



## **Hankook Dubai 24H Grandstand Retail Plaza**

Event Date: 9<sup>th</sup> to 13<sup>th</sup> January 2018

# **Proposal for Grandstand Village Attractions and Activations**

## What is the Hankook 24H?

Hankook Dubai 24H, has been the first Endurance race on the international motorsport calendar for the past nine years - this year the event celebrates its 10th Anniversary. The race is open to both professional and semi-professional drivers and teams. There are local competitors from the UAE and surrounding nations in the GCC region, but the vast majority are international teams particularly from European nations.

This year nearly 100 teams are entered which means a grid start of 100 or more cars including: Mercedes, BMW, Bentley, Porsche, Ferrari, Lamborghini, McLaren, Nissan, Aston Martin to name some.

There will be Live TV Coverage throughout the 24 hours, in addition to coverage of all practice and qualifying sessions which will be broadcast live on Motors TV, Dubai TV as well as YouTube and streamed on the 24HDubai.com website. This has a reach of well over 2 million viewers during the course of the weekend and Live radio and internet coverage will be done by RadioLemans.com which typically has over half a million listeners.

Dubai Autodrome distribute over 100,000 free invites to our database via email, and during the course of the race weekend approximately 20,000 fans are expected. Entry to the venue is free with access to the grandstands and paddock area.

There is a dedicated website for this event here: <http://www.24hseries.com/24h-dubai> - this provides all the information on the event and any developing news related to the event.

## The Circuit & MotorCity

The 5.39km Dubai Autodrome circuit is one of the most modern in the world; it is also one of the most challenging, as it has a combination of high-speed straights and technical corners. The venue is part of the Union Properties MotorCity development in the greater Dubailand area.

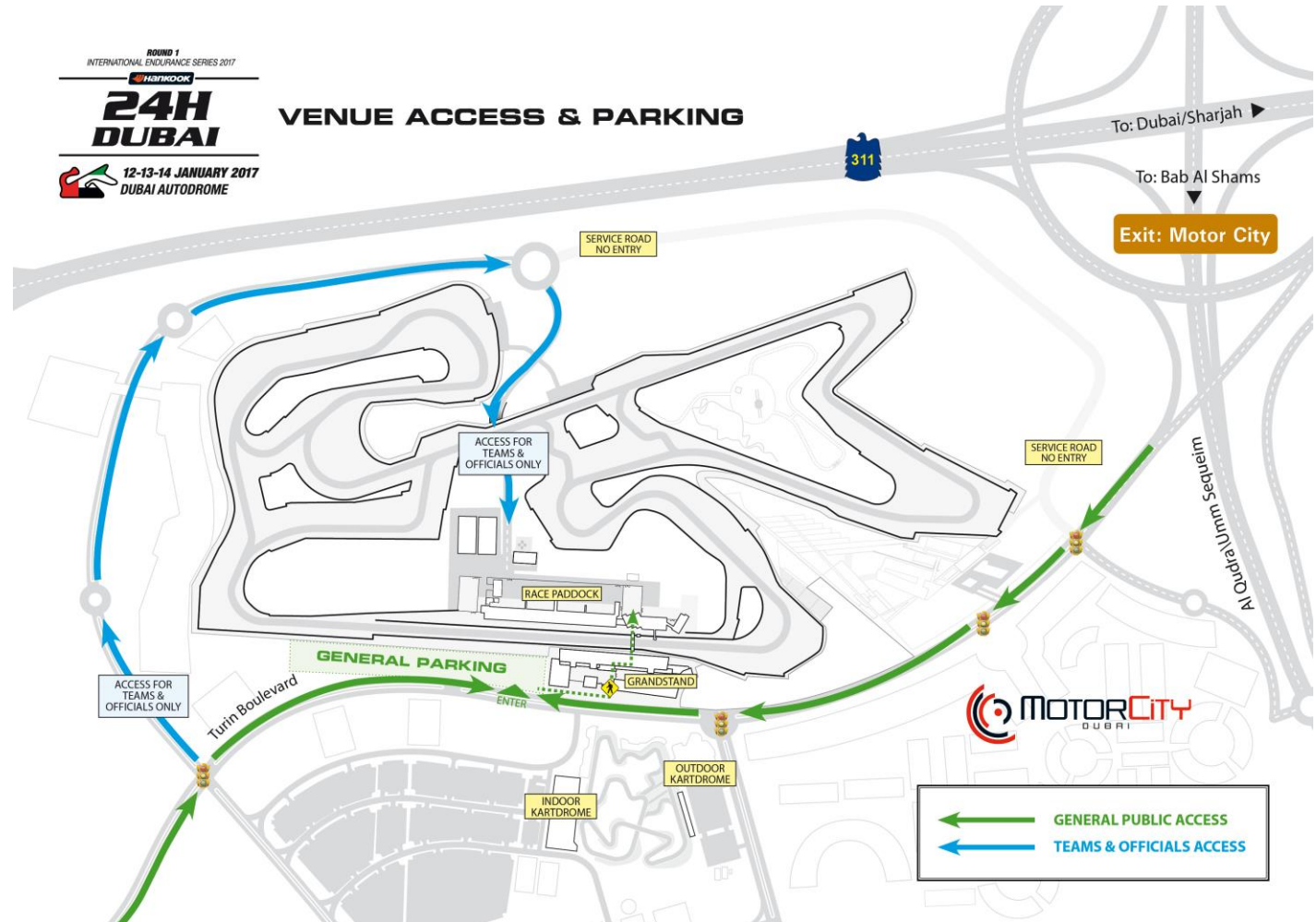
MotorCity today is a thriving community of 1000's of residential apartments and villas encompassing the Dubai Autodrome. The main boulevard of MotorCity is a bustling retail strip with a large variety of outlets from F&B, lifestyle, supermarkets and specialist stores.



