






Paddock Club
FOR BUSINESS

A high-angle, close-up shot of a Ferrari pit crew working on a red Formula 1 car. Several crew members in red racing suits and helmets are visible, focused on the car. The car features prominent yellow and red Shell logos and a white number '7'. The word 'Paddock Club' is visible on the side of the car. The scene is illuminated by bright, focused lights, creating a sense of urgency and precision.

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IMMERSED IN F1



Paddock Club puts you right in the heart of F1

↓

No other sport gets you closer to the action

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.

EXPERIENCES

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

SPACES & SUITES



Your own table or suite to entertain clients

Access to private spaces for meetings

Business suite facilities are available

3 WHOLE DAYS - YOUR GRAND PRIX WEEKEND

FRIDAY



F1 Practice Sessions

SATURDAY



F1 Practice and Qualifying Sessions

SUNDAY



F1 GRAND PRIX


Plus FIA F2 & F3 Championship Races
Porsche Mobil 1 Supercup

GLOBAL

A TRULY GLOBAL SPORT THAT TRAVELS THE WORLD

23 destinations*

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



HOSPITALITY



Exceptional cuisine

Local and fresh ingredients
World-class catering

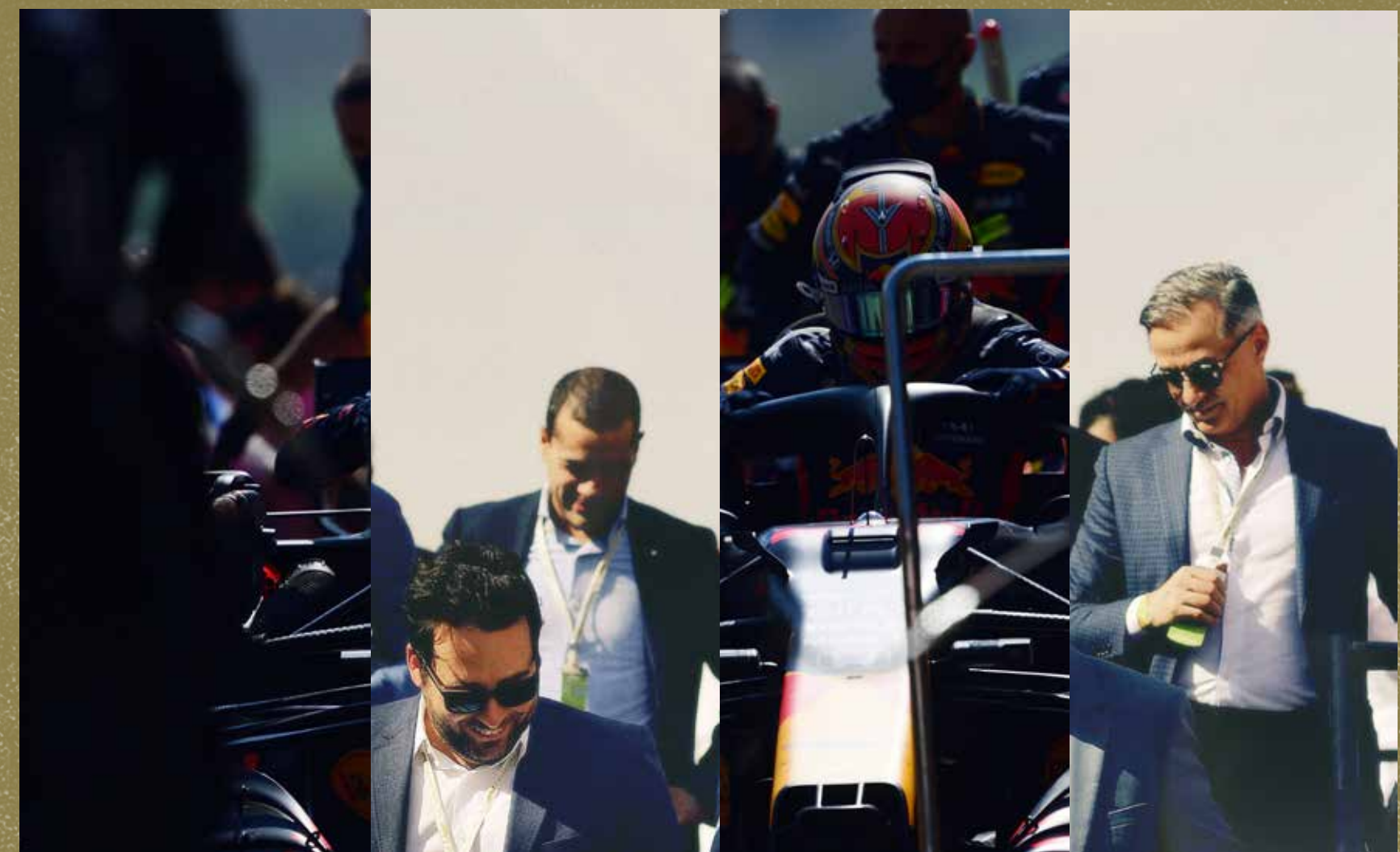
All day refreshments

with open bar

TIME AND TIME

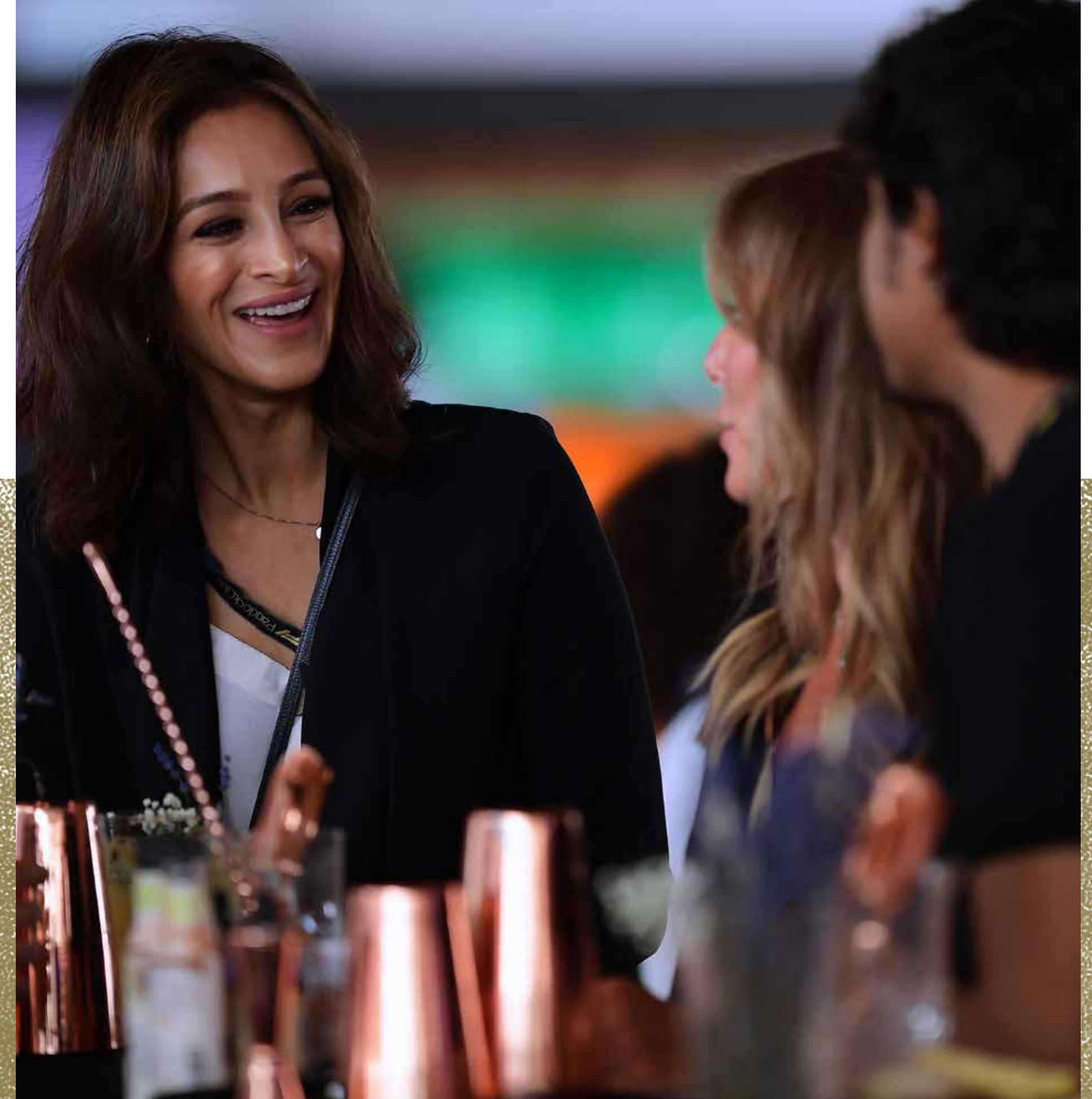
AGAIN

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 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.





YOUR VIEW FROM ABOVE

OBSSESSED

WITH DETAIL

THE ART OF WORLD-CLASS HOSPITALITY ON A GLOBAL STAGE



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 Michelin-starred 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.



