



TAKE OFF

WITH THE ULTIMATE HOSPITALITY EXPERIENCE



RED BULL AIR RACE HOSPITALITY

THE ULTIMATE RACE

The **Red Bull Air Race World Championship** features the world's best pilots in a precision-flying motorsport competition based on speed, courage and skill.

Our pilots are all aerobatic aces, but this isn't aerobatics. Faster and more agile than a Formula One car, our ultra-lightweight, hand-built racing planes fly through a low-level slalom track at speeds reaching 370 km/h, inducing forces of up to 12 G.

Eight cities on five continents host the Red Bull Air Race in 2010, and each event is unique. From the heart of the metropolis to wide-open countryside, over land or water, there are few limits to where a Red Bull Air Race can take place. Spectacular backdrops and precision flying astonish our guests time and time again as they witness the fastest, most innovative and exciting competition in the wide world of motorsport.





RED BULL AIR RACE HOSPITALITY WELCOME ON BOARD

Red Bull Air Race hospitality is an integral part of the race weekend. Our guests are afforded a memorable experience that goes far beyond the traditional VIP packages offered by even the most renowned sporting occasions.

Accompanying the best seats in the house, our guests enjoy fine cuisine and the relaxed ambience of our lavish, purpose-built facilities. Impeccable service and exceptional attention to detail come as standard. Our hospitality packages include exclusive access to the pilots, race teams and aircraft, and a privileged view of an events programme built around the race action but including much, much more.

Companies or private individuals can enjoy all the thrills and excitement of the race from the comfort of one of our bespoke Red Bull Air Race hospitality areas:

- » **High Flyers Lounge:** exclusive, 5-star hospitality area with superior viewing, gourmet menu, acclaimed chefs and waiter service
- » **Race Club:** hospitality area with the most entertaining and relaxed atmosphere, front-row viewing, excellent seating and an open buffet with a wide selection of food and beverages
- » **Business Race Club:** hospitality area for large corporate groups with reserved seating, dedicated hosts, front-row viewing, an open buffet and corporate branding options (a minimum booking of 50 guests for 2 days is required)

Whether the requirement is to entertaining clients and business partners, or simply enjoying a weekend with friends and family, guests will enjoy a relaxed and memorable visit to one of the sporting calendar's premier motorsports events.





RED BULL AIR RACE HOSPITALITY HIGH FLYERS LOUNGE

High Flyers Lounge Benefits & Services:

- » **Luxurious Hospitality Facility:** Our international hospitality staff will offer a warm greeting at a dedicated welcome desk before taking you into our bespoke, multi-storey VIP lounge. Designed exclusively for the Red Bull Air Race, it features a garden and a furnished terrace area from which guests may watch the race in comfort. From the shaded terrace, guests may move inside where further seating and a selection of bars offer an equally excellent view of the race track.
- » **Food and Drinks:** Whether it's steak and langoustines from the grill or haute cuisine prepared by one of our resident or guest gourmet chefs, the High Flyers Lounge caters to every palate. We offer a wide selection of local and international cuisine, and a full drinks menu. Sip champagne or cocktails on the terrace courtesy of our waiter service, enjoy an ice-cold beer at the bar; or relax in the garden with a soft drink.
- » **Hospitality Pit Lane Walk:** The action in the air is complimented by the activity at the race airport. As a guest of Red Bull Hospitality, a visit to the pit lane offers an opportunity to take a closer look at behind the scenes. Meet the pilots, talk to the teams and see the planes up close and personal. This unique experience is available to our guests after the qualifying session as the pilots and crews prepare their aircraft for the main event.
- » **Unparalleled Sound and Vision:** Located at the heart of the viewing area, the High Flyers Lounge offers an unrivaled view of the race track. The open air facility captures all the atmosphere of the big event, while monitors, video walls and live audio commentary ensure you don't miss a thing.
- » **Information:** Guests have the opportunity to catch up on all the latest news in and around the Red Bull Air Race through their personal hospitality package which includes an information booklet and complimentary Red Bull Air Race magazine, which provides a fuller picture of the world of the Red Bull Air Race.
- » **Parking:** With the race regularly attracting upwards of a million spectators, access can be difficult. To ease your way we therefore offer a complimentary car parking pass with every two hospitality packages purchased.





