Formula 1®

Partnership Proposal

FORMULA 1 AUSTRALIAN GRAND PRIX 2021

F1® is more than a race. It's a lifestyle.

Formula 1® is the pinnacle of motorsport, upheld as one of the biggest sporting events in the world.

As a global sport, Formula 1® aims to unleash the greatest racing spectacle on the planet. Experience the electrifying atmosphere at Albert Park Circuit across four days of racing, entertainment and much more. The AusGP is a twelve month fan engagement platform.

Everyone is invited to Live Fast at the Formula 1® Australian Grand Prix.

Values and Vision

Build

Connect

Understand

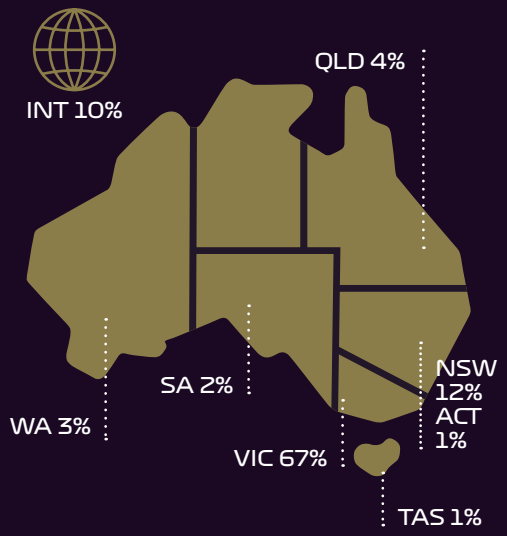
Inspire

Sustainable

Purpose aligned partnerships

Current Audience

324,100
Attendees across the 2019 AusGP event
10% YoY*



44%
Come from a household income of $100k plus

AGE
26% 18 - 34
48% 35 - 54

76% Male
24% Female

Potential Audience

F1® FANATICS 2.6m
75% ♂ 25% ♀ — AGE 35-64

PREMIUM SEEKERS 3.9m
43% ♂ 57% ♀ — AGE 30-64

FAMILIES 1.9m
46% ♂ 54% ♀ — AGE 35-49

BASE

CULTURE VULTURES 11m
34% ♂ 66% ♀ — AGE 18-35

SPORT FANS 12.5m
51% ♂ 49% ♀ — AGE 18-55

GROWTH

** Estimated attendees 2019*
Source: Ticketmaster and Grand Prix Travel Office 2019

Source: Roy Morgan Single Source May 2019, 2019 F1 Patron Survey, YouGov Brand Index.

Australian Grand Prix Statistics

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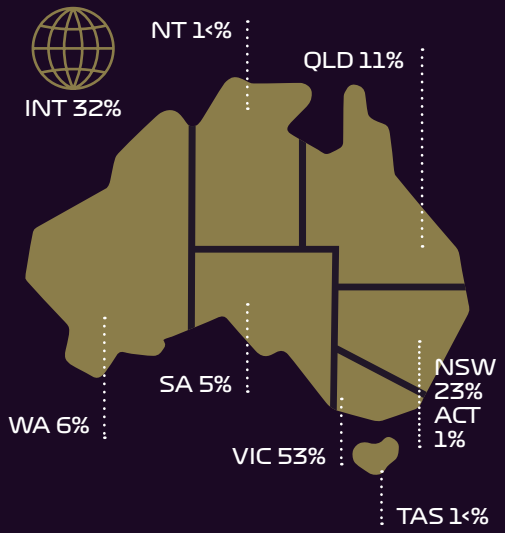
Follow the action

