

**6-8 DICEMBRE 2024**

# **MONZA RALLY** SHOW

Powered by



# EVENT CONCEPT

The grand finale of the 2024 World Rally Championship season returns to Monza with the legendary Monza Rally Show, from December 6 to 8.

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This unmissable event, promoted by Pirelli in collaboration with FIA, WRC Promoter, and the Autodromo Nazionale Monza, will celebrate four years of the Italian brand as the exclusive supplier of the championship.

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Throughout the weekend, WRC champions will compete behind the wheel of Hyundai, Ford, and Toyota cars in a thrilling road event, with an exciting program culminating on Sunday with the prestigious Master Show.

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The challenge will come to life in the days leading up to the event with Rally 2 cars competing in 8 special stages, all held within the circuit.



# EXECUTIVE SUMMARY



**PRESENTER**

**PIRELLI, WRC & MONZA CIRCUIT**

**EVENT TITLE**

**MONZA RALLY SHOW 2024, Powered by Pirelli**

**DATE**

**06 - 07 - 08 DECEMBER 2024**

**TYPE OF EVENT**

**RALLY CIRCUIT & MASTERS' SHOW**

**OFFICIAL TEAMS**

**TOYOTA - HYUNDAI - FORD**

**EVENT PROGRAM**

**Fri & Sat: Special Stages | Sun: Masters' Show.**



**THE  
TEMPLE  
OF  
SPEED**

# PROGRAM



## 06 / DECEMBER

- 08.30 Shakedown Time
- 13.00 PS 1 Autodromo 1
- 15.31 PS 2 Roggia 1

## 07 / DECEMBER

- 07.50 PS 3 Roggia 2
- 10.19 PS 4 Gran Prix 1
- 12.55 PS 5 Gran Prix 1
- 15.28 PS 6 Parabolica 1
- 17.58 PS 7 Parabolica 2

## 08 / DECEMBER

- 07.50 PS 8 Autodromo 2
- 10.19 PS 9 Rocco 1

14.00

MONZA RALLY  
**MASTERS'**  
SHOW



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Program is provisional and may be subject to changes

# PROJECTED VISIBILITY



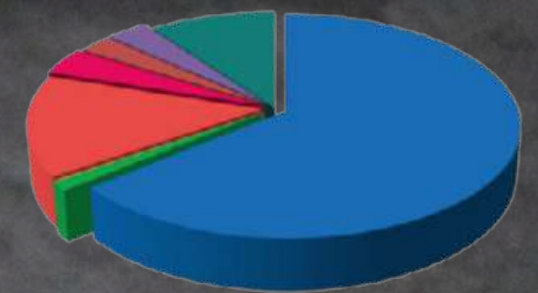
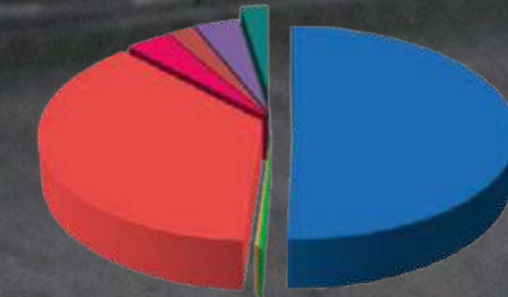
## INTERNATIONAL TV

EVENT	DURATION	TECH. REACH*	VIEWER RATE	BROADCASTS	BROADCASTERS	TERRITORIES
EUROPE	165:01:31	31.067.000	n/a	358	34	53
NORTH AMERICA	3:17:00	60.000.000	n/a	2	1	3
SOUTH & CENTRAL AMERICA	0:23:00	945.682	0	2	2	27
ASIA	37:43:30	681.181.991	n/a	261	34	44
MIDDLE EAST	8:35:00	9.000.000	n/a	26	4	22
AFRICA	10:09:30	52.800.000	n/a	26	5	52
OCEANIA	6:56:00	n/a	n/a	16	1	1
ONLINE	25:50:31	Online	167.265	17	9	WORLDWIDE
<b>TOTAL</b>	<b>257:56:02</b>	<b>834.994.673</b>	<b>n/a</b>	<b>708</b>	<b>90</b>	<b>202</b>

