

FORMULA ONE

Offer 2024





BROADCAST

The 2024 FIA Formula One World Championship is a planned motor racing championship for Formula One cars set to be the 75th running of the Formula One World Championship.

It is recognised by the Fédération Internationale de l'Automobile (FIA), the governing body of international motorsport, as the highest class of competition for open-wheel racing cars. The championship is scheduled to be contested over a record twenty-four Grands Prix held around the world. It is set to begin in March and end in December.

Drivers and teams are to compete for the titles of World Drivers' Champion and World Constructors' Champion, respectively.

Max Verstappen is the reigning Drivers' Champion, while his team, Red Bull Racing-Honda RBPT, is the reigning Constructors' Champion.

SPONSORING OFFER 2024



Counterparts	Number	Period
<p>TV</p> <p><u>Billboards in co-sponsoring:</u></p> <ul style="list-style-type: none"> • 1 Billboard (5 ") before or after the "Warm up magazine" inner break • 1 Billboard (5 ") before or after the break before the race warm up • 3 Billboards (5 ") before or after the race inner break in splitscreen 	5	All race dates
<p><u>Trailers</u></p>	10 on Tipik (6 on prime)	Before all race dates
<p>DIGITAL</p> <ul style="list-style-type: none"> • Instream video • Display (Leaderboard or IMU) 	25.000 imps 20.000 imps	All week of each race

« This offer covering a very long broadcast period may need to be adjusted at the time of the establishment of an ad-hoc offer and the purchase order, or even during the purchased period). The TV screens are indeed subject to many modifications for info/Sport events or counter-programming reasons. These data are not available at the time of the establishment of this basic offer. »



BUDGET 2024

	GP	Prix
1	Bahrain	8.900 €
2	Saudi Arabia	9.400 €
3	Australia	6.800 €
4	Japan	6.600 €
5	China	6.600 €
6	United States	8.300 €
7	Italy	8.200 €
8	Monaco	8.200 €
9	Canada	7.000 €
10	Spain	6.900 €
11	Austria	6.900 €
12	Great Britain	4.700 €

	GP	Prix
13	Hungary	4.700 €
14	Belgium	6.200 €
15	Netherlands	5.400 €
16	Italy	6.800 €
17	Azerbaijan	8.500 €
18	Singapore	8.500 €
19	USA	8.400 €
20	Mexico	8.400 €
21	Brazil	9.400 €
22	Las Vegas	9.800 €
23	Qatar	8.400 €
24	Abu Dhabi	8.100 €

TOTAL SEASON (+DIGITAL)

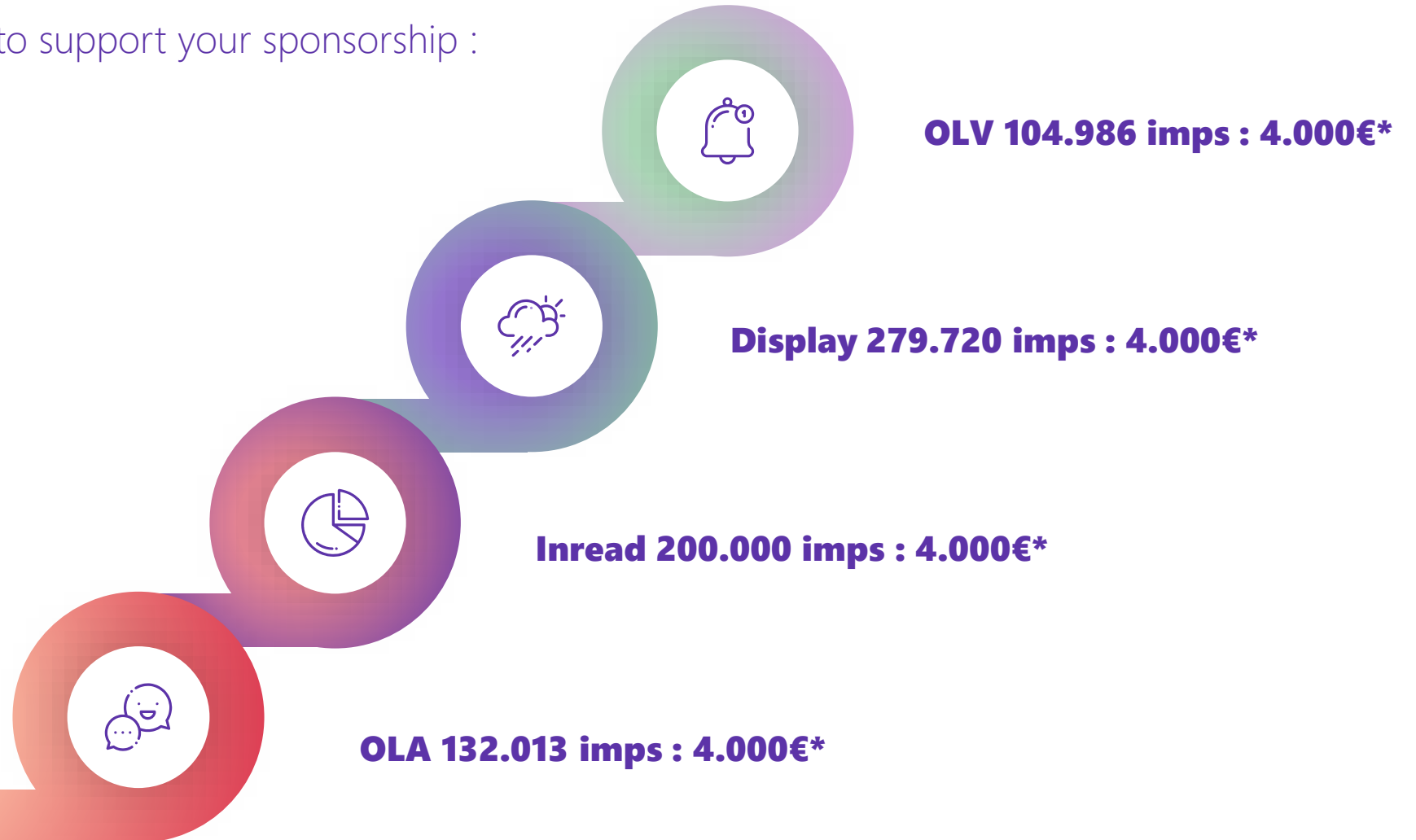
181.100 €

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Let's inspire you

Segments available to support your sponsorship :

- Sport Lovers
- Sport Moteurs



*Minimum 4 weeks of campaign



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