F1 ↓ SUN

A BREAKDOWN OF A GRAND PRIX WEEKEND AT PADDOCK CLUB

Paddock Club's UNIQUE POINT OF VIEW

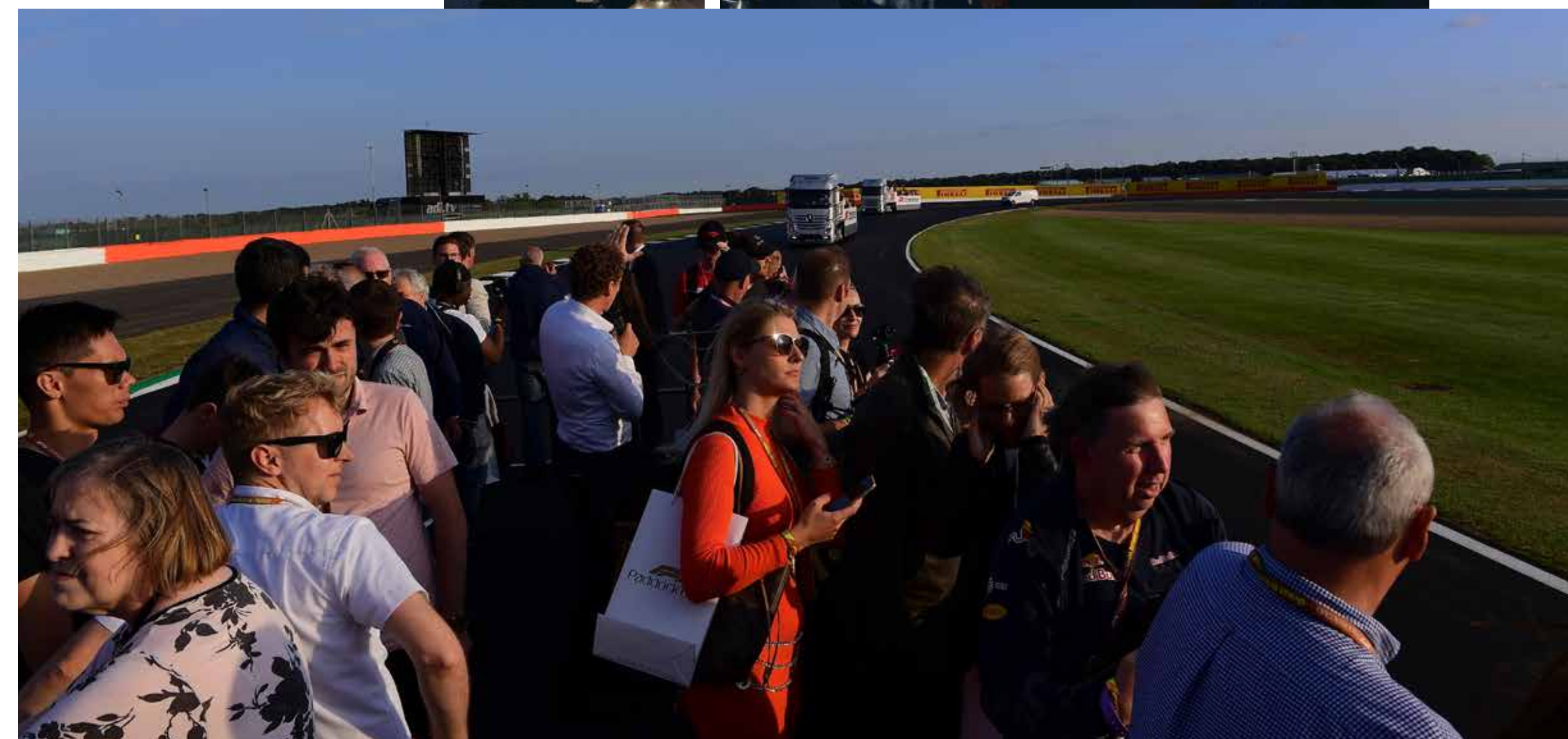
It's a feast for the senses. Every corner you turn and every minute you spend at a Grand Prix, you'll discover something new: a heart-stopping encounter with an F1 legend, the smell of new tyres being prepped or the heat of a practice pitstop as you stand just metres from it.

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

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

ON ARRIVAL

- All guests must take a quick COVID-19 test 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



ENGINEERED

FOR BUSINESS

HOSTING OPTIONS AT PADDOCK CLUB



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

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**



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

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 designed for small groups and individuals, right in the heart of Paddock Club

Private tables will be guaranteed to groups of 10+*

Full-service catering and hospitality

Screens showing all the racing action live

Access to the general lounge area

OPEN SUITE

A VIP setting within the buzz and atmosphere of the Club Suite area

Available for groups of 50 – 80 guests*

Private area, situated in Club Suite and separated by flower banks

Plus, all features of Club Suite (see above)

Can be customised with branded welcome 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

Control over environment including flexible layouts, platforms and podiums

Private in-suite catering

Minimum of two screens showing on-track action



Optional add-ons

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

* Minimum number may vary per location

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

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

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

PRIVATE MEETING ROOMS

Private meeting rooms can be booked at any time

All rooms come with a screen