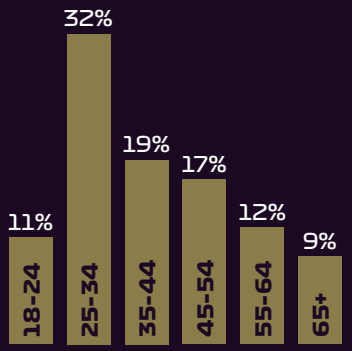
WEBSITE TRAFFIC



DEMOGRAPIC

70% Male

30% Female



For Period: 1 April 2019 - 21 March 2020

Follow the Action

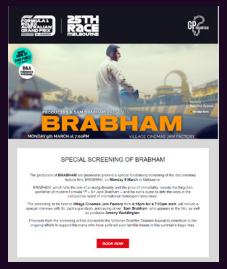
80m+
impressions

1.4m+
engagements

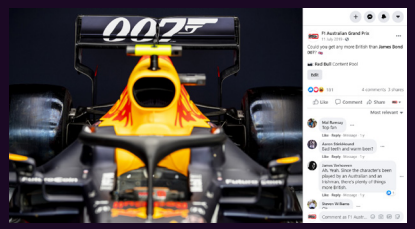
6m
video views

For Period: June 2020

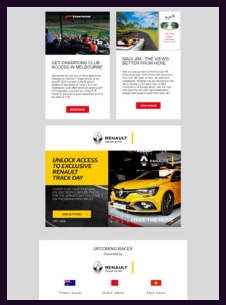
Digital Opportunities



Exclusive offers

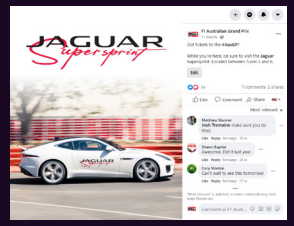


Branded content



EDM inclusions

Co-branded campaigns



Co-branded promotions

Targeted customer insights

ENGAGEMENT, AWARENESS, ALIGNMENT, RELEVANCE

In the Media

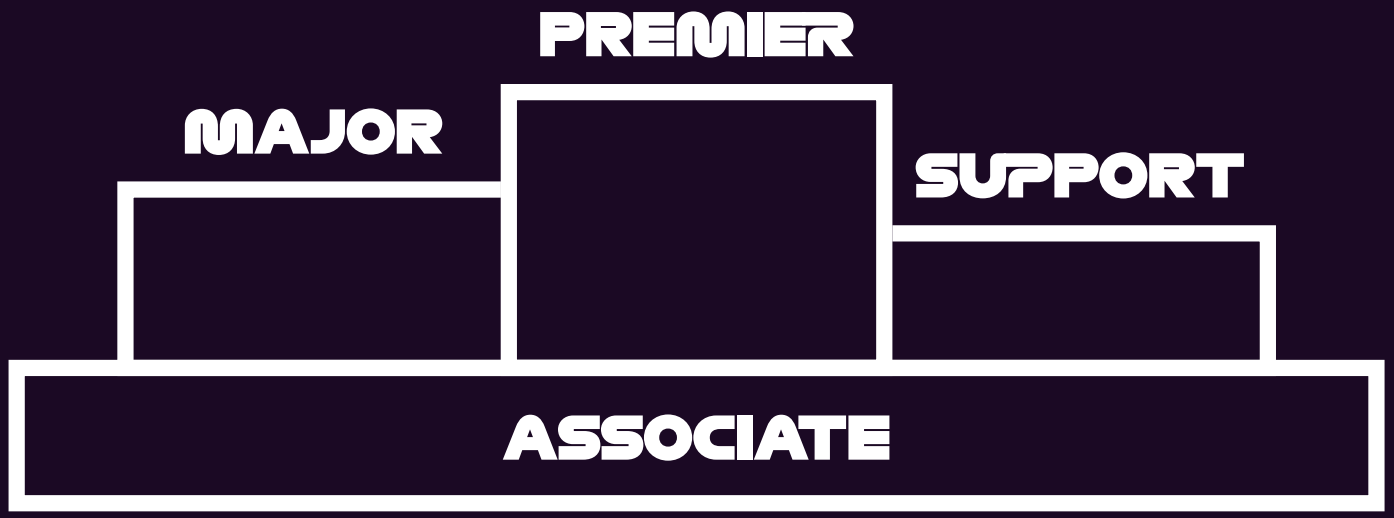
51,734
media reports mentioned the Grand Prix during this period

This coverage had a cumulative potential audience/circulation of
538m+

Online news outlets were the leading source of media reporting, making up
43%
of all coverage

Source: ^Comparison excludes international online results
Source: Formula 1® 2020 Rolex Australian Grand Prix Isentia. Insights Media Coverage Report

Our Partners



Thank you

AGPC thank you for the opportunity to present this event overview of the Formula 1® Australian Grand Prix.

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