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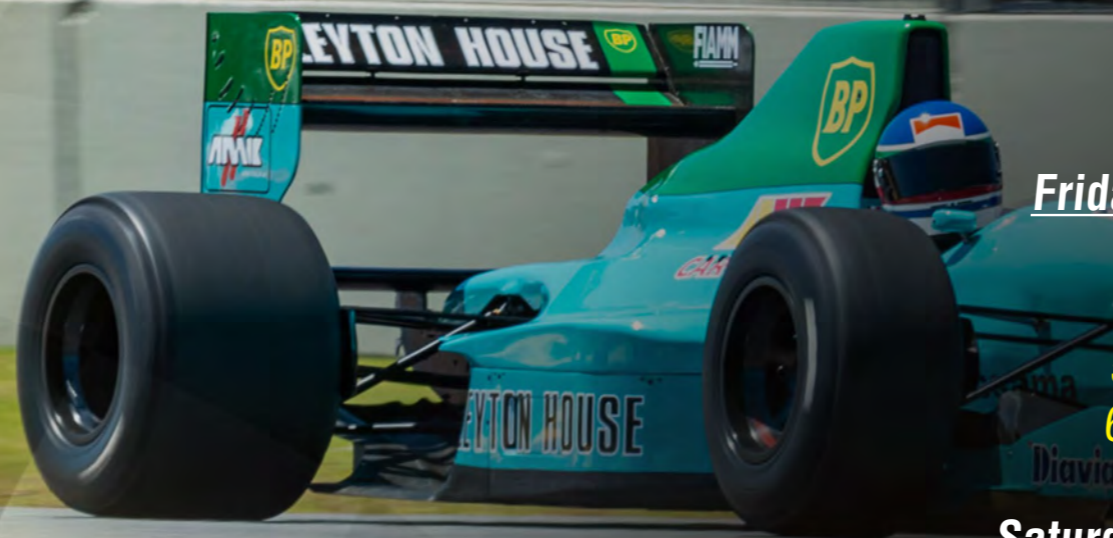
2023

ADELAIDE FORMULA 1 REVIVAL
PLUS MOVING MOTOR SHOW

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Timings, terms, conditions, prices and route details are subject to change and yet to be confirmed.

PROPOSED SCHEDULE

ADELAIDE MOTORSPORT
FESTIVAL 2023



Thursday: 23rd March 2023-

9:00am: Scrutineering and Bump In.
7:30pm: Welcome Party

Friday: 24th March 2023-

9.45am: Practice Commences - All categories
4:00pm: Brand Activations on Track
5:45pm: Peak Hour of Power Parade
6.00pm: East End Street Party

Saturday: 25th March 2023-

8.00am: Gates Open
8:45am: Victoria Park Sprint Day 1 Starts
15 Categories on track - 1 every 15 minutes
10:30am: Driver Signings
12:00pm: Aerial Assault
1:15pm: F1 Masterclass
3:30pm: Superchallenge
5:30pm: 60 years of McLaren
6:30pm: Sundown Throwdown

Sunday: 26th March 2023-

8:30am Gates Open
9:30am: Victoria Park Sprint Day 2 Starts
15 Categories on track - 1 every 15 minutes
10:30am: Driver Signings
12:00pm: Aerial Assault
1:15pm: Supercars Masterclass
4:00pm: Stars in Unusual Cars
5:30pm: F1 Shootout
6:30pm: Event Concludes

VICTORIA PARK SPRINT

ADELAIDE COMES ALIVE

The 2023 AMF will feature even more Formula One cars not seen at the event before. Fifteen different categories will be seen on track twice per day. On average there is a different category on track every 15 minutes.

A diverse range of vehicles including 800hp Off Road Trophy Trucks, World Rally Cars and Super-Exotics will be pitted against tarmac tearing World Time attack in a series of demonstrations that reinforce the Adelaide Motorsport Festival's reputation for breaking new ground and doing the "Weird and Wonderful".