RED BULL AIR RACE HOSPITALITY **RACE CLUB**

The **Race Club** is our largest hospitality area. Located close to the track you are guaranteed to experience all the thrills of the race from an impressive vantage point, enjoying top-quality sound and vision and a wide selection of food and beverages.

In the Race Club you are immersed in the race, with a superb view of the race track, up close and capable of following every twitch of a rudder or ripple of an Air Gate. Additionally, the live transmission and commentary on large video screens guarantee that you do not miss any of the action. The Race club features an international buffet and an equally international bar, available before, during and after the race.

If you want to have the full Red Bull Air Race experience, the Race Club is the place to be.





RED BULL AIR RACE HOSPITALITY RACE CLUB

Race Club Benefits & Services:

- » **Exciting Hospitality Facility:** Guests in the Race Club get the full motorsports experience – you won't miss a thing. The race action dictates the agenda and the atmosphere is convivial. Race Club features bistro areas, sun-umbrellas and grandstand seating (where possible).
- » **Food and Drinks:** The open buffet features international and local cuisine, while the complimentary bar service offers refreshments to suit all tastes, with a full range of wines, beers, spirits and soft drinks.
- » **Hospitality Pit Lane Walk:** Exclusive opportunity to purchase a ticket for the dedicated pit lane walk at the race airport. This is a chance to chat with the pilots, see the planes and find out what makes a racing team tick
- » **Excellent Sound and Vision:** Great views of the race track, video walls and expert commentary and analysis keep the atmosphere bubbling in the race club.
- » **Information:** Guests have the opportunity to catch up on all the latest news in and around the Red Bull Air Race through their personal hospitality package which includes an information booklet and complimentary Red Bull Air Race magazine which provide a fuller picture of the world of the Red Bull Air Race.
- » **Interaction Zone:** The official flight experience game and our photo terminal offer great entertainment, particularly for our younger guests.
- » **Parking:** Priority selection for parking pass purchases





RED BULL AIR RACE HOSPITALITY BUSINESS RACE CLUB

Dedicated to corporate and private groups wishing to enjoy the Red Bull Air Race in a more exclusive setting, our **Business Race Club** offers the same entertaining atmosphere as the Race Club in an environment tailored to the needs of larger groups.

The Business Race Club is structured into individual lounges, reserved exclusively for the guests of one group. The units provide lounge seating, tables and sun umbrellas, allowing you to entertain your guests in a private area, whilst benefiting from the common garden and race viewing areas of Race Club. It caters for those who want to use the Red Bull Air Race as an ideal setting for entertaining clients and associates.

Conditions of Booking:

- » A Business Race Club lounge is booked for both days of the Red Bull Air Race (Qualifying and Race Day), with a minimum number of **50** guests per day
- » Groups with fewer than 50 guests per day can take advantage of the Business Race Club service, however the minimum booking price for 50 guests will apply.



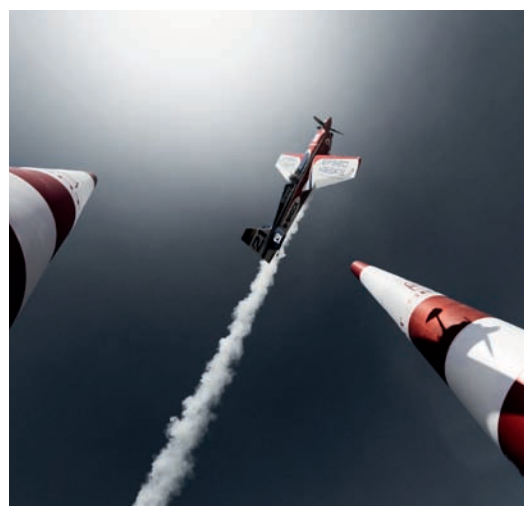


RED BULL AIR RACE HOSPITALITY BUSINESS RACE CLUB

Business Race Club Benefits & Services:

- » **Corporate Hospitality Facility:** Guests in the Business Race Club will enjoy the open air flair of the Race Club mixed with subtle, corporate ambience. Clients and business partners will be greeted by our international hospitality staff and directed to their reserved, private lounge areas, which come equipped with stylish furniture and sun umbrellas.
- » **Food and Drinks:** Enjoy an open buffet with international and local delicacies. Our complimentary bar includes wines, beers, juices and soft drinks offering a suitable refreshment for all tastes. Our waiting staff will provide service direct to your lounge area.
- » **Hospitality Pit Lane Walk:** Exclusive opportunity to purchase a ticket for the pit lane walk at the race airport. This is a chance to chat with the pilots, see the planes and find out what makes a racing team tick.
- » **Corporate Branding Opportunity:** Personalize your own lounge area by ordering branded beach flags, cushion covers and a welcome desk*
- » **Excellent Sound and Vision:** The Business Race Club offers great views of the race track, with expert commentary and analysis available to keep your guests in the loop, and video walls to ensure you don't miss a thing.
- » **Information:** Guests will have the opportunity to catch up on all the latest news in and around the Red Bull Air Race. Your personal hospitality package includes an information booklet about your race weekend, while the complimentary Red Bull Air Race magazine has the latest news, views and interviews from the Championship so far. Guests will also be able to take lasting images home with our commemorative gift book.
- » **Parking:** With the race regularly attracting upwards of a million spectators, access can be difficult. To ease your way we therefore offer a complimentary car parking pass with every two hospitality packages purchased.

*at client's own cost, can be sourced directly from the Red Bull Air Race GmbH



RED BULL AIR RACE HOSPITALITY

PROVISIONAL RACE SCHEDULE

Qualifying Day

- » 12:00 Doors Open, reception
- » 13:00 Pre-show, Side Acts
- » 14:00 RACE STARTS!
- » 14:00 1st Qualifying Session
- » 15:00 2nd Qualifying Session
- » 16:00 Results, Summary, Interviews, Highlights of the Day
- » 17:30 Doors Close
- » 16:45 – 17:30 Dedicated Hospitality Pit Lane Walk for High Flyers Lounge and Business Race Club guests at the Red Bull Air Race Temporary Runway

Race Day

- » 12:00 Doors Open, reception
- » 12:00 Pre-show, Side Acts
- » 13:00 RACE STARTS!
- » 13:00 Wild Card Session
- » 14:00 Top 12 Primary Round Session
- » 14:30 Super Eights
- » 15:15 Final 4
- » 16:00 Award Ceremony
- » 16:15 Results, Summary, Interviews, Highlights of the Day
- » 18:00 Doors Close



RED BULL AIR RACE HOSPITALITY GUIDED AIRPORT TOUR

While attention is rightly focused on the race track, a visit to the Red Bull Air Race is not complete without a tour of the pit lane. Our aviation experts give exclusive behind-the-scenes insight into our high tech, transportable race airport after the practice sessions, as the teams go through their preparations for qualifying day. You can be among a privileged group of aviation fans and engineering enthusiasts who get to meet the pilots and take a closer look under the engine cowlings of a bespoke racing plane.

One of the Red Bull Air Race aviation experts will share both their technical knowledge and experiences while outlining the procedures a race pilot and his team carry out in the days and hours before the competition.

Guided Airport Tour - Benefits and Services:

- » A guided tour of the race airport
- » The airport director will explain the functions of the airport and the challenges of taking it around the world.
- » Meet the Red Bull Air Race World Championship teams and see their hangars
- » Presentation by 2 pilots on what it takes to be an Air Race pilot, followed by autograph session
- » In depth discussion on Red Bull Air Race World Championship aircrafts and the measurement equipment used by our governing body, the FAI
- » A look at flying operations, as seen directly from our grid stand airport control tower
- » A commemorative gift



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