## Teams vs Public Access

The race teams and general public use two different access routes to the venue. The teams need access and parking close to the paddock via the blue route shown where all the teams containers, cars and equipment are unloaded.

General public access will be the green route shown through the Grandstand Main entrance and public parking will be adjacent to the Grandstand.



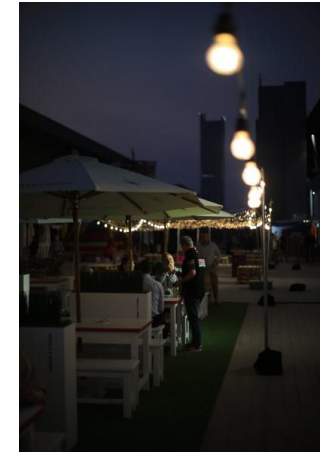


## Main Entrance & Grandstand Village

Whilst the paddock is also a public area for spectators the main access route for general public is only through the main grandstand entrance which located on the main boulevard of MotorCity.

Public parking and valet parking is close to the main grandstand entrance. The grandstand village is just within the main entrance of the venue making the grandstand the main focal point for over 18,000 visitors over the course of the event.

This year we intend to deliver the same offering of F&B and bring activations, classic car displays and entertainment for all the family as we did in Jan 2017, if not better.



Past F&B setup in the Courtyard

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## Grandstand Village Attractions 2018

1. Classic car display with motorsports heritage
2. Food trucks
3. Licensed bar
4. Market area and stalls
5. Manufacturers exhibition area
6. Access to licensed night club
7. Kids fun zone (Adventure HQ)