You'll see a bigger blend of historic motoring cars, and more International and Australian motoring greats taking part in the event and there's a whole heap more ...yet to be announced.

Maintaining the 3 day event format, practice will take place on the Friday with competition for the 15 categories of racing continuing over Saturday and Sunday.

Ticketing is available Friday to Sunday with Bars, Public areas and Hospitality only operating on Saturday and Sunday.





IT'S ALL ABOUT STARS AND GREAT CARS

At the AMF, we action some unique vehicle demonstrations on track with ultra-rare or ultra-powerful cars....and sometimes even a plane or two !

We have even more surprises in store for the 2023 event, some of which we will announce pre-event and some well let's just say, you won't want to miss a second.





South Australia has a rich Motorsport history. We are privileged to have hosted numerous Australian Grand Prix races, with the first being held at Victor Harbor in 1936 and the last being on the Adelaide Parklands circuit in 1995.

The Adelaide Motorsport Festival celebrates these years whilst also drawing in star cars that claimed their fame on circuits all over the globe. You will see famous LeMans cars, classic Formula 1 cars, World Rally Cars and even electric racing cars feature at AMF.

South Australia has the highest percentage of classic and exotic car ownership per-capita of anywhere in the world and held the record for the highest Formula One event attendance (500,000 people) for many decades.

Although the event is successful in its own backyard, the AMF has drawn in 11% of spectators from interstate and abroad, with this number expected to increase dramatically in 2023.

A MUSEUM IN MOTION

JAGUAR
DRIVERS
CLUB SA



TRACKSIDE

VICTORIA PARK SPRINT

- The Paddock - close-up viewing of over 220 competing cars
- "Refuel" - Gourmet Food & Wine zone with Gin Bar and Live Music
- Numerous vehicle display groups with over 300 cars on display
- Scammels car auction
- Static car club displays
- Manufacturer displays and activations
- Static Motorcycle displays
- Trade Stands and demonstrations
- Motorsport Legends autograph signing
- Scalextric model car racing
- Radio controlled car racing
- VIP area with Champagne salon and Gin Bar
- Porsche Kids driving school (TBC)
- Trackfest + Sundown Throwdown - street-car culture zones
- The Grand Marquee - seminars, masterclasses, fashion





BRAND DISPLAYS

Automotive and trade display exhibitors have the choice of several zones within the event space:

- General Zone - Adjacent Food and Wine areas
- Luxury Brand Zone - Adjacent Trackside VIP areas
- E-Motion Zone - Electric Mobility Zone

New for 2023 is the E-Motion Zone. An area dedicated to electric mobility and associated products such as home battery storage systems, E-bikes, charging products and of course Electric Vehicles. Exhibiting in this space comes at no cost to event partners.



See the latest from manufacturers of:

- Electric Cars
- Electric Trucks/Utes and Industrial Equipment
- E-Bikes
- Electric Motorbikes
- E-Scooters
- Battery Storage Systems
- Home Charging products
- Solar Power Systems
- Electric Aircraft
- Hybrid / Electric Vehicles
- Electric racing cars
- Electric Go-Karts
- Electric Motor Conversions
- Electric Vehicle Association
- Universities
- Formula SAE Vehicles

THE E-MOTION ZONE





SUNDOWN THROWDOWN

When the lights go down, the party fires up. The Sundown Throwdown is a celebration of street car culture and features a show and shine, live DJ and live performance by local rapper LeRone as well as some dynamic vehicle activity.

Held on the Saturday night of the Adelaide Motorsport Festival, this twilight event features drifting and dynamic vehicle activity. Held on the southern side of the circuit this area is separated from the greater Adelaide Motorsport Festival site from 6:30pm and run as a stand alone event.



On-Track action at the Victoria Park Sprint includes several demonstrative runs as well as a timed "Sprint" event.

The sprint involves up to 14 cars on the track at any one time. Results are published and awards given. Cars are driven in a spirited nature, similar to that when racing.

