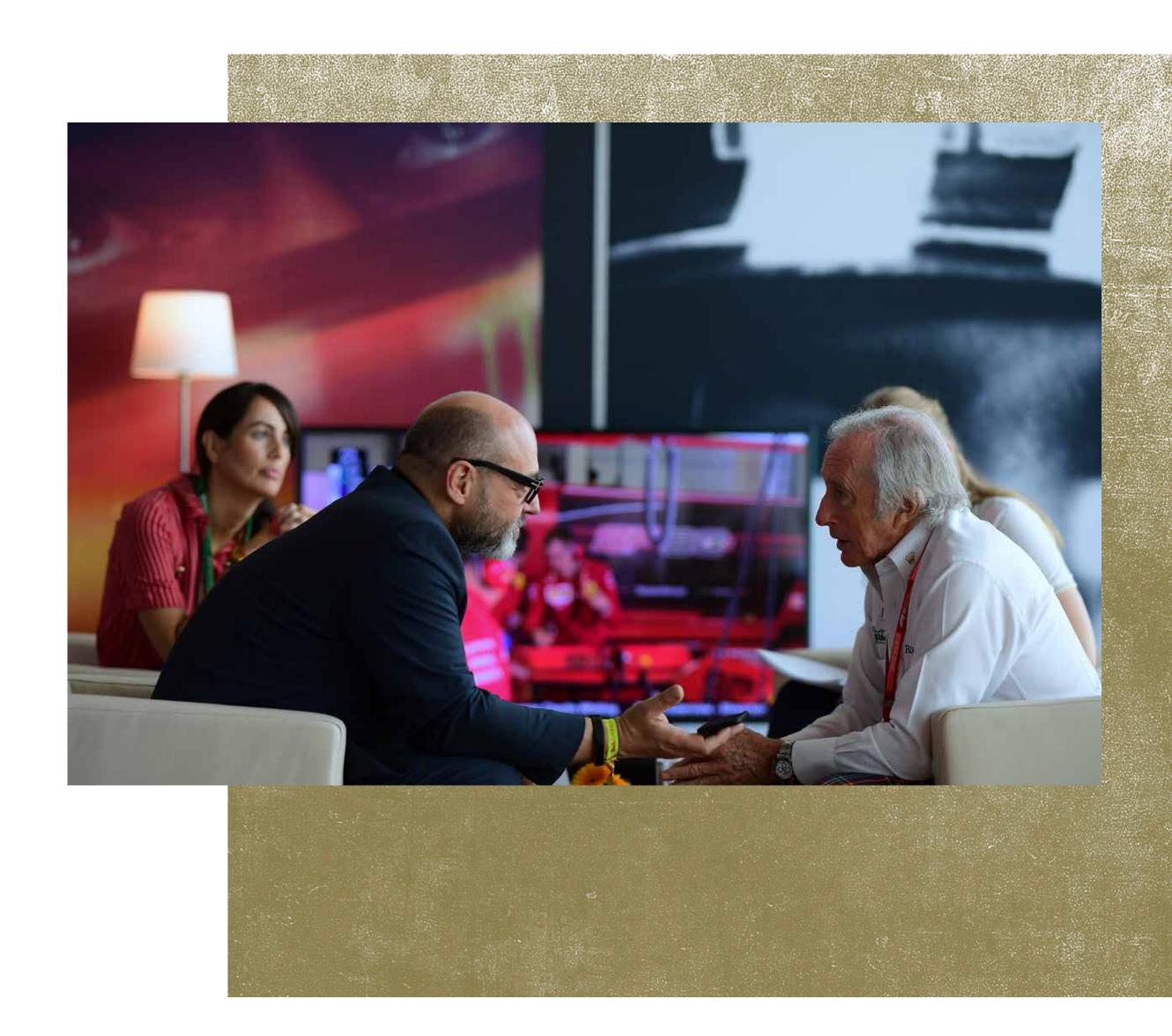
"I've never known anyone to turn down a Paddock Club invitation"

NICK KENTON Head of Hospitality, Red Bull Racing

LEGENDS OF BUSINESS AT PADDOCK CLUB

Walking through Paddock Club, you can't help but notice the array of logos from some of the world's biggest businesses. The motorsport and technology industries are here (racing teams like Mercedes-AMG Petronas Formula One team, Aston Martin Red Bull Racing and McLaren F1 Team, plus Pirelli, DHL, Petronas and AWS) but so too are the lifestyle and entertainment sectors: Emirates, Rolex, Heineken and Etihad, to name but a few. It's impressive. And brands clamour to be a part of it; to be in the company of legends.

> Etihad Airways became the title sponsor of the Abu Dhabi Grand Prix in 2009 and and their presence certainly hasn't gone unnoticed since. The airline takes over large suites, specially decorated with their branding, where they host top-level suppliers and key clients from across the globe. For Etihad it's also a matter of efficiency. They can invite their senior partners for an amazing experience, and spend valuable time face-to-face in surroundings they know will reflect well on their brand. It's more effective than trying to arrange dozens of lunches across the year. Former Senior Strategic Advisor to the Group CEO, Peter Baumgartner, says it's the "continuation of the highest level of quality" that ensures Etihad's presence each year.



