

GRAND PRIX  
*Ball* 

LONDON

4<sup>TH</sup> July 2018

SPONSORSHIP PACK

# Intro

The Grand Prix Ball has become one of the staple events in London's social calendar during the summer season. This super glamorous, annual black tie affair kicks off the British Grand Prix with a bang! Share the red carpet with the stars from the glamorous world of Formula 1 and the who's who of the London. To begin proceedings the roars of some stunningly engineered cars will as our signature F1 demonstration lights up the tarmac.

You will be wined and dined within the beautiful grounds of the Hurlingham Club, providing you with the opportunity to network with our star-studded guest list over a delicious three course dinner. The evening will be topped off by a series of live performances by chart topping artists and DJ's, entertaining you until the early hours.

The Grand Prix Ball is the perfect event to get you revved up for the British Grand Prix weekend at Silverstone and for 2018 will be in support of Aston Martin Redbull F1 Teams charity, WINGS FOR LIFE.



THE HURLINGHAM CLUB



On behalf of the Grand Prix Ball Organisers, Please find enclosed a list of all the benefits associated with your sponsorship. We appreciate your support and look forward to working with you to customise your involvement and recognition.

We are pleased to invite supporters at the Hamilton sponsorship level and above to a private drinks party – in London Monday 2<sup>nd</sup> July 2018. The Grand Prix Ball organisers and partners will be in attendance.

We look forward to your positive response.



THE HURLINGHAM CLUB



# Key Elements

500-750

Guests



Live & Static Display Concourse of Unique Motorsport Cars



Champagne Welcome Reception, Meet and Greet F1 Drivers



Keynote speaker & Three course dinner



Charity auction in aid of WINGS FOR LIFE



Live entertainment from top music acts and DJ's



The event will run from 7pm to 2am



THE HURLINGHAM CLUB

GRAND PRIX  
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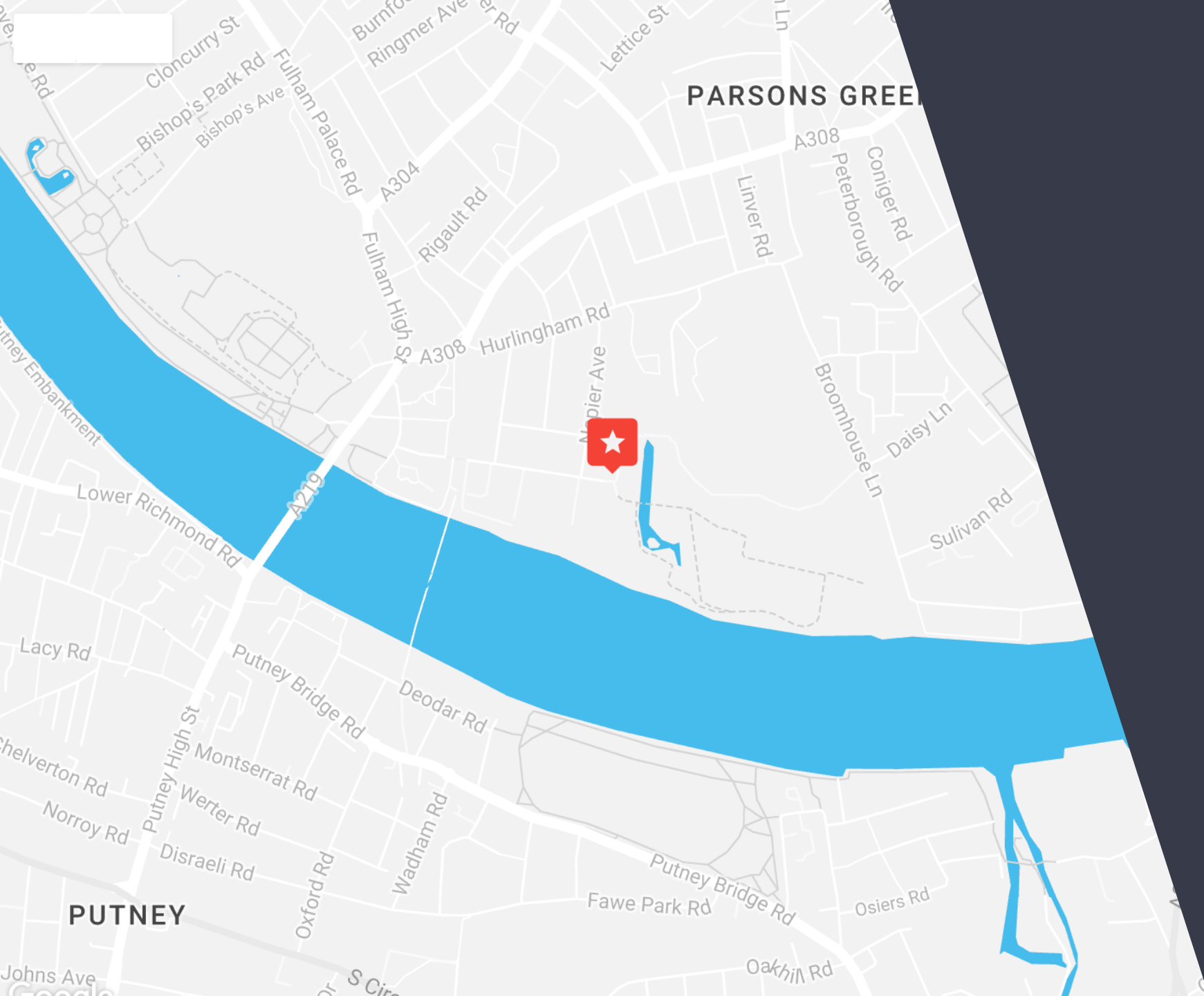
# The Format