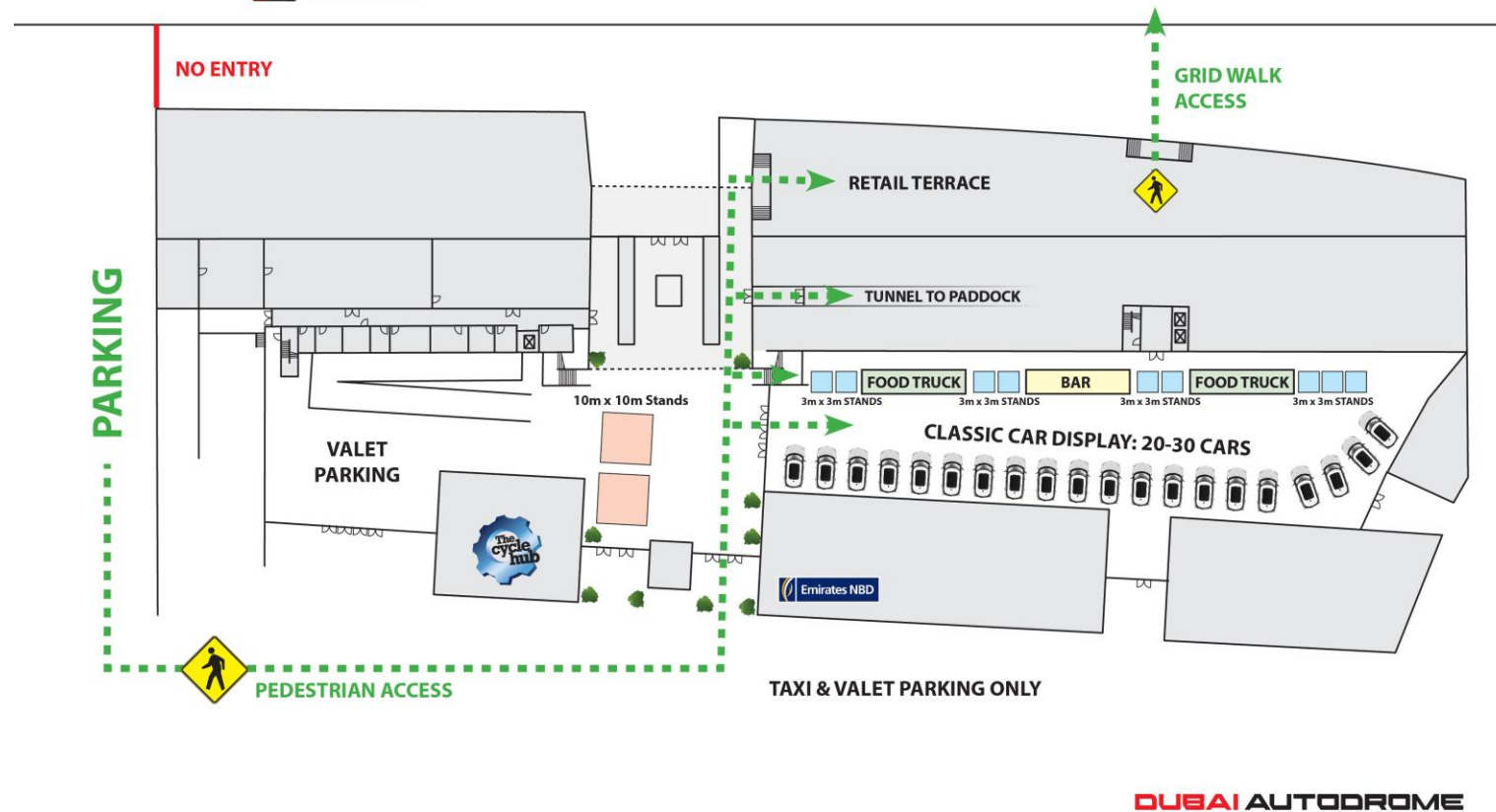
## Space Options Available

1. 10m x 10m Exhibition stand
2. 2nos Food truck 3m x 10m
3. Licensed bar area 2000 sqft
4. Stands 3m x 3m
5. Kids Zone 2000 sqft
6. Car Display 5000 sqft

# Grandstand Village Event Setup



## GRANDSTAND VILLAGE

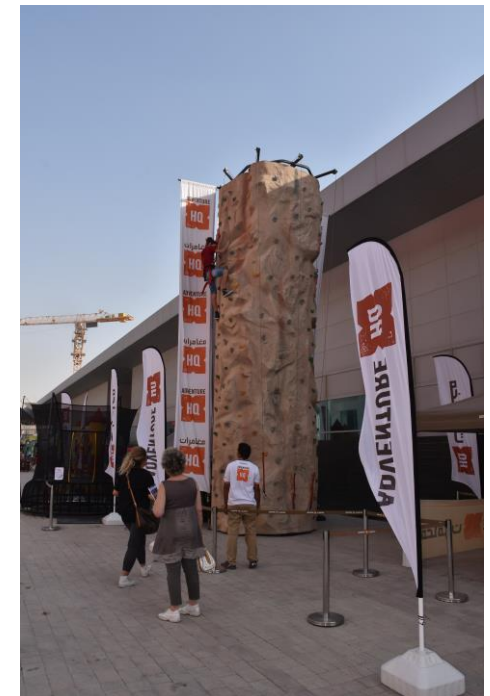


## Grandstand Village Look & Feel





## Images of activations



## Images of activations



During the 24H race weekend hosted a variety of entertainment for visitors from Kids areas, food and beverage stalls, bungee jumping, fireworks and hospitality suites for VIP guests and partner companies.

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# Target Audience

- **Target Attendees – B2C**
  - 25,000 Visitors
  - Families from Dubai, UAE and GCC
  - Fitness and Wellbeing
  - Motorsport and car enthusiasts
  - Schools and Universities
  - Ages: 5 – 65+
- **Target Audience – B2B**
  - Car Clubs
  - Motorbike Clubs
  - Affluent business owners and decision makers
  - International business owners
  - Racing Teams and owners
  - Racing Drivers
  - Car Manufacturers
  - Automotive Industry

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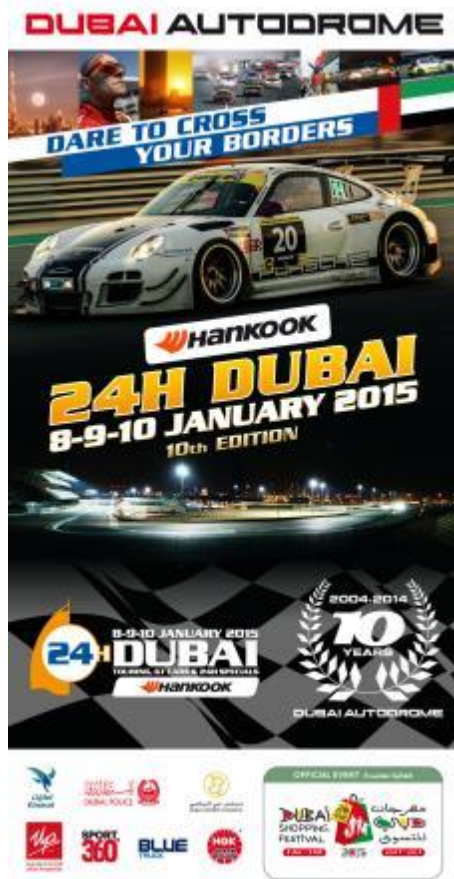
# Media Coverage 2016

- **Advertising**
  - Radio – Dubai Eye, Dubai 92, City 101 (130 radio spots)
  - Print - Sport 360, Timeout Magazine, Concierge Magazine
  - 100,000 Flyer Distribution
  - Posters in Emarat Stations
- **TV Coverage**
  - TV Airing hours to 26.3 Million homes across 40 countries
- **Social Media Exposure over 1 week**
  - +200,000 Reach
  - +5000 Likes
  - +100 Comments
  - +250 Shares

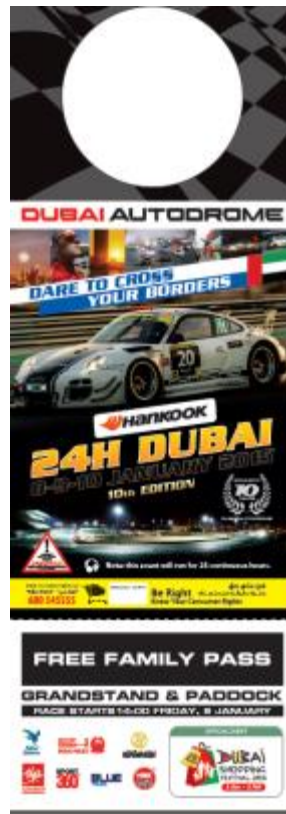


# Samples of Print & Online Ads

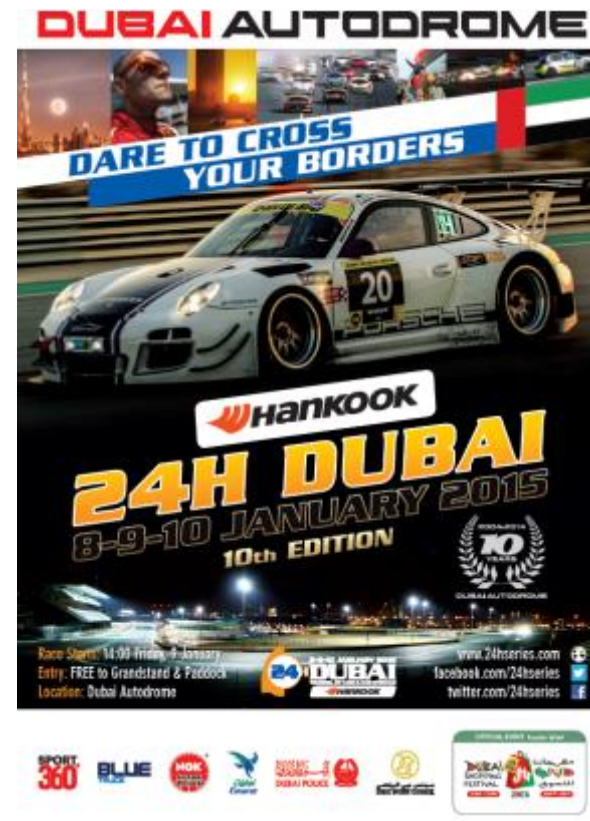
Road Signage



Door Hangers



Emarat Posters & digital Mail shots



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## Contact & Price Enquiries

**Ryan Trutch**  
**Special Projects Manager**

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### **Dubai Autodrome LLC**

P O Box 57331, Dubai, U.A.E.

Tel: +971 (4) 367 8700

Mobile : +971(55) 5594422

Fax: +971 (4) 367 8750

Email: [ryant@dubaiautodrome.com](mailto:ryant@dubaiautodrome.com)

Web: [www.dubaiautodrome.com](http://www.dubaiautodrome.com)