



# Crypto.com announced as official title partner of the Formula 1 Crypto.com Miami Grand Prix

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**Promoters of the Miami Grand Prix have announced a new nine-year deal with the world's fastest growing cryptocurrency platform, with the race to be officially called the Formula 1 Crypto.com Miami Grand Prix. Details have also been announced for The Crypto.com Terrace which sits within the campus, as well as the Crypto.com Fan Zone, which will take place on the field in the centre of the Hard Rock Stadium.**

South Florida Motorsports (SFM) has announced Crypto.com as the official title partner of the Formula 1 Crypto.com Miami Grand Prix. This prestigious new deal will see Crypto.com become an integral part of the newest Formula 1 event



The long-term deal between the Formula 1 Miami Grand Prix and Crypto.com is the first commercial partnership to be announced in the build-up to the inaugural event that will take place on the new 5.41km circuit in Miami Gardens. The Miami International Autodrome will be the 11th different venue in the United States to host a World Championship Formula 1 race and will form round five of this year's campaign on the weekend of May 6-8, 2022.

"We are excited for our long-term title partnership with Crypto.com. We share their commitment to innovation and will apply those high standards to the fan experience at the Formula 1 Crypto.com Miami Grand Prix," said Jeremy Walls, Senior Vice President, Chief Revenue Officer of Hard Rock Stadium & Formula 1® Crypto.com Miami Grand Prix. "This will be an international event and we look forward to growing together on a worldwide scale."

F1 fans will already be familiar with the logos of Crypto.com, as the world's fastest growing cryptocurrency platform became a Global Partner of Formula 1 in 2021, sponsoring the thrilling Sprint series. With over 10 million users worldwide, Crypto.com is committed to building the future of the internet, Web3. Powered by cryptocurrency, Web3 will be more fair and equitable, owned by the builders, creators and users.



Fans will also be excited to visit the Crypto.com Fan Zone which will take pride of place in the center of the Hard Rock Stadium, on the field, and will feature a host of entertainment and activities across the weekend.

"Building on our global partnership with Formula 1, we are thrilled to be the first commercial title partner of the Formula 1 Crypto.com Miami Grand Prix in the city that is fast becoming the crypto center of the U.S." said Kris Marszalek, Co-Founder and Chief Executive Officer at Crypto.com. "Technology and innovation are at the core of what we do, which strategically aligns with the sport of racing, and together we will create exciting experiences at the intersection of Web3 and F1 Racing."

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