

## SILVERSTONE FINDS PERFECT MATCH

Following this year's welcome news that Silverstone will host the Formula 1 British Grand Prix until at least the end of the 2024 season, MATCH Hospitality AG is pleased to announce its appointment as the Official Hospitality Partner for Silverstone Circuit.

The partnership will see MATCH Hospitality manage Silverstone Circuit's official hospitality portfolio across a range of events, including Formula 1<sup>®</sup>, MotoGP™ and the British Superbike Championship from the start of the 2020 motorsport calendar. Working in close collaboration, MATCH Hospitality and Silverstone Circuit will provide corporate and individual customers with access to a fresh variety of hospitality options, catering for all budgets and race day experiences.

MATCH Hospitality AG is a global industry leader in the development, sales, management, and production of official commercial hospitality programmes for major sporting events, such as the Nitto ATP Finals and the FIFA World Cup™.

Silverstone annually stages the Formula 1 British Grand Prix, one of the most highly attended events in the British sporting calendar with a crowd of over 300,000 spectators across the weekend. For the 2020 edition, MATCH Hospitality will be rejuvenating some of the track's most legendary hospitality spaces, with the goal of reaching a new audience both within the UK and overseas. This enhanced hospitality offering will complement the exclusive Formula 1 Paddock Club™ for which MATCH Hospitality is an Official Distributor.

**Jaime Byrom**, Executive Chairman of MATCH Hospitality, says: "MATCH Hospitality is excited to further develop our motorsport portfolio and we are very proud to be Silverstone Circuit's Official Hospitality Partner. We have some very ambitious plans – which will be announced over the coming months – to take the guest experience at Silverstone, 'the home of British motorsport', to the next level."

Managing Director of Silverstone Circuit, **Stuart Pringle**, adds: "We are so pleased that MATCH Hospitality will be working with us as our Official Hospitality Partner. MATCH Hospitality is an industry leader, with an incredible track record of delivering the very best sports hospitality products. This will take the hospitality offering at Silverstone to a standard befitting of a world class motorsport venue."

The British former Formula 1<sup>®</sup> racing driver, 13-time Grand Prix winner and newly appointed President of the British Racing Drivers' Club (BRDC), **David Coulthard**, says: "Having raced at Silverstone over many years and won two British Grands Prix at this historic circuit, it holds a special place in my heart. On behalf of myself and the BRDC, I am delighted that MATCH Hospitality will provide fans with an experience to remember, showcasing Silverstone Circuit as the premium destination to watch motorsport over the coming years."

**ABOUT MATCH HOSPITALITY AG:**

Founded in 2007, MATCH Hospitality AG is the global industry leader in the development, sales, management and production of official commercial hospitality programmes for major sporting events, with an impressive portfolio of past and current events in football, tennis and motorsport. Headquartered in Zurich, MATCH Hospitality also has offices in London, Manchester, Moscow, Johannesburg and Rio de Janeiro. MATCH Hospitality offers a range of products for other world-class sporting events including the Nitto ATP Finals, Brussels Grand Départ and the Formula 1 Paddock Club™, while the FIFA World Cup™ Official Hospitality Programme remains the company's largest operation to-date. The appointment of MATCH Hospitality as the exclusive Authorised Ticket Reseller for the Tokyo 2020 Olympic Games & 2022 Beijing Winter Olympic Games, encompasses both the sale of tickets and ticket-inclusive travel packages on an exclusive basis to all customer groups across Brazil and the Russian Federation.

**ABOUT SILVERSTONE CIRCUIT:**

Silverstone Circuits Limited is the operator and promoter of Silverstone Circuit and a member of the BRDC Group of Companies. Silverstone is one of the most prestigious and respected venues in world motorsport, widely recognised as the Home of British Motor Racing.

Since its first race in 1948, Silverstone has become one of the world's most famous motorsport venues and as well as being the home of the Formula 1 British Grand Prix, holds a race meeting nearly every weekend of the year from February to November.

Host to the Silverstone Classic, the British rounds of the FIA World Endurance Championship, FIA World Rallycross and MotoGP™, as well as several premier British Championships including British Touring Cars and British Superbikes, Silverstone continues to prove popular to motorsport fans worldwide.

Silverstone Circuit is not only one of the world's most famous sporting venues but also a unique venue for corporate entertaining in the iconic Silverstone Wing building with many years of experience of running first class events and the expertise and credentials to give our business customers a world-class service. Whether it's race-day hospitality, corporate driving days, conference and exhibition facilities or something completely bespoke, you will find that Silverstone offers a unique and effective solution.

**HOSPITALITY AT SILVERSTONE CIRCUIT:**

Official Hospitality Packages provided as part of Silverstone Circuit's Official Hospitality portfolio offers guests ticket-inclusive hospitality packages which include a wide range of services such as facilities at the Silverstone Racetrack (private suites and lounges, marquee tents), gourmet catering, premium beverages, preferential parking, entertainment and gifts. At a later date to be announced, MATCH Hospitality may additionally launch hospitality packages which include accommodation and certain ground transfers.

### Timelines

Silverstone Official Hospitality Packages for the 2020 Formula 1 British Grand Prix are on sale now. Details of the hospitality products for the MotoGP™ and the British Superbike Championship will be announced soon.

### Hospitality Product Range

There will be six different hospitality product service levels designed to offer a range that is competitive in content and pricing to ensure that all budgets are catered for, from the family travelling for leisure to the corporate executive and business owner. The six levels are:

- **Apex House** (Luxury)
- **Fusion Lounge** (Prestige)
- **Ignition Club** and **Legends Club** (Business)
- **Heritage Club** (Premium Leisure)
- **Trackside** (Leisure)

### Sales Organisation

Customers looking to purchase hospitality packages for the Formula 1 British Grand Prix 2020 can visit <http://hospitality.silverstone.co.uk> or call +44 (0)207 3763 6130 where MATCH Hospitality's sales team are ready to assist.