

The  
to place  
to be



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MotoGP  
VIP VILLAGE™

# THE MotoGP™ EXPERIENCE





