

Mega-event management during U.S. Formula One Grand Prix Championships: Educating the next generation of event managers to be future ready

POPULARITY OF F1 GRAND PRIX CHAMPIONSHIPS

Highest class of global motor racing competition

- Most successful global sporting events (Chamberlin et al., 2019; Formula 1, 2025)
- 2024 F1 season: 6+ million attendees for second consecutive year
- 2025: 827 million global fans including 52 million US fans
- Races held over the past 75 years, primarily in Europe & Britain
- “There’s no bigger event in the world than Formula 1 racing” (Horton, 2021)
- Like Olympics & FIFA World Cup, F1 hosts events at race site in addition to unique venues throughout destination with large sums being spent on sponsor activations with celebrities, musicians, and social influencers.
- 2025 race schedule includes 24 races throughout the globe

INCREASED DEMAND FACTORS

- Global consumer demand for F1 race tickets have increased from Netflix documentary, *Drive to Survive*, which includes behind-the-scenes insight on F1 drivers and teams
- *Drive to Survive* attracts new audiences, including younger & female fans
- F1's TV race audience in the US has doubled since *Drive to Survive* was released, rising from 547,000 in 2018 to 1.3 million in 2025
- F1 race viewers have grown from *F1 The Movie* release in summer 2025
- F1 paddock race-track & sponsor events attract celebrities & fans to races
- F1 is Las Vegas' largest annual event
 - \$934m economic impact in Year 2 similar to 2024 Super Bowl impact.
 - F1 Vegas visitors spent an average \$2,400 p/person, not including race tickets, which is double avg p/p spending to Las Vegas.
 - F1 Las Vegas generated \$45 million in tax income for Nevada.

EVENT MANAGEMENT & SPORTS TOURISM COURSES

- F1 U.S races: Austin (2012), Miami (2022), & Las Vegas (2023) have multiple opportunities for event management internships & careers
- Findings suggest that MEEC curriculum on careers in events & sports tourism should include discussion of numerous F1 career opportunities
- Wide range of events during F1 races that encourage fan attendance & increase financial returns for F1 teams, sponsors, and host destination



US F1 TICKET LEVELS & PRICES FOR 3-DAY RACE EVENTS

MIAMI 2025 Attendance 275,000

General Admission	\$430
Grandstand	\$670
Main Grandstand	\$1,150
Paddock Club	\$10,000
Legends F1 Experience	\$19,437

LAS VEGAS 2024 Attendance 306,000

General Admission	\$400
Grandstand	\$875
Main Grandstand	\$1,750
Club Paris	\$2,827
Grand Prix Trio Silver	\$2,462
Grand Prix Trio Gold	\$3,388
Grand Prix Trio Platinum	\$4,792
HGV Clubhouse (members-only)	\$3,500
Tum 3	\$6,268
Skybox: Upper Grandstand	\$8,721
Bellagio Fountain Club	\$9,354
Trackside Tavern Paddock Club Rooftop	\$12,630
House 44 at Paddock Club	\$13,500
Paddock Club	\$15,999
Kick Sauber	\$17,799
Legends F1 Experience	\$18,999
Gordon Ramsey F1 Garage	\$25,000
F1 Garage Papi Steak	\$27,250
Wynn F1 Paddock Club	\$45,000

F1 PADDOCK CLUB

Most prestigious option, located above team garages with prime views of pit lane and starting grid. Includes gourmet food, open bars (including champagne), daily pit lane walks, guided track tours, and driver/legend appearances. F1 Experiences offers a suite within the Paddock Club.

MIAMI SPONSORSHIP ACTIVATIONS

- Gainbridge: built pickleball court for fans & pro pickleball players
- ESPN & Hulu + station: customize hats & jackets with F1 & Hulu patches
- LEGO Store Race Event: fans build, test, & race own custom LEGO car
- Jack Daniel's Garage: music, cocktails, Cuban bites, & McLaren car photo op
- Chase Sapphire Reserve: signature lounge with F&B for card members
- Piper-Heidsieck Champagne Garden VIP lounge: custom F&B for invitees
- Trophy House: Joël Robuchon F&B, celebrities, & post race music festival

AUSTIN 2024 Attendance 440,000

General Admission	\$389
Grandstand	\$515
Main Grandstand	\$1,150
Paddock Club Turn 19	\$9,055
Legends F1 Experience	\$15,540



STUDENT INTERNSHIP & CAREER OPPORTUNITIES

FORMULA 1

- Ceremonies & Protocol Coordinator for Events Team (global travel req'd)
- Fan Engagement Executive
- Formula-E Event Project Manager
- Motorsport Vision Group Hospitality & Events Coordinator
- New Partnerships Lead (global travel req'd)

F1 RACING TEAMS

- Aston Martin: Partnership Executive (F1 Hospitality & Events)
- Audi: Event Communication
- Mercedes: Hospitality & Events Team (global travel req'd)
- Racing Bulls: Head of Events & Hospitality (global travel req'd)
- Racing Bulls: Hospitality Executive -Trackside (global travel req'd)

RACE-TRACK DESTINATION OPPORTUNITIES

MIAMI: Full-time and Seasonal Part-Time for Venue Events

- Account Manager: Luxury & Hospitality Sales
- MIA Academy: 18-week immersive internship program

AUSTIN: Full-time and Seasonal Part-Time for Venue Events

- Event Operations Crew Member
- Music & Entertainment Event Staff
- Box Office Sales
- Food & Beverage Managers
- Race Day Internships: Guest Experience & Hospitality Suites

LAS VEGAS: Full-time and Seasonal Part-Time for Venue Events

- Event Operations Members (3-month internship)
- Track Private Event Staff & Managers
- Marshal Support: Hospitality & Registration
- Event Operations Manager

Race Volunteer Benefits:

- Discounted hotel rates with shuttle to and from
- 3-day general admission guest pass
- 2 tickets to attend concerts Friday & Saturday.
- Swag bag full of gear
- Meals provided

