



SPONSORSHIP BOOKLET



David Woodward, General Manager, Corinthia Palace Hotel & Spa

# An Elegant Association

DAVID WOODWARD

GENERAL MANAGER, CORINTHIA PALACE HOTEL & SPA

**M**ALTA CLASSIC HAS BECOME a stalwart of the Maltese cultural calendar and an occasion that's eagerly anticipated by many. For us at the Corinthia Palace Hotel & Spa, Malta Classic has become synonymous with our own calendar – a week-long event that attracts thousands of people as part of the exciting build-up to the final races. We love being part of it.

As a result, we have proudly sponsored Malta Classic for the last five years. Back in 2013 we felt that this hotel would be a perfect fit. A classic property that dates back to the 60s, welcoming classic cars from the 60s and beyond – what match could be better? Today we feel exactly the same and are thrilled with the way Malta Classic has continued to evolve thanks to the outstanding organisation and resolute determination of the team behind it.

We continue to host that team for a number of events in the weeks before the races start – including for meetings and the annual pre-event press conference, which has often taken place in our gardens surrounded by classic vehicles. It's also great fun to host so many of the international drivers here at the hotel, and to provide a base for their cars. And, of course, it's exciting to watch the final night and hear the awards announcements unfold at the gala dinner in our own Villa Corinthia.

So it is with all of that in mind that we at the Corinthia Palace eagerly anticipate the start of Malta Classic 2018. We look forward to welcoming you to the hotel and to seeing you at the races – ready, set, go!

# HILL CLIMB

BY THOMAS SMITH 11 OCTOBER 2018

On Day One, the Malta Classic opens with the Thomas Smith Hill Climb—a pure adrenaline rush of cars racing to climb a magnificent limestone hill overlooking the Mediterranean Sea.

Day 1

# CONCOURS D'ELEGANCE

BY MDINA GLASS 12 OCTOBER 2018

On Day Two, the Malta Classic Concours d'Elegance by Mdina Glass celebrates the power and beauty of pre-war cars. Select car collectors are invited to unveil true automotive gems for the delight of visitors. Entertainment, period dress and refreshments make the Concours d'Elegance a main feature.

Day 2

# GRAND PRIX

13-14 OCTOBER 2018

On Day Three the challenging circuit outside Mdina's fortified walls awaits. Cars are put to the test on a track of tight bends, sweeping curves that wind their way through a valley of vineyards and terraced hills outside Mdina.

Fast, accelerating and beautiful—The Malta Classic Grand Prix is loved by drivers and spectators alike. Day Three comes to a close with timed drives to determine the starting order of Sunday's grid.

On Day Four the real racing begins. Packs of 8 to 10 cars take to the circuit in a thrilling race to the finish line, as the unforgiving nature of the Malta Classic circuit brings out the very best of performance by both drivers and their classic racing automobiles. The Malta Classic Grand Prix draws to a close with an awards ceremony on Sunday evening.