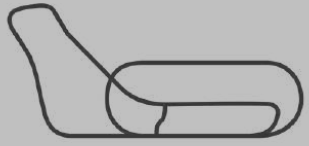
\*accumulated figures for all broadcasters. Single TV homes are subject to multiple listing whenever reached by more than one broadcaster

## EMPA TV COVERAGE

- EUROPE
- NORTH AMERICA
- ASIA
- MIDDLE EAST
- AFRICA
- OCEANIA
- ONLINE



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# EMPA TV COVERAGE



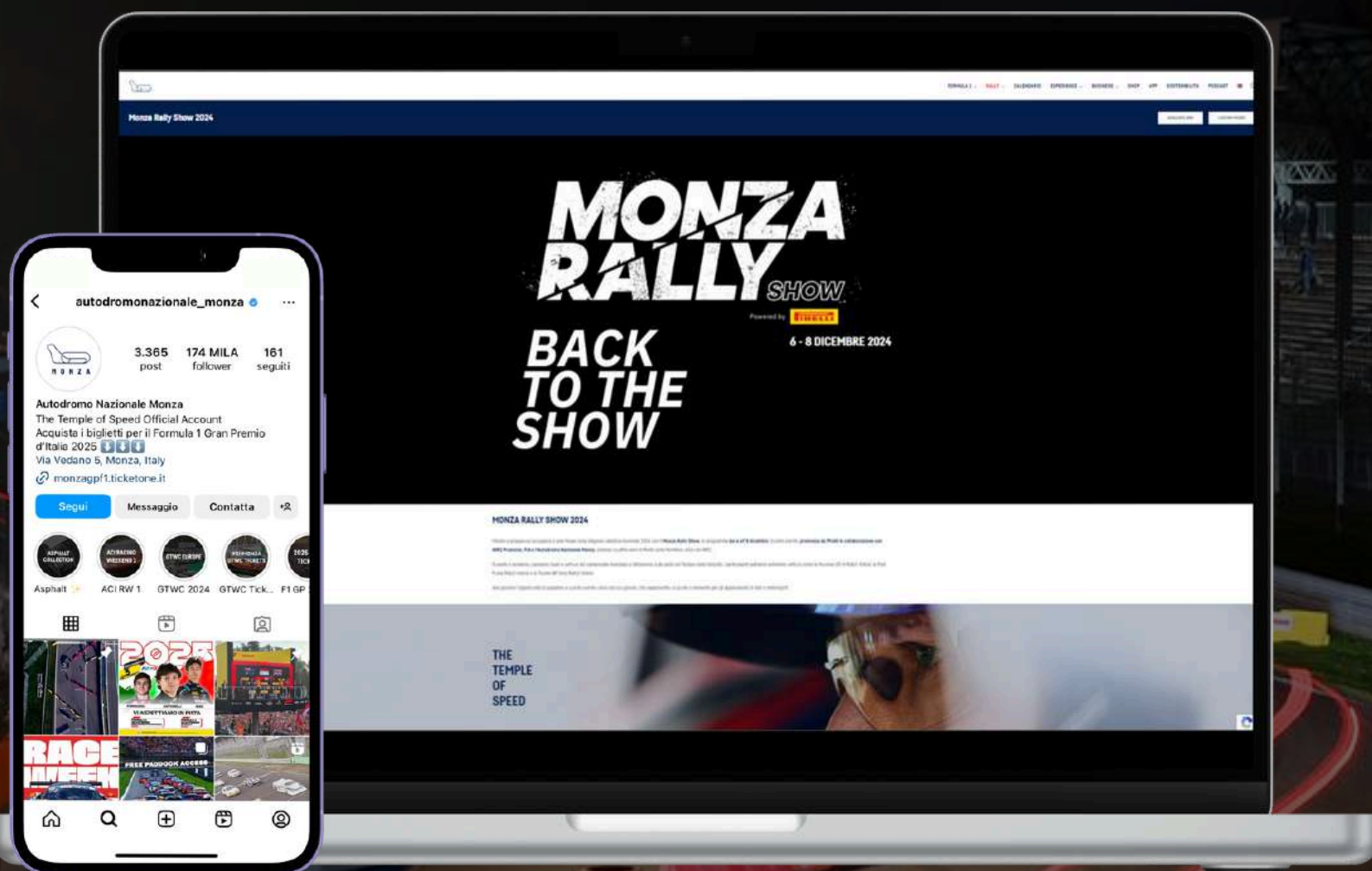
TOTAL POTENTIAL REACH

834.994.673

TOTAL TERRITORIES

202

# PROJECTED VISIBILITY



## SOCIAL MEDIA & WEB SITE ANNUAL VISIBILITY

FOLLOWER: **403 K**

REACH: **36,5 M**

WEB SITE VIEWS: **3,5 M**

WEB SITE USERS: **1,3 M**

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OF  
SPEED

RADIO  
FRECCIA

RA  
FREC

# PARTNERSHIP LEVELS SUMMARY



## TITLE PARTNER

- TITLE EVENT
- LOGO ON OFFICIAL POSTER
- SPECIAL STAGE VISIBILITY  
[500 m track branding]
- CIRCUIT BRANDING [300 m]
- PREMIUM VISIBILITY ON EVENT  
COMMUNICATION CHANNELS
- COMMERCIAL ACTIVATIONS FOR THE PUBLIC
- BACKDROP AND PODIUM VISIBILITY  
FANZONE BRANDING
- CAR BRANDING
- EXCLUSIVE PRODUCT SALES
- HOSPITALITY 100 PAX/DAY + CAR PASSES

€ TBA