A QUALITY EXPERIENCE

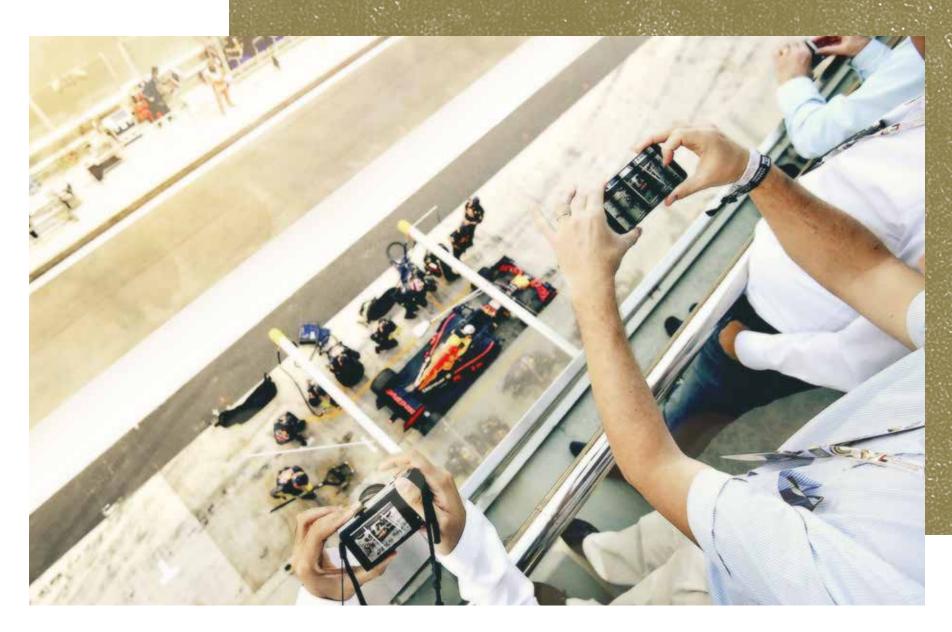
Quality goes a long way. Paddock Club knows that. It's why every millimetre is carefully crafted - the dining here wouldn't feel out of place in any high-end restaurant. The level of quality and attention to detail makes Paddock Club a place that brands want to associate themselves with. F1 is the pinnacle of motorsport and comparisons made between your company and F1 can only be great for business.

> Once you come to Paddock Club, you understand that it's not simply a location to entertain your clients and conduct business in. You become part of an association; an understanding that your business is on the world stage and committed to being the best in its field. "Formula 1 is an ideal brand to be associated with," says Peter Baumgartner.

In addition to the superior level of hospitality, one of the biggest reasons for Paddock Club's continued success is the experience of being right at the heart of the race.

"I've never seen anyone leave not inspired, wowed or with lasting memories"

PETER BAUMGARTNER Former Senior Strategic Advisor, Etihad Airways

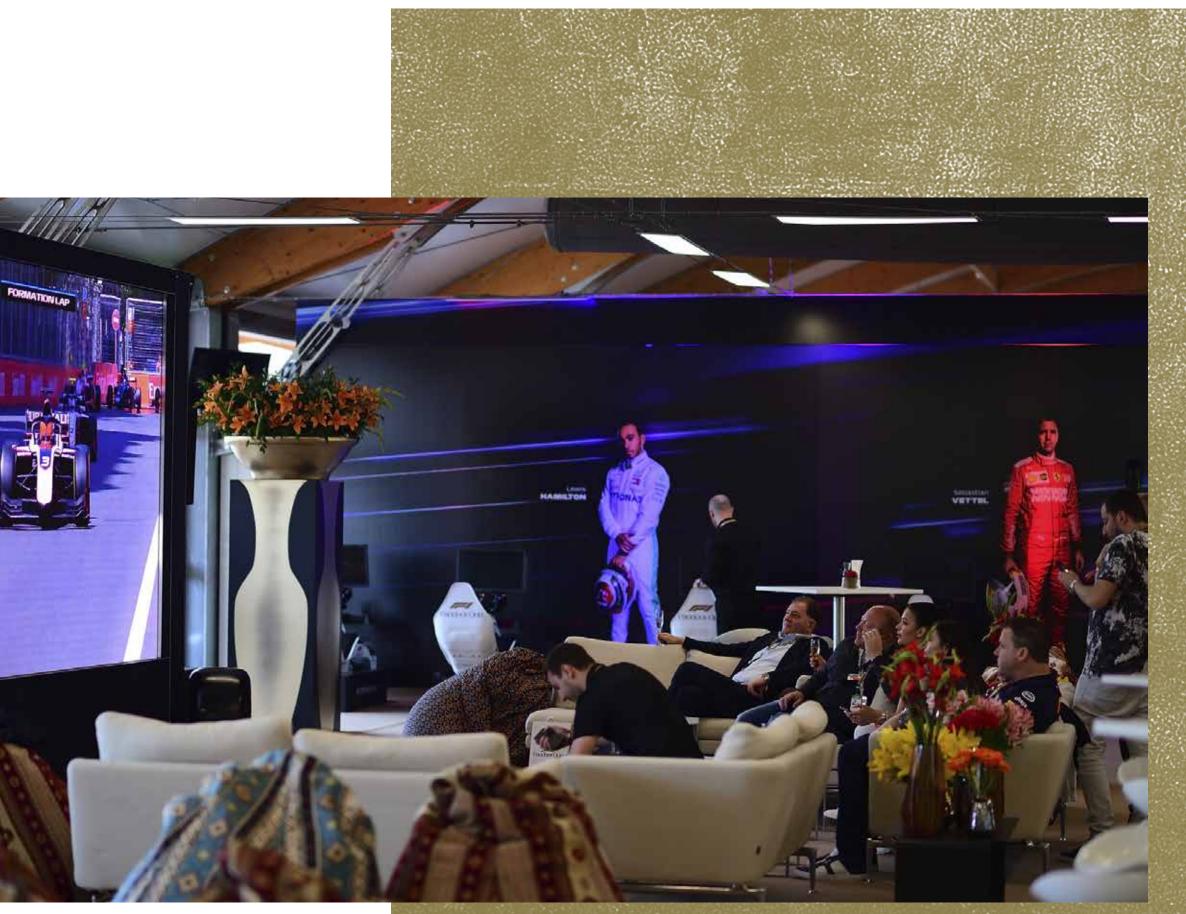




THE LUXURY OF TIME

Unique in the corporate hospitality world is the luxury of time you're afforded at Paddock Club. This isn't 90 minutes in a box at the football. Or sitting in silence for 3.5 hours at the tennis. At a Grand Prix, you've got a whole weekend to play with. Time is a rare commodity in the business world. And Paddock Club offers a more relaxed setting and atmosphere than most networking opportunities. There is the opportunity to chat in the morning over coffee and then again in the afternoon with a drink. And that time in the middle might be what's needed for an idea to be considered or a deal to be secured.

That's precious. That's priceless.







THE END RESULT

It's about business relationships - new ones are forged in the suites; existing ones are cemented. There's plenty of time for guests to truly understand their host's business, and that richer immersion can pay dividends. An invite to Paddock Club demonstrates "tangibly to our most important customers and clients that we are serious about doing business with them," says Peter Baumgartner of Etihad. Indeed, research shows that guests are more likely to do business with their host following a Paddock Club experience, compared to any other sports hospitality.