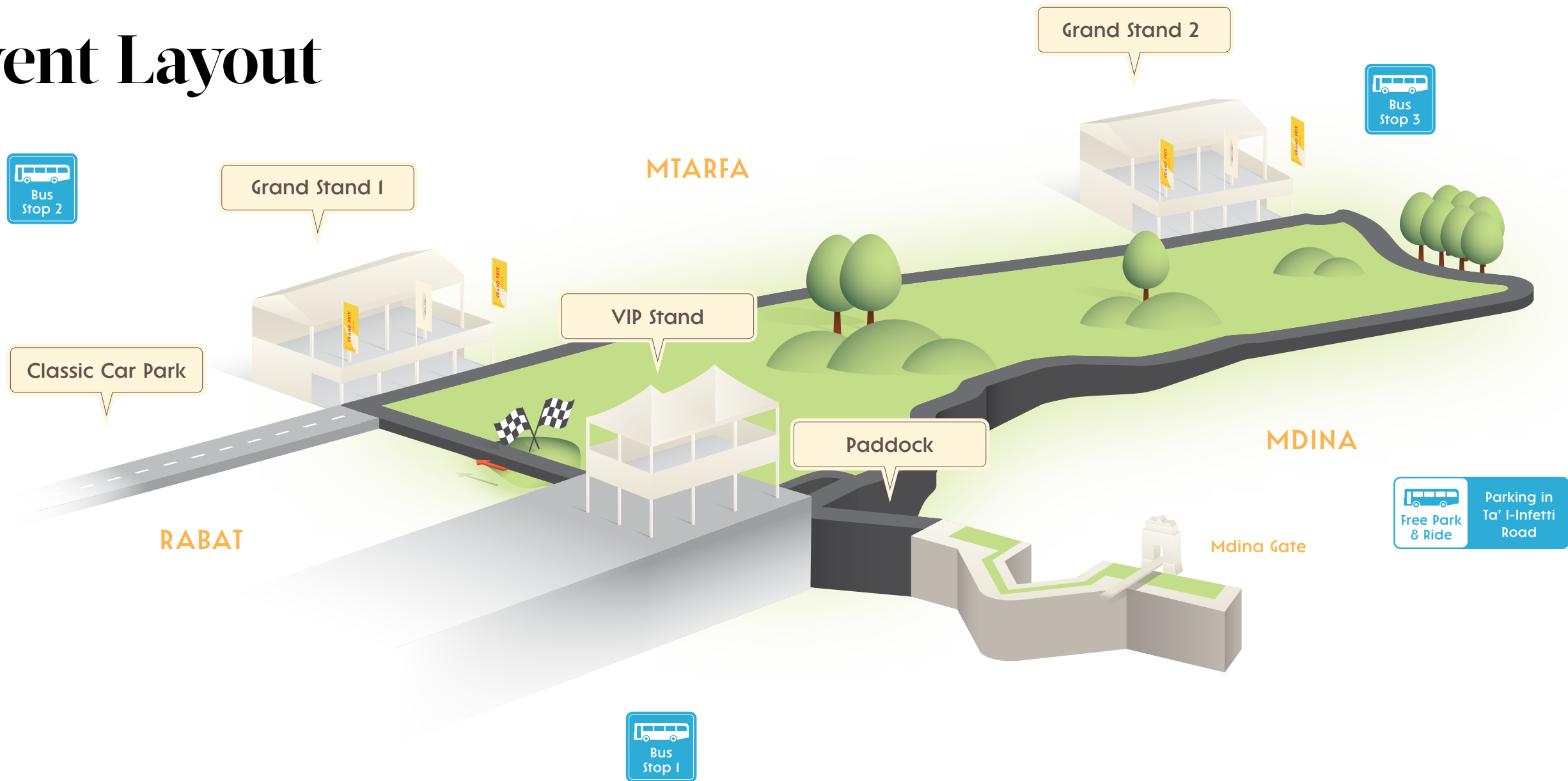


---

Days 3 & 4

---

# Event Layout



# Previous Sponsors



# Findings From Survey

50% OF ATTENDEES ARE ANNUAL VISITORS

30% OF ATTENDEES HAVE ATTENDED A WINE TASTING IN THE PAST YEAR

40% HAVE ATTENDED A FOOD FESTIVAL IN THE PAST YEAR

20% HAVE ATTENDED A JAZZ CONCERT

20% HAVE ATTENDED AN ART SHOW

15% HAVE ATTENDED A FASHION SHOW

20% HAVE ATTENDED A HISTORIC EVENT

1/4

WANT MORE TO DO BETWEEN RACES, INDICATING THE POSSIBILITY FOR BRANDED ENGAGEMENT OPPORTUNITIES.



HIGHLY ACTIVE ON FACEBOOK



HIGHLY INFLUENCED BY WORD OF MOUTH



ATTENDEES ARE VERY LIKELY TO USE THIS AS A BUSINESS NETWORKING OPPORTUNITY.



ATTENDEES ARE EXTREMELY LIKELY TO TAKE THEIR FAMILY TO THIS EVENT.

ATTENDEES ARE VERY LIKELY TO RETURN TO THE EVENT MULTIPLE TIMES DURING THE WEEKEND TO THIS EVENT.

# Attendance Interests

ATTENDEES HAVE ATTENDED OTHER CLASSIC CAR EVENTS ABROAD

65%

HAVE ATTENDED ONE IN THE UK

45%

HAVE ATTENDED ONE IN ITALY



33%

HAVE ATTENDED GOODWOOD FESTIVAL OF SPEED

33%

HAVE ATTENDED GOODWOOD REVIVAL

10%

HAVE ATTENDED RETROMOBILE

# Target Audiences

CLASSIC CAR LOVERS

15,000 MEN & 5,000 WOMEN

IN MALTA AGES 18 TO 44 INTERESTED IN CLASSIC CAR BRANDS

HISTORY ENTHUSIASTS

17,000 MEN & 17,000 WOMEN

IN MALTA AGES 18 TO 44 INTERESTED IN HISTORY

RETRO / VINTAGE LIFESTYLE ENTHUSIASTS

26,000 WOMEN & 14,000 MEN

IN MALTA AGES 18 TO 44 INTERESTED IN RETRO/ VINTAGE LIFESTYLE ELEMENTS: VINTAGE CLOTHING, SWING MUSIC, SPEAKEASY'S, ART DECO STYLE, ETC.