Just a few of the categories include:

- Formula 1
- 5 Litre Touring Cars and former V8 Supercars
- Heritage Touring Cars including Group A cars
- Historic Sports Sedans
- Post Vintage Thoroughbred cars 1931- 1949
- Historic Racing and Sports cars 1941 - 1972
- Time Attack Cars
- Vehicles of Interest (organisers' discretion)
- Pre 1995 Motorbikes (demonstration only)

ON-TRACK

VICTORIA PARK SPRINT



COMMUNITY EVENTS

IGNITION- Adelaide Fires Up ! - November 27 2022

A Free community event run in cooperation with the Shannons Adelaide Rally and The Adelaide 500. Here you will see a selection of vehicles confirmed for the Adelaide Motorsport Festival, on track at Victoria Park along with V8 Supercars, Rally cars and famous drivers. 3pm-8:00pm

East End Street Party - Friday 24th March 2023

This event includes 40 cars hand picked from all the vehicles entered in the Victoria Park Sprint which take part in the "Peak Hour of Power" parade from Victoria Park along the historic Adelaide Grand Prix circuit route to Stag Corner in Adelaide's East End Restaurant precinct.

Once the cars arrive via Police Escort, the party gets underway and we celebrate the official start to a weekend full of speed and thrills that celebrates global motorsport history with a focus on the Adelaide Era of Formula One. Pop up bars, Bands, Roving Entertainment and Autograph signing sessions feature from 5:30 to 9:30pm

CORPORATE HOSPITALITY

AMF provides unique, upmarket corporate hospitality experiences for sponsors of the 2023 event. The exclusive VIP areas provides sponsors with the opportunity to host clients, employees and other VIPs in a precinct dedicated to making guests feel special. The area's feature marquee seating and a trackside location to view all the action, plus:

- All-day catering by celebrity TV chefs including Simon Bryant
- Pol Roger Champagne Salon - with mini-masterclass sessions twice per day.
- Gin Bar with custom cocktails served by specialist bartenders
- Adelaide Hills Wines



EVENT PARTNERSHIP

Opportunities exist to partner with the Adelaide Motorsport Festival as one or a number of the designations below:

Preferred Supplier:

Sponsor:

Trade Exhibitor:

Technical Partner:

In-Kind Sponsor:

Media Partner:



REACH & EXPOSURE

Exposure in Brief.

- Livestream broadcast globally via Facebook 5 hours per day Saturday and Sunday.
- Entire AMF festival attendance— over 47,000 in 2018 - 60,000 expected in 2023
- Corporate Hospitality Facilities – in excess of 1200 VIPs, professionals and government representatives within the corporate spaces
- Official 16 page guide in the Sunday Mail— 550,000+ readership

Plus

- Facebook – 45,000+ fans across all associated pages and platforms.
- Flow on exposure in print, news and radio, on and post event
- Event coverage featured in dozens of magazines and blogs including: F1 Racing, F1 Destinations, Just Cars, Just Bikes, Speedcafe, Speedhunters, Unique Cars, Auto Action, DeMarge, Veloce Today, V8X, Street FX, plus many more on a global scale.





Exposure through the following media channels is available to sponsors.

Naming Rights - Rights to different elements of the event are available by negotiation, including infrastructure (Marquee's Overpasses, Gates, Grandstands) and on-track activity. (Shootouts, Categories, Practice Sessions)

Livestream - Branding, Interviews, Product Profiling

Official Program - Branding, Features, Adverts

General Sponsorship - Branding on all event marketing materials including TV Advert, Newspaper Liftout, Posters, Websites, Social Posts, Social Content, Outdoor Advertising,