In addition, you and your guests will be inspired from being so close to some of the most innovative companies on the planet. The sport has been called the "fastest R&D laboratory on Earth." Teams have to develop and redevelop their cars to challenge in the Championship. This is test-and-learn at its most extreme.

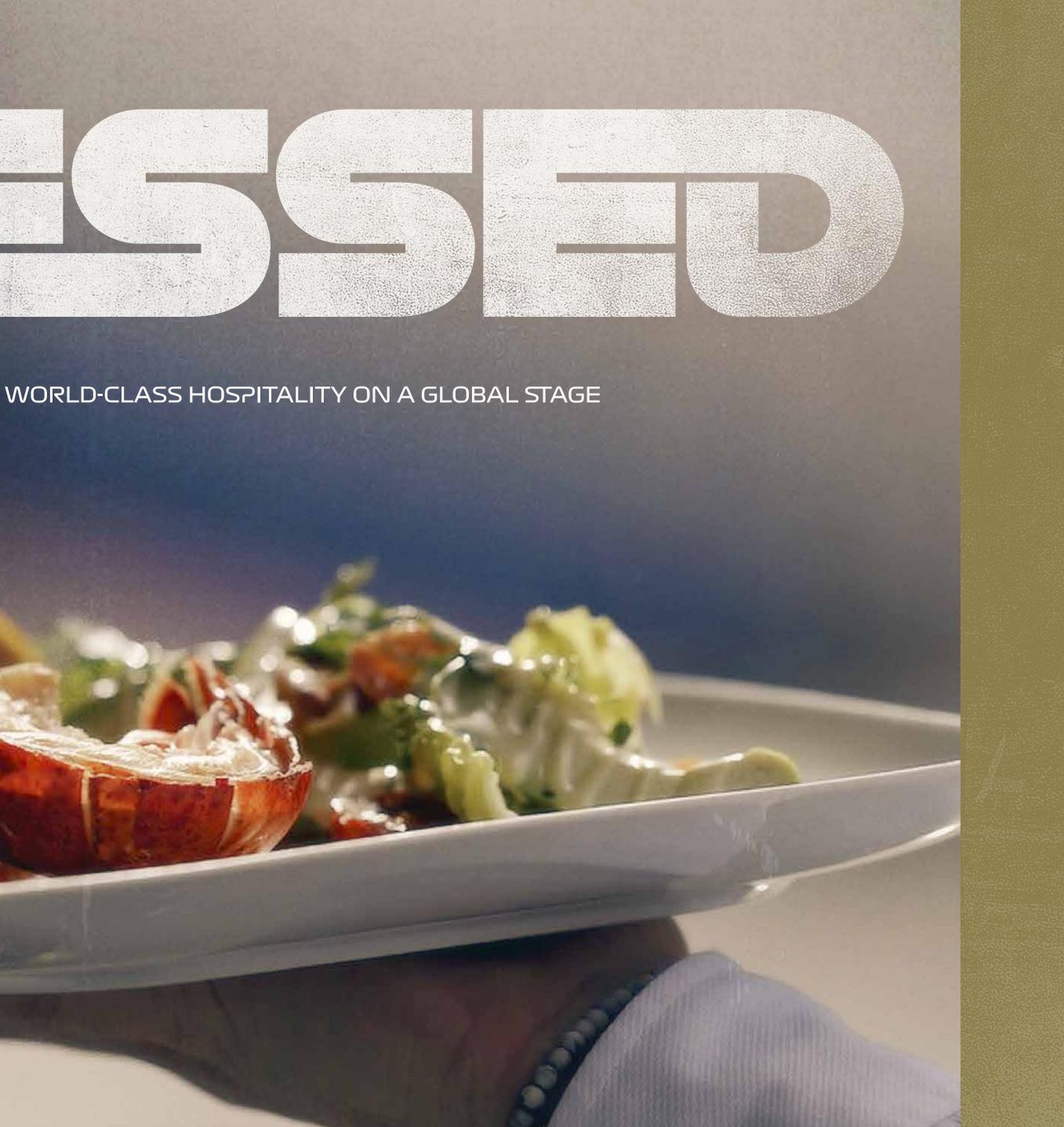
Over the last 30 years, Paddock Club has played host to some of the world's biggest and most respected brands. It's reliably given them a setting in which they can confidently bring clients and guests, year after year. Not only to entertain them but to demonstrate how valued they are. It also offers a unique place to forge new business relationships.

It's time to add your story to the legend of Paddock Club.









NO NORMAL RESTAURANT

The world of high-end restaurants is a world of high pressure, hard work and exquisite food. Running and creating one is an extraordinary feat in itself. But opening one for only three or four days at a time in Grand Prix locations across the globe with an ever-changing and responsive menu takes it to a whole new level. However, this is Paddock Club.



Although not strictly a restaurant (it's a whole lot more than that), Paddock Club is a marvel of catering and hospitality finesse. A carefully curated oasis in the heart of the most intense motorsport ever. From all-day refreshment to full lunch service, early morning coffees to late afternoon aperitives, it caters for everyone.



DINING, REFRESHMENTS AND MORE

WHAT YOU CAN EXPECT TO ENJOY AT PADDOCK CLUB

EXCEPTIONAL CUISINE – THE BEST OF THE WORLD AND THE BEST OF LOCAL

THREE-COURSE SIT-DOWN MEAL

ALL DAY REFRESHMENTS

FINE WINE SELECTIONS PAIRED WITH FOOD

AFTERNOON TEA FOR DAY TO NIGHT RACES

BARISTA COFFEE STATION

DIETARY AND SPECIAL REQUESTS CATERED FOR

WORLD-CLASS SERVICE

Formula 1 is a global sport. So not only do we have to cope with the logistics of ensuring premium quality at every race, we also have to make sure the food, drink and entertainment reflects each location. Much like the F1 teams themselves, we have to transport our whole operation across the globe and perform to the highest standard week in, week out.

> So it goes without saying that all of our chefs and team members are trained to the highest level. The best of the best. Most have attended world-class academies in Vienna and London, and only by completing the exclusive academy do they get the chance to be part of the Paddock Club team.



LOCAL EXCELLENCE

Buying teams arrive early to source the best local produce. The tastes and flavours are very often symbolic of where the race is: Canadian lobster, Japanese Wagyu or Matsusaka beef, bright red Belgian strawberries, Italian handmade burrata, Chinese handmade dim sum, French wines and cheeses, Spanish seafood, Mexican avocados, and Middle Eastern hummus and baklava. And, of course, everything is fresh. There are no additives or frozen products here. Convenience isn't convenient when you need to perform at this level.

If you were to call and request to see the menu a week before the Grand Prix, you might be disappointed. We don't know the menu until just a couple days before – not until the chefs have sampled the produce and curated the dishes. They're not just inspired by Michelinstarred restaurants, but by street food and traditional cooking – which they then re-interpret for Paddock Club. And yes, they can still make a burger if that's what you desire.



MENU

FORMULA 1 PIRELLI GRAND PRIX DE FRANCE 2019

king crab avocado tart

basil sorbet and clamato jelly

fillet of beef and rack of spring lamb

oven roasted and herbed summer vegetables pan fried chanterelles, new style cabbage baked potatoes with comté and gruyère thyme jus

grilled monkfish and wild salmon

buttered leaf spinach, smoky chickpeas celeriac mousseline pea sauce with chorizo dijon beurre blanc

homemade truffled mascarpone tortellini

green asparagus

new style chicken koi soy green beans, sprouts, cilantro and fried garlic steamed rice

seasonal salad

selection of cheese





LOCAL FLAVOUR

Food and drink is available all day from the various bars and kitchens, and in the large dining rooms. Brands will often reserve a whole suite complete with personal service and customised dining.

But it's not just food and drink. There's other entertainment too for when there are breaks in the race weekend. For example, traditional dancing in Austria, ice hockey in Canada, Awa-Odori dancing and drums in Japan and tea cup decorating in Baku.

A host of options, then to help guests feel comfortable and ready for whatever legendary business idea comes next.







PADDOCK CLUB'S UNIQUE POINT OF VIEW

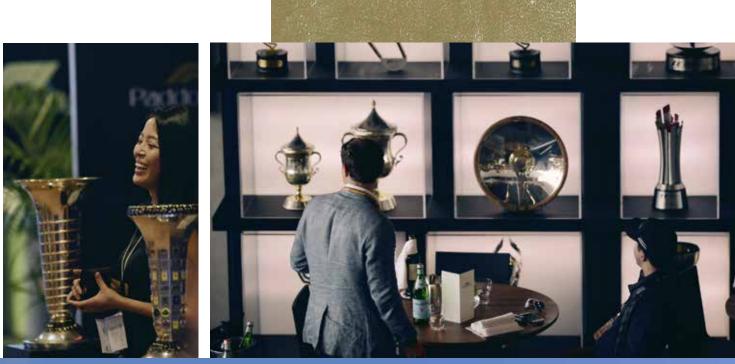
It's a feast for the senses. Every corner you turn and every minute you spend at a Grand Prix, you'll discover something new: a heart-stopping encounter with an F1 legend, the smell of new tyres being prepped or the heat of a practice pitstop as you stand just metres from it.

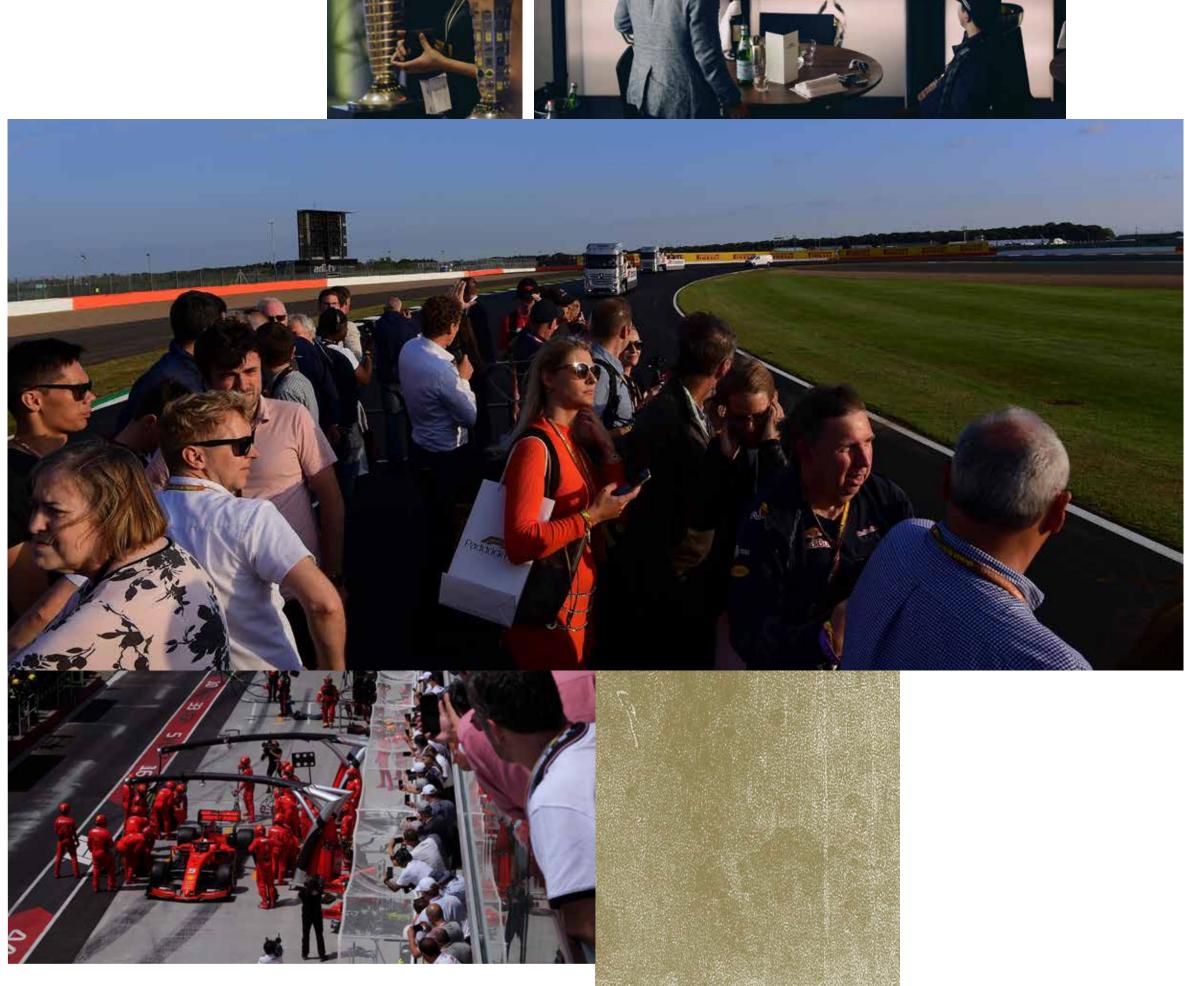
At the centre of every circuit is The Paddock Club. The best way to watch, absorb and enjoy everything Formula 1 has to offer whilst also providing a unique location in which to host and entertain your clients.

There are few sports in the world where you can get this up close and personal to the action. Even visitors who know very little about F1 can't help but be thrilled by this intense atmosphere.

From the Paddock Club's position over the pit lane, guests have the best view in the house. You'll be just metres above the pit stops, and a stone's throw from the starting grid.

When the race begins, you'll feel the insane intensity of lights-out and have an unparalleled view of all the first corner drama, right from the Paddock Club terraces. There are also big screens with live commentary so you won't miss a second of the action.



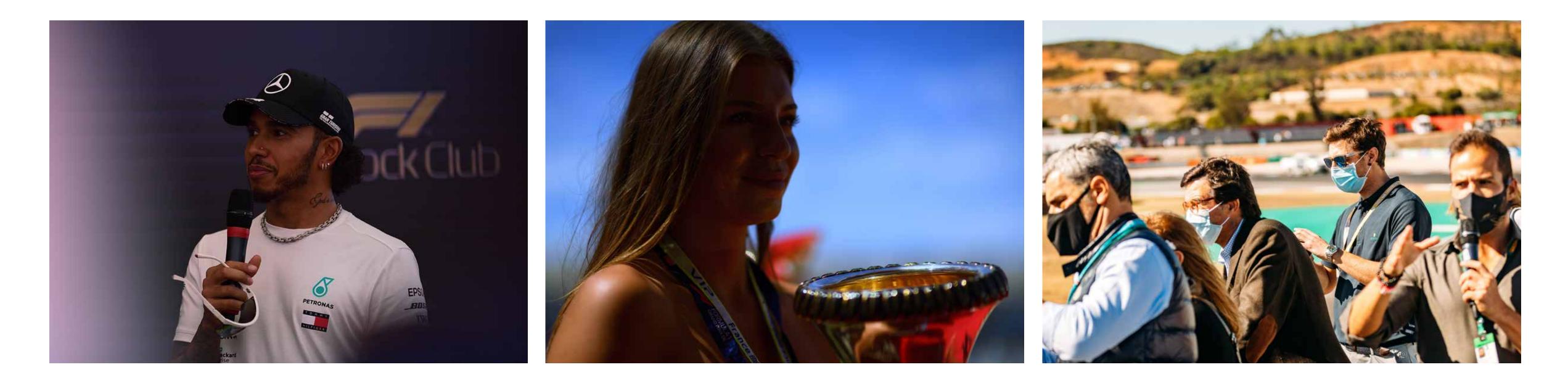


VIRTUAL EXPERIENCES

Get exclusive insight into the sport and the business of F1 with our virtual and interactive events. Hear from current drivers and former legends, and the people that make F1 the global sport it is today.

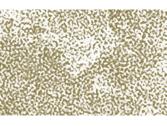
GRID PHOTO EXPERIENCE

The grid is the start and finish of every race - where 20 cars ignite their furious engines. This is a new and unique opportunity to take a photo with the world-famous Drivers' and Constructors' Championship trophies.



TRACK TOUR

Between race sessions, you and your guests will have the chance to take a tour of the track yourselves. Enjoy a full lap of the track on the back of an open-top truck (slightly slower than an F1 car), while an Expert Host guides you through every twist and turn.



SOMETHING FOR EVERYBODY

Take a walk around the Paddock Club and the rest of the circuit between racing sessions. Jump into a race simulator and challenge your guests head-to-head and discover if you have the reflexes to be an F1 driver (most don't).

A weekend at Paddock Club is an unforgettable experience for both F1 fans and the uninitiated. It's a unique and legendary place to experience the race weekend. And it's as close to the action as you can get without actually joining an F1 team.





FRIDAY

FREE PRACTICE SESSIONS 1 AND 2

Friday (Thursday in Monaco) begins with two practice sessions of 90 minutes length – one in the morning and one in the early afternoon. This is the first time the teams put the cars on track and they experiment with set ups to get the best times in both race and qualifying pace.

SATURDAY FREE PRACTICE 3 AND QUALIFYING

Saturday features another practice session in the morning (Free Practice 3) before the qualifying session, which lasts 60 minutes and usually starts at 1pm. This determines the starting order of the grid.





SUNDAY

RACE DAY

Sunday is when it all comes together. The day starts with the drivers parade as they are driven round the circuit. Shortly before the official race start time (which changes based on location), the National Anthem brings all 20 drivers and dignitaries together at the front of the grid. Then it's time to jump into the cars and the parade lap before lights out.



A SAFE PADDOCK CLUB JOURNEY

The wellbeing and safety of our guests is of the highest importance to us. The measures we have put in place have been meticulously developed over the last year alongside the F1 teams who have been keeping their staff and guests safe throughout 2020.

This means your journey will be a little different to other years. But our warm welcome, world-class service and legendary atmosphere remains at the heart of what we do.

PRE-ARRIVAL

ON ARRIVAL

IN PADDOCK CLUB

- Enhanced health and safety training measures have been put in place for all our staff
- All our team is tested before entering the Paddock Club
- All areas are continuously disinfected and cleaned throughout the weekend
- Hand sanitiser dispensers are situated throughout the venue, and we will provide each guest with a personal pocket hand sanitiser Guests must wear face masks in all public areas
- This year, there will be more space per person and proper social distancing will be possible
- Our F1 experiences will be held with smaller groups to allow for social distancing

 Track and Trace: All guests must complete a form Increased parking facilities and more Paddock Club shuttles means guests can avoid using public transport

• All guests must take a quick COVID-19 test on arrival







HOSTING AT PADDOCK CLUB

We create the conditions you need to entertain and conduct business on the global stage

Flexible spaces, ticketing options and catering are all designed to put you and your guests at the heart of the experience

END-TO-END SERVICE



Our team are here for you at every step

Dedicated VIP parking and shuttle service to Paddock Club front door

Catering for your needs, such as dietary and hospitality requirements

On hand to help you navigate Paddock Club and get the most out of your experience

ACCESS TO ONSITE BUSINESS FACILITIES

Hosts and guests also have access to the business facilities within Paddock Club:

Business suite

Private meeting rooms

Wi-Fi available throughout Paddock Club



CHOOSE YOUR SPACE

Choose from three hosting environments (further details on following pages)

Club Suite Open Suite Private Suite All three options include access to the Club Lounge, Immersive experiences (such as the Grid Photo Experience and Track Tour) and unique views



CLUB SUITE An elegant environment Private tables will be Screens showing all designed for guaranteed to groups the racing action live small groups of 10+* and individuals, right in the heart of Full-service catering Access to the general Paddock Club and hospitality lounge area **OPEN SUITE** A VIP setting Plus, all features of Available for groups within the buzz Club Suite (see above) of 50 – 80 guests* and atmosphere of the Private area, situated in Can be customised Club Suite area Club Suite and separated with branded welcome by flower banks desks and wall visuals



PRIVATE SUITE

Private Suites are large spaces customised and tailored specially for your business

With exclusive access for you and your guests, these spaces offer a unique environment to showcase your brand and products

Available for groups of 80+*

Customised dining and beverage package (special dietary requirements will be taken care of)

Reception desk

Optional add-ons

Control over environment including flexible layouts, platforms and podiums

Private in-suite catering

Minimum of two screens showing on-track action



Hostess service

Extra breakfast or afternoon tea

Personalised design and branding with the help of our expert team

Each suite can be serviced by a maître d'hôtel, dedicated bar staff and a chef at the buffet



SHARED SPACES

CLUB LOUNGE

Club Lounge is a chill out area with an open bar and entertainment. This space is accessible for all Paddock Club guests



BUSINESS SUITE

Dedicated concierge service

When not privately hired, it is open to all business guests to use

The Paddock Club Business Suite is available for all hosts and guests

It's a private space for meetings, events and networking away from the buzz of the action

Flexible layout to cater for 1-2-1 and group meetings





























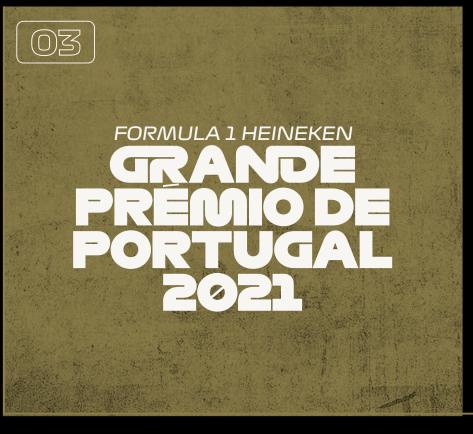














ALGARVE INTERNATIONAL CIRCUIT, PORTIMÃO, PORTUGAL

30.04.21 - 02.05.21



* Closed in 2021.

Something strange happens under the night sky in Bahrain. 20 F1 cars light up the desert, mesmerising all who witness it. With the new Oasis terrace at Turn 10, there are now more exclusive views than ever available.

BAHRAIN

BAHRAIN INTERNATIONAL AIRPORT

BOLOGNA

BOLOGNA GUGLIELMO MARCONI AIRPORT

Carved into the limestone of Portugal's southern coastline, the track is famous for its exhilarating uphill and downhill sections, razor-sharp turns and roaring straights, giving it the nickname The Algarve Rollercoaster. ALGARVE



F1 returns to this notoriously

technical circuit in the heart of

Italy's Motor Valley. The Autodromo

Internazionale is an iconic, old-

fashioned circuit set just outside the

beautiful medieval city of Bologna.





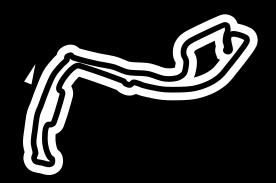


CIRCUIT DE BARCELONA-CATALUNYA, BARCELONA, SPAIN

07-05-21 - 09-05-21





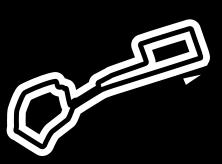


CIRCUIT DE MONACO, MONTE CARLO, MONACO

20-05-21 - 23-05-21







BAKU CITY CIRCUIT, BAKU, AZERBAIJAN

04-06-21 - 06-06-21



The legendary Spanish GP has greatness at its heart. Below the Paddock Club, you'll see pit crews working at an unbelievable pace. Then, feel the moment of absurd tension on the starting grid, just metres away.

BARCELONA

> BCN **BARCELONA-EL PRAT AIRPORT**

(WITH FBO FACILITIES)

Monaco is one of the most prized Grands Prix of the season which takes over the city. The Paddock Club perches on La Rascasse – one of its many legendary corners. From here you'll have unmatched views of the race. And if it gets too overwhelming, retire to the glamourous suites behind.

MONTE CARLO

NICE CÔTE D'AZUR

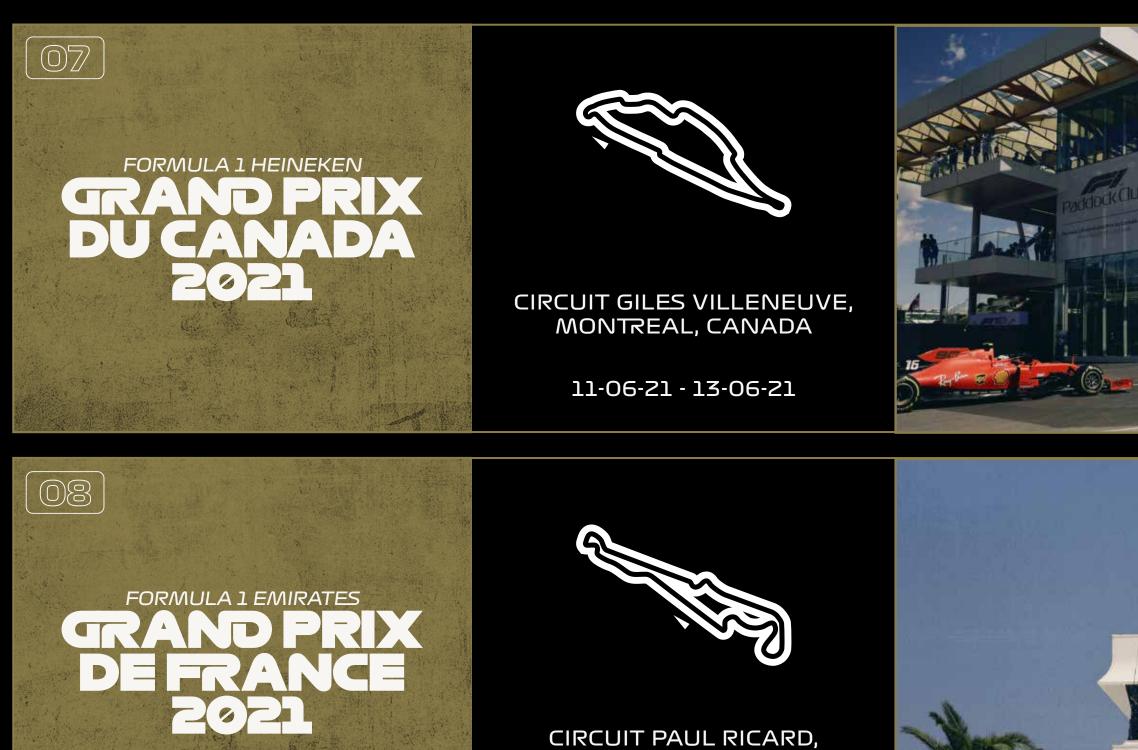
Teetering on the edge of the Caspian Sea is a track that winds around castles. At its heart lies a Persian-inspired Paddock Club. The race echoes around you as it bounces off the narrow streets. And the magic hospitality seeps into every corner.

BAKU

HEYDAR ALIYEV INTERNATIONAL AIRPORT

→ GYD









LE CASTELLET, FRANCE

25-06-21 - 27-06-21

RED BULL RING, SPIELBERG, AUSTRIA

02-07-21 - 04-07-21



Calm. Serene. Peaceful. Until F1 turns up. Then the Circuit Gilles Villeneuve transforms into a heart-thumping theatrical affair. Enjoy a stunning view of the starting grid and pit lane from this award-winning piece of architecture in the middle of Notre Dame Island.

MONTREAL

→ YUL

PIERRE ELLIOTT-TRUDEAU INTERNATIONAL AIRPORT

Circuit Paul Ricard stuns. The track weaves and hypnotises with its tri-coloured path, and at the heart of the GP is Paddock Club with hospitality taken to the extreme and experiences that only F1 could engineer.

LE CASTELLET

MARSEILLE PROVENCE AIRPORT

Nestled within the mountains is the Red Bull Ring. The European grandeur of Vienna finds its way into the circuit and into the Paddock Club. Witness the energy of the pits, the blood-pumping views across the track and hospitality and experience that only F1 could invent.

VIENNA







Welcome to the home of motorsport. Bear witness to this historic event in Silverstone's Paddock Club. Feel the pulsating carbon-fibre beasts beneath you on the starting grid as you enjoy precision-engineered experiences and world-class hospitality. As it's so special on the race calendar, F1 often demonstrate new technologies here.

An amphitheatre of twisting and jarring

battles. Drivers crave the challenges

this circuit sets. Rich with history and

only 20km from the astonishingly

beautiful Budapest, drivers and fans

alike adore this track.

LONDON

LONDON HEATHROW AIRPORT

BUDAPEST

→ BUD BUDAPEST INTERNATIONAL AIRPORT

One word. Prestige. This is one of a select few circuits that embodies classic F1. And at its heart is a legendary Paddock Club set in the hills of the Belgian Ardennes. Peer over the balcony and into the noise of the pits, hear the engines on the starting grid, and indulge in legendary hospitality and experiences.

BRUSSELS

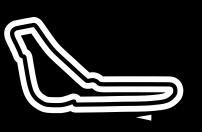


BRUSSELS INTERNATIONAL AIRPORT









AUTODROMO NAZIONALE DI MONZA, MILAN, ITALY <u>10-09-21 - 12</u>-09-21







SOCHI AUTODROM, SOCHI, RUSSIA

24-09-21 - 26-09-21



Nestled among the Zandvoort sand dunes lies The Netherlands' iconic seaside circuit. Fiercely fast, steeped in history and an overtaking gem, this beach bout is a real thrill to be a part of. Paddock Club really has the best seats in the house here. A new race for 2021.

A cathedral of noise, speed and red

flares. At the pulsating heart of the

home of Ferrari lives Paddock Club.

Look over it all, from the thunderous

starting grid, to the inevitable track

invasion during the podium ceremony.

F1's hospitality and experiences will be

a welcome break from the heat of the

world's fiercest motorsport fans.

AMSTERDAM

רא אש

AMSTERDAM SCHIPHOL AIRPORT

MILAN

MILAN-MALPENSA

Part street. Part track. 100% action. Set against the backdrop of the Black Sea, Sochi Autodrom is a truly next-level event. And at the heart lies Paddock Club. As you gently sip on Champagne, look down into the depths of the pits and over to the howling starting grid.

SOCHI







* Local promoters operate the Formula 1 Paddock Club™ at these events and not all Paddock Club activities may be available.

In the neon glow of Singapore, 20 cars ricochet around the tightest corners in F1. And Paddock Club lies in the centre of it all. Enjoy this nighttime thrill with unrivalled views. Then marvel at the fireworks and prepare for a night like no other.

Unusual. Unreal. Unique. Year after

year, Suzuka's legendary figure of eight

track results in stomach-turning and

unforgettable races. Step into Paddock

Club and feel the heat of the pits,

hear the roar of the engines, and walk

amongst F1 royalty in the paddock.

This is the spectacle that

always surprises.

SINGAPORE

CHANGI AIRPORT

NAGOYA

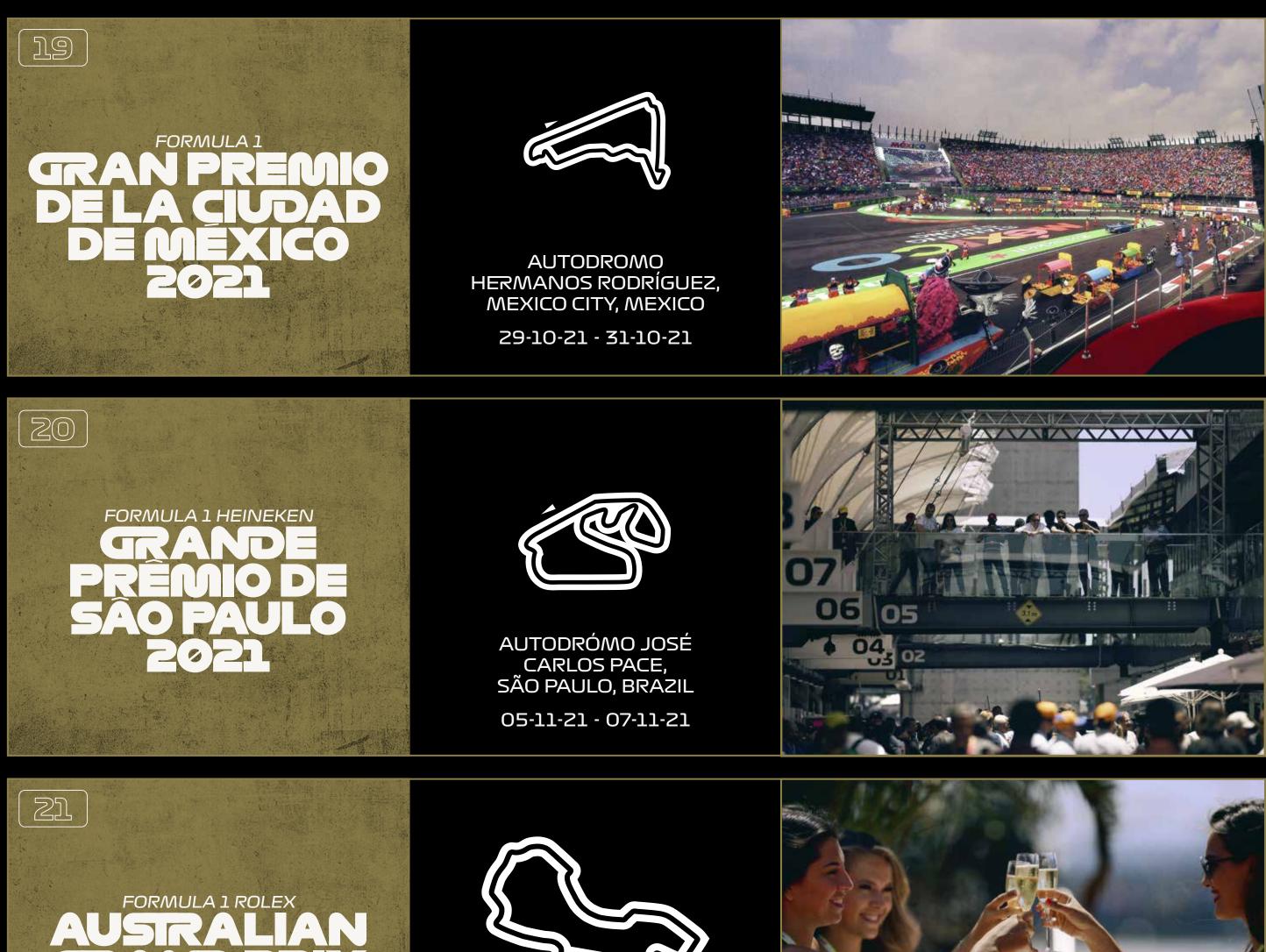
CHUBU CENTRAIR INTERNATIONAL AIRPORT

Austin is bursting with life. Expect an explosion of vibrancy and colour as F1 and the US collide. At the centre of this collision is Paddock Club – one of F1's biggest shows. Champions are often crowned here as the season begins drawing to a close. **AUSTIN**



AUSTIN-BERGSTROM INTENATIONAL AIRPORT





ALBERT PARK CIRCUIT,

MELBOURNE, AUSTRALIA

19 -11-21 - 21-011-21

* Local promoters operate the Formula 1 Paddock Club™ at these events and not all Paddock Club activities may be available.

2021*

Voted the best event in F1, the Mexican GP is a rare moment to be a part of, and a party that never stops. And in the Paddock Club the party gets louder still. With the energy of the pits below, the tension of the grid ahead and the world-class hospitality all around, you won't want to leave.

MEXICO CITY

> MEX ΜΕΧΙΟΟ ΟΙΤΥ

INTERNATIONAL AIRPORT

Get more access than ever at Paddock Club in São Paulo. Poised just above the pit lane, you'll sense the tension, feel the ground shake – and take in breathtaking views of one of the most electrifying high-altitude tracks on the F1 circuit.

SÃO PAULO

SÃO PAULO INTERNATIONAL AIRPORT



Anticipation. Tension. Suspense. All is unleashed in stunning and culturally captivating Melbourne. 20 new cars let loose around Albert Park on a mixture of circuit tarmac and street asphalt. The Paddock Club takes its place at the heart of this explosion of energy.

MELBOURNE



MELBOURNE INTERNATIONAL AIRPORT







Join us at Paddock Club for the very first Saudi Arabian Grand Prix. The world's best drivers will battle it out around 30km of Red Sea coastline. You'll be closer to the action than anyone, enjoying the very best cuisine and hospitality Jeddah has to offer from exclusive trackside seats.

SAUDI ARABIA

KING KHALID INTERNATIONAL AIRPORT

The Abu Dhabi GP is as spectacular as you'd expect. And the crowning jewel of this end-of-season party is Paddock Club. A luxurious space where you can gaze over the last race and watch a World Champion be crowned. Due to this, tickets often sell out fast.

ABU DHABI

ABU DHABI INTERNATIONAL AIRPORT