HIGHLY EDUCATED LUXURY CONSUMERS

2,800 WOMEN & 1,200 MEN

AGES 18 TO 44 WITH AT LEAST A GRADUATE SCHOOL EDUCATION AND INTERESTED IN LUXURY BRANDS.

# Malta Classic 2017

IN 2017 WE:

BUILT ON THE SUCCESSES OF 2016, FURTHER INCREASING BRAND AND EVENT AWARENESS

INCREASED PARTICIPATION IN THE EVENT AS WELL AS TICKET SALES

IMPROVED ON THE ALREADY HIGH CALIBRE OF CARS PARTICIPATING

ENTICED A LARGER AMOUNT OF FOREIGNERS TO TRAVEL TO MALTA SPECIFICALLY FOR THE EVENT

ACHIEVED A SIGNIFICANT INCREASE IN LOCAL AND ONLINE COVERAGE OF THE EVENT DUE TO AN INCREASED NUMBER OF DIGNITARIES SIGNING OFF ON, AND ATTENDING THE EVENT

PRESS COVERAGE IN



*Octane*

*Lovin Malta*

AUDIENCE SIZE

**+23 Million**

AUDIENCE SIZE

**+1 Million**

PRINT CIRCULATION

**+40,000**

AUDIENCE SIZE

**+280,000**

*malta* INDEPENDENT



TIMES  MALTA



# Sponsorship Packages

## BRONZE PACKAGE

ADVERTS ON WEBSITE AND EVENT  
FACEBOOK PAGE

PRESS CONFERENCE BACKDROPS

BANNER AT GRAND STAND 1 OR ON TRACK  
AND PADDOCK

HALF PAGE IN EVENT PROGRAMME

2 VIP TICKETS

2 GRANDSTAND TICKETS

2 INVITES (PLUS GUESTS) FOR DRIVER'S  
AWARDS CEREMONY GALA DINNER

**€ 3,000**

## PREMIUM BRONZE

NAME GRAND STAND 2 (ONE COMPANY  
ONLY)

**AN ADDITIONAL PREMIUM OF €1,000**

## SILVER PACKAGE

ADVERTS ON WEBSITE AND EVENT  
FACEBOOK PAGE

PRESS CONFERENCE BACKDROPS

BANNERS AT GRAND STAND AND TRACK

FULL PAGE IN EVENT PROGRAMME

4 VIP TICKETS

4 GRANDSTAND TICKETS

2 INVITES (PLUS GUESTS) FOR DRIVER'S  
AWARDS CEREMONY GALA DINNER

**€ 6,000**

## PREMIUM SILVER

NAME GRAND STAND 1 (ONE COMPANY  
ONLY)

**AN ADDITIONAL PREMIUM OF €1,500**

## GOLD PACKAGE

ONLINE CAMPAIGN

ONLINE BRANDING

PRESS CONFERENCE BACKDROPS

BANNERS AT VIP AND TRACK

POLO SHIRTS

OFFICIAL POSTER

DOUBLE PAGE SPREAD IN EVENT PRO-  
GRAMME

6 VIP TICKETS

6 GRANDSTAND TICKETS

3 INVITES (PLUS GUESTS) FOR DRIVER'S  
AWARDS CEREMONY GALA DINNER

**€ 12,000**

## PREMIUM GOLD

NAME THE VIP STAND (ONE COMPANY  
ONLY)

**AN ADDITIONAL PREMIUM OF €2,000**

## PLATINUM SPONSORSHIP

THIS IS THE EXCLUSIVE MAIN SPONSOR  
FOR THE EVENT

NAME OF EVENT

MDINA GRAND PRIX ROUNDLS

LANYARDS

BRANDING ON COLLECTABLE VIP STAND  
PASSES

ONLINE CAMPAIGN

ONLINE BRANDING

PRESS CONFERENCE BACKDROPS

BANNERS AT VIP STAND, AND TRACK

POLO SHIRTS

OFFICIAL POSTER

DOUBLE PAGE SPREAD

6 VIP TICKETS

6 GRANDSTAND TICKETS

3 INVITES (PLUS GUESTS) FOR DRIVER'S  
AWARDS CEREMONY GALA DINNER

**€ 20,000**

SPONSORSHIP PACKAGES CAN TAILORED AS REQUIRED.  
PLEASE DON'T HESITATE TO GET IN TOUCH TO DISCUSS SPECIFIC REQUIREMENTS.

**CONTACT**

RAY BEZZINA

[PARTNERS@MALTACLASSIC.COM](mailto:PARTNERS@MALTACLASSIC.COM)