



FORMULA 1

# FERRARI



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## **"SCUDERIA FERRARI: LA LEGGENDA DELLA VELOCITÀ"**

**(SCUDERIA FERRARI: THE LEGEND OF SPEED)**

Ferrari is not just a racing team; it's a symbol of excellence, passion, and innovation in motorsport. Founded in 1929 by Enzo Ferrari, the team is based in Maranello, Italy, and has competed in every Formula 1 season since the championship's inception in 1950.

Ferrari holds the record for the most Constructors' and Drivers' Championships combined, with 16 and 15 respectively, and has secured over 240 race wins.

Today, under the leadership of Team Principal Fred Vasseur, Ferrari continues its pursuit of glory with drivers Charles Leclerc and Carlos Sainz.



# CORE VALUES AND STRENGTHS



PASSION AND EXCELLENCE



ICONIC BRAND IDENTITY



TRADITION AND INNOVATION



EXCLUSIVITY AND LIMITED  
PRODUCTION



INTEGRITY



HIGH-PERFORMANCE  
ENGINEERING



RESPECT FOR PEOPLE



DIVERSE PRODUCT  
PORTFOLIO

# CURRENT SPONSORS



Technology & Data Solutions: Enables performance analysis, strategy optimization, and vehicle data management.



Automotive & Engineering: Supplies high-performance components vital for speed, control, and durability.



Financial Services: Provides financial stability and investment support for global operations.



Energy & Fuel: Delivers specialized fuels and lubricants, supporting efficiency and sustainability.



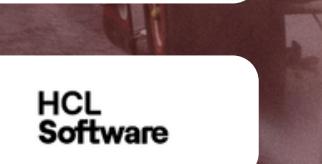
Luxury & Lifestyle: Aligns with Ferrari's luxury brand, attracting affluent fans and enhancing exclusivity.



Logistics & Travel: Ensures seamless transport of equipment and personnel across global circuits.



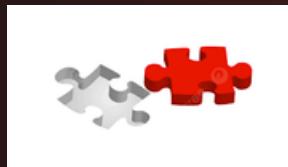
Cybersecurity: Protects Ferrari's sensitive data, securing race strategies and technical info.



# WHY LUXURY HOSPITALITY INDUSTRY?



**UNTAPPED OPPORTUNITY:** WHILE FERRARI'S PORTFOLIO INCLUDES LIFESTYLE AND LUXURY BRANDS, THE HIGH-END HOSPITALITY SECTOR IS UNDERUTILIZED, OFFERING A UNIQUE WAY TO ENGAGE AFFLUENT CONSUMERS.



**NATURAL ALIGNMENT:** FERRARI'S ETHOS OF ELEGANCE, EXCLUSIVITY, AND PASSION PERFECTLY COMPLEMENTS LUXURY TRAVEL EXPERIENCES THAT OFFER BESPOKE, UNFORGETTABLE MOMENTS.



**GROWING DEMAND:** THE LUXURY HOSPITALITY MARKET IS BOOMING, WITH CONSUMERS INCREASINGLY SEEKING UNIQUE, HIGH-END EXPERIENCES.



# ***BELMOND AND FERRARI A PERFECT MATCH***

## **SHARED BRAND VALUES:**

**01** Both Ferrari and Belmond are synonymous with elegance, exclusivity, and personalized luxury experiences.

## **TARGET AUDIENCE**

**02** Both brands appeal to a global, affluent audience seeking exclusive experiences and premium services.



# **B E L M O N D**



# WHY BELMOND



## 01 SHARED VALUES

Both Ferrari and Belmond celebrate craftsmanship, exclusivity, and the creation of unforgettable experiences.



## 02 CUSTOMER OVERLAP

Ferrari's affluent customers often seek luxury travel experiences, making Belmond a natural extension of their lifestyle.



## 03 GLOBAL REACH

Belmond's properties span Europe, Asia, the Americas, and Africa, mirroring Ferrari's global fanbase.



## 04 SUSTAINABILITY FOCUS

Both brands prioritize sustainability, with Belmond promoting eco-conscious travel and Ferrari transitioning to hybrid technologies in motorsport.

# SPONSORSHIP PACKAGE: FERRARI X BELMOND: UNLOCKING LUXURY

## Unique Experiences

- Meet & Greet with Ferrari Drivers:
  - Exclusive access for Belmond guests to meet Ferrari drivers, including Lewis Hamilton and Charles Leclerc, during select race weekends.
- Access to Ferrari Training Facilities:
  - Private tours of the Ferrari factory in Maranello, coupled with luxury stays at nearby Belmond properties.
- Trackside Privileges:
  - Watch F1 qualifying sessions or races from premium paddock areas.
  - Enjoy pit-lane walks and garage tours to witness race-day preparations up close.
- Helicopter Tours of Race Locations:
  - Follow iconic circuits, like Spa or Silverstone, via private helicopter tours arranged by Belmond.
- On-Track Experiences:
  - Host a unique driving experience for VIP clients, where they can ride alongside professional Ferrari drivers.

## Ticketing Rights

- General Public Access:
  - Priority booking for Formula 1 races, including Monza, Monaco, and other iconic circuits.
  - Exclusive early bird access to Ferrari-sponsored luxury events hosted by Belmond properties.

## Hospitality Services

- Premium Hospitality Experiences:
  - Ferrari and Belmond-branded suites at key F1 races with five-star food and beverage offerings curated by Belmond's top chefs.
  - VIP lounge access with luxury amenities, offering an immersive Ferrari experience.



BELMOND



# SPONSORSHIP INVESTMENT FIGURE: \$50 MILLION ANNUALLY

## Rationale for the Sponsorship Fee

### 1. Exclusive Access to Ferrari's Global Platform

- Scuderia Ferrari is one of the most recognized and prestigious brands in motorsport, with a global fanbase spanning millions.
- The sponsorship fee ensures top-tier exposure across all races (23+ Grand Prix annually), where Ferrari's brand is front and center.

### 2. Association with Ferrari's Legacy and Future

- With Lewis Hamilton joining Ferrari in 2025, the team is poised for a massive surge in global media attention and fan engagement.
- This partnership allows Belmond to capitalize on the increased visibility and market buzz surrounding Ferrari's next chapter.

### 3. Premium Sponsorship Tier

- The proposed figure aligns with other top-tier Formula 1 sponsorships (e.g., Red Bull's Oracle deal is valued at over \$100 million per year).
- Given Ferrari's unique position in F1, a \$50 million fee places Belmond in Ferrari's "Top Partner" category, granting them access to exclusive rights and high-level branding opportunities.

### 4. Tailored Package with High ROI Potential

- VIP experiences such as paddock passes, luxury hospitality, and "Race & Stay" travel packages will generate significant revenue and customer loyalty for Belmond.
- Co-branded product lines and exclusive events are projected to enhance both brand visibility and financial returns.

### 5. Global Reach Beyond Motorsport

- Ferrari's brand appeal goes beyond racing, touching luxury lifestyle and tech-savvy audiences.
- The sponsorship provides Belmond with entry points to new luxury markets, particularly in Europe, the Middle East, and Asia.

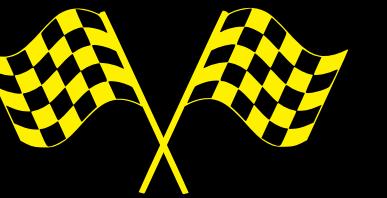
# **SPONSORSHIP INVESTMENT FIGURE: \$50 MILLION ANNUALLY**

## **Projected ROI for Belmond**

- **Direct Revenue Potential:** \$20–35 million from hospitality and co-branded products.
- **Brand Exposure Value:** Over \$50 million annually in media coverage, social impressions, and customer engagement.
- **Long-Term Brand Equity:** Priceless association with Ferrari, cementing Belmond as a leader in luxury travel tied to elite motorsport experiences.

# CONCLUSION

- FERRARI AND BELMOND REPRESENT AN ENDURING LEGACY OF EXCEPTIONAL QUALITY.
- FERRARI'S ENGINEERING BRILLIANCE PARALLELS BELMOND'S METICULOUS ATTENTION TO DETAIL IN CRAFTING LUXURIOUS STAYS, CREATING A NATURAL ALIGNMENT IN VALUES AND STANDARDS.
- THIS PARTNERSHIP WOULD UNITE TWO BRANDS THAT HAVE BEEN BUILT ON REPUTATIONS OF EXCELLENCE, WHERE PRECISION, AND HERITAGE COME TOGETHER TO OFFER UNFORGETTABLE EXPERIENCES.
- FERRARI AND BELMOND ATTRACT A SOPHISTICATED, INTERNATIONAL CLIENTELE WITH HIGH EXPECTATIONS FOR LUXURY, EXCLUSIVITY, AND PERSONALIZATION.
- THROUGH THIS PARTNERSHIP, BELMOND COULD OFFER FERRARI-INSPIRED TRAVEL EXPERIENCES SUCH AS VIP RACE WEEKEND PACKAGES OR PRIVATE ACCESS TO F1-INSPIRED EVENTS AT SELECT BELMOND PROPERTIES.



**THANK YOU**

**FERRARI**