## MAIN PARTNER

- COMMERCIAL ACTIVATIONS FOR THE FANS  
[TEST DRIVE/SERVICE PARK]
- LOGO ON OFFICIAL POSTER
- SPECIAL STAGE VISIBILITY  
[300 m track branding]
- PREMIUM VISIBILITY ON EVENT  
COMMUNICATION CHANNELS
- BACKDROP AND PODIUM VISIBILITY
- FANZONE BRANDING
- CAR BRANDING
- HOSPITALITY 50 PAX/DAY
- CAR PASS

€ 50.000 + VAT

## OFFICIAL PARTNER

- COMMERCIAL ACTIVATIONS FOR THE FANS  
[SERVICE PARK]
- LOGO ON OFFICIAL POSTER
- SPECIAL STAGE VISIBILITY  
[200 m track branding]
- INCLUSION AMONG THE EVENT'S OFFICIAL  
PARTNERS ON COMMUNICATION  
CHANNELS
- HOSPITALITY 50 PAX/DAY
- CAR PASS

€ 25.000 + VAT

## TECHNICAL PARTNER

- INCLUSION AMONG THE EVENT'S OFFICIAL  
PARTNERS ON COMMUNICATION  
CHANNELS
- HOSPITALITY 10 PAX/DAY
- CIRCUIT BRANDING
- CAR PASS

EVENT SUPPLIES

## BRANDING PARTNER

- TRACK BRANDING
- CIRCUIT BRANDING
- PADDOCK LEDWALL
- WEB SITE BANNER
- SOCIAL MEDIA POSTS COLLABORATION

FROM € 5.000

## ACTIVATIONS

- PADDOCK DISPLAY EXTERNAL AREA
- PADDOCK LEDWALL
- FANZONE DISPLAY COVERED AREA

€ TBD





## INFO & BOOKING

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