



Formula 1 Experiences

18 - 21 MARCH 2021

# FORMULA 1 AUSTRALIAN GRAND PRIX 2021

Fan Experience Packages

Programming and Experiences are subject to change based on local health and safety guidelines at the time of the event. Formula 1 media, driver and legend appearances may be hosted virtually or in-person.

Melbourne, Australia



# MELBOURNE AUSTRALIA

Get ready to step into the transformed Albert Park for the FORMULA 1® AUSTRALIAN GRAND PRIX 2021 where you can immerse yourself in Australian culture both inside and outside the circuit...

Scattered with cobbled sidewalks and roads, Melbourne's city center is a perfect place to stroll and find coffee shops, unique shopping, beautiful street art and more. Stop by the Queen Victoria Markets to find anything from local arts and crafts to beautiful vintage fashion. This city on the sea also includes famous eateries from around the world. Book in advance for Attica, one of the world's 50 best restaurants, or wander down the street to find food trucks and local eateries.

No trip to Melbourne is complete without taking a trip to the MCG (Melbourne Cricket Ground). An institution of Australian sport, the venue was first built in 1853 and is currently the Southern Hemisphere's largest stadium. Within walking distance of the city center, the MCG is also home to the National Sports Museum.



# SEATING CHART



## SCHUMACHER GRANDSTAND

Uncovered - Seat-Back

Starter Package

## PROST GRANDSTAND

Uncovered - Seat-Back

Trophy Package

## FANGIO GRANDSTAND

Uncovered - Seat-Back

Hero Package



# STARTER

3-DAY RACE TICKET • SCHUMACHER GRANDSTAND

## YOUR EVENT LINE-UP

### ANY-DAY

Melbourne Walk Access

- Friday, Saturday and Sunday

### THURSDAY

Guided Track Tour •

Championship Trophy Photo Op •

Exclusive Pit Lane Walk •

### FRIDAY

Paddock Club™ Reception with F1® Legend or Current Driver •

F1® Insider Access •

### EXCLUSIVE EXTRAS

F1® Experiences Gifts •

F1® Experiences Lanyard & Ticket Sleeve • F1®

TV Access

2021 Race Programme Voucher

• Exclusive to F1® Experiences





# TROPHY

3-DAY RACE TICKET • PROST GRANDSTAND

## YOUR EVENT LINE-UP

### ANY-DAY

Melbourne Walk Access

- Friday, Saturday and Sunday

### THURSDAY

Guided Track Tour •

Championship Trophy Photo Op •

Exclusive Pit Lane Walk •

### FRIDAY

Paddock Club™ Reception with F1® Legend or Current Driver •

F1® Insider Access •

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F1® Experiences Gifts •

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TV Access

2021 Race Programme Voucher

• Exclusive to F1® Experiences





# HERO

## 3-DAY RACE TICKET • FANGIO GRANDSTAND

### YOUR EVENT LINE-UP

#### ANY-DAY

Melbourne Walk Access

- Friday, Saturday and Sunday

#### THURSDAY

Guided Track Tour •

Championship Trophy Photo Op •

Exclusive Pit Lane Walk •

#### FRIDAY

Paddock Club™ Reception with F1® Legend or Current Driver •

F1® Insider Access •

Podium Photo Opportunity •

#### EXCLUSIVE EXTRAS

F1® Experiences Gifts •

F1® Experiences Lanyard & Ticket Sleeve • F1®

TV Access

2021 Race Programme Voucher

• Exclusive to F1® Experiences



# INCLUSIONS



Melbourne Walk Access



Guided Track Tour



Championship Trophy  
Photo



Exclusive Pit Lane Walk



F1® Insider Access



Podium Photo Opportunity



Paddock Club™ Reception



A promotional image for the Formula 1 Experiences program. Two young women are posing on a racetrack. The woman on the left wears a yellow and green Renault cap and a denim jacket. The woman on the right wears a yellow Renault cap and a dark jacket. Between them is a large, highly reflective World Championship trophy. The trophy's circular face shows a reflection of the Melbourne Grand Prix circuit. The background features the racetrack's safety barriers and a sign that reads 'MELBOURNE'.

# CHAMPIONSHIP TROPHY PHOTO

Pose for a professional photo on the track with an authentic World Championship trophy. This iconic location will be a photo that you'll cherish for a lifetime and will be emailed out to you after the event for your personal use.



A red double-decker bus with 'F1 Experiences' branding and a filmstrip graphic, parked at a racetrack. A woman in a red jacket is boarding the bus. The background shows a Rolex building and a man standing nearby.

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# GUIDED TRACK TOUR

Accompanied by F1 experts, our Guided Track Tour is an exciting opportunity to ride around the circuit and see the track from the drivers' point of view. Feel the turns and undulations of each corner while embracing the unique views around the track. Previous guests have seen drivers and other teammates studying the track.

 **Experiences**



AUSTRALIA





# EXCLUSIVE PIT LANE WALK

F1® Experiences' guests will enjoy an up-close, unobstructed view of team personnel and garages during our Exclusive Pit Lane Walk, access to which is unavailable to the public.

## PHOTO OPPORTUNITY

Perfect photo opportunity of your favourite teams, team principals and drivers

## LAST MINUTE VIEWS

Views into team garages as final touches are added to the cars prior to the Grand Prix weekend





# F1® INSIDER ACCESS

A behind the scenes look into the world of Formula 1®. Stops can include the Safety Car, cool down room & team garages.

## FIA SAFETY CAR GARAGE

A close-up view of the FIA Safety Car with driver Bernd Maylander

## F1® TEAM GARAGE

Immerse yourself in the heart of the action as teams prepare for Saturday's qualifying

## PIRELLI TYRE CENTER

The Pirelli team will guide you through the fascinating technology of F1 tyres



# Paddock Club™ RECEPTION

Hosted inside the famous Formula 1 Paddock Club™, you will revel in sophisticated elegance with our Paddock Club™ Reception.

## DRIVER MEET-AND-GREETS

Previous meet-and-greets have included Fernando Alonso, Carlos Sainz, Max Verstappen, Sergio Pérez, Esteban Ocon and more!

## INTIMATE SETTING

Gourmet cuisine prepared by the world-renowned Paddock Club™ chefs with an open bar of beer, wine and more throughout the evening.







# PODIUM PHOTO OPPORTUNITY

Stop on top of the famous podium where many champions have stood for a photo opportunity during F1 Insider Access. Taken by an F1 Experiences team member, your photo will be emailed out after the event for your personal use.

# MELBOURNE WALK ACCESS

The Melbourne Walk hosts F1® drivers and teams as they walk into the circuit, the perfect place for fans to get autographs, photos and shake hands with their favourite drivers.

## ACCESS TO THE MELBOURNE WALK

Get access to the drivers for autographs and selfies as they arrive and depart the circuit

## ANY - DAY ACCESS

Available Friday, Saturday and Sunday