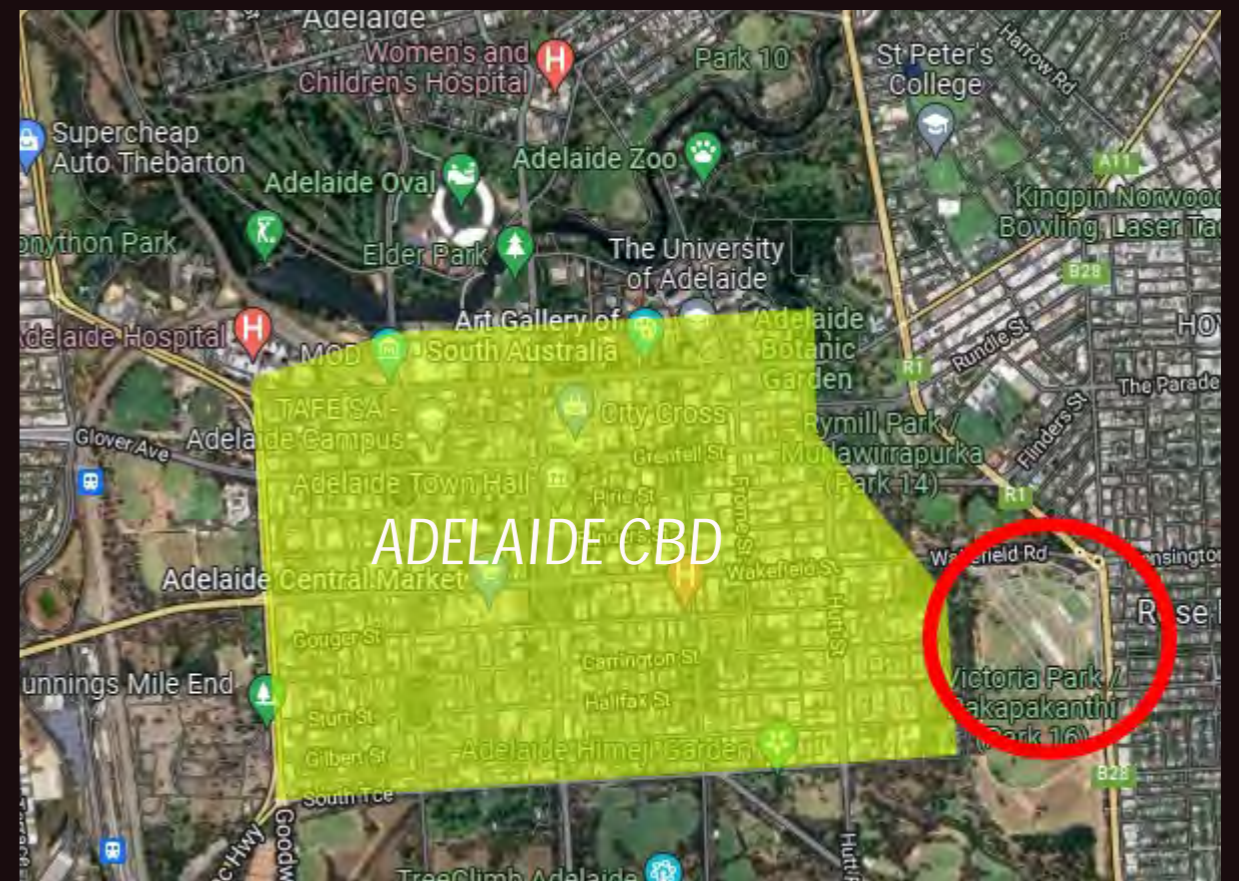
Tailored solutions - Customised Brand and Activation integration that fits with your strategic plan.

EXPOSURE OPPORTUNITIES

EVENT SITE PLAN

The Adelaide Motorsport Festival Site is located within Victoria Park some 900 metres from the centre of the Adelaide CBD.
The event space takes in a section of the historic Adelaide Grand Prix and Adelaide 500 circuit and creates a 1.7km track layout by way of using Wakefield Road.
Spectator viewing is confined to the East and Northern sections of the circuit.
There will be two entry points in 2023 adjacent Fullarton Road

Plan shown may be subject to change



*View the 2018 AMF
TV Program*

*View the 2018
Race to the City Film*

*View the 2017
Race to the City Film*

www.adelaidemotorsportfestival.com.au

For more information email tim@adelaidemotorsportfestival.com.au