You will share the red carpet and a glass of champagne with the stars from the glamorous world of Formula 1 and the who's who of the London. You will be winned and dined within the magnificent surroundings of the The Hurlingham Club, providing you with the opportunity to mix with our star-studded guest list over a delicious three course dinner. The evening will be topped off by a series of live performances by chart topping artists and DJ's, entertaining you until the early hours.



At the entrance to the gala, guests will have an opportunity to view the special collection of rare and exotic cars through the ages before enjoying cocktails and perusing auction items that will feature a highly curated selection of items as well as one-of-a-kind gifts, unique world-class experiences and luxury travel packages. Dinner, Live Performances & dancing will follow.





PARSONS GREEN

# The Venue

THE HURLINGHAM CLUB

Ranelagh Garden

London

SW6 3PR

PUTNEY



# THE HURLINGHAM CLUB





# the Entertainment

A selection of International acts will be performing on the night. Acts to be confirmed.





MANAGEMENT

# Ball

IN SUPPORT OF WINGS FOR LIFE

WINGS  
for LIFE  
SPINAL CORD RESEARCH FOUNDATION.



# SPONSORSHIP TIERS

## STIRLING MOSS TIER

Display your product in the heart of the event inside the Palm Garden

£7,500

## LEWIS HAMILTON TIER

Entry level sponsorship with visibility for your brand and a VIP Table

£15,000

## ALAIN PROST TIER

Partner level sponsorship offering a strong presence for your brand and interaction with the F1 Drivers.

£30,000

## AYRTON SENNA TIER

The ultimate level of title sponsorship with the highest level of brand exposure.

£75,000

# SPONSORSHIP BENEFITS



The Grand Prix Ball offers a unique opportunity for brands to associate themselves with a high profile charitable motorsport lifestyle event in central London during the week of the Abu Dhabi Grand Prix



The evening allows partner brands to engage with consumers in an environment that brings together the best elements of motorsport, music and lifestyle to provide a complete entertainment experience



The event provides a platform for partners to deliver a 360 degree sponsorship activation to support on track activities and other marketing activities around the Abu Dhabi Grand Prix

# SPONSORSHIP INCLUSIONS

SPONSORSHIP INCLUSIONS	MOSS	HAMILTON	PROST	SENNA
<b>NAMING RIGHTS</b>				
Exclusive naming rights - GRAND PRIX BALL Gala Dinner presented by...				✓
<b>PHOTO OPPORTUNITY AT THE COCKTAIL RECEPTION</b>				
Exclusive photo opportunity with F1 Drivers at the cocktail reception and throughout the evening.			✓	✓
<b>LOGO RECOGNITION</b>				
Logo placement on dinner invitations				✓
Logo placement on dinner program			✓	✓
Company name/logo displayed on visual presentation at dinner		✓	✓	✓
Logo and link on Grand Prix Ball Website		✓	✓	✓
<b>ON-SITE</b>				
Option to place corporate signage / products in the four & hand yard.				✓
Display Stand / Product Stand in the four & hand yard.	✓			✓
<b>PROMOTION</b>				
Recognition on social media and digital advertising Recognition in event media releases and communication	✓	✓	✓	✓
<b>EVENT TICKETS (10 Per Table)</b>				
Complimentary tickets to the event included with sponsorship	10	20	30	50

# Contact

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For further information contact:

## GP Management

607 Linen Hall, 162-168 Regent Street.

London, W1B 5TF

Telephone: Phone: (0)203 773 5097

Email: [gpbball@gp-management.com](mailto:gpbball@gp-management.com)

[www.gpbball.co.uk](http://www.gpbball.co.uk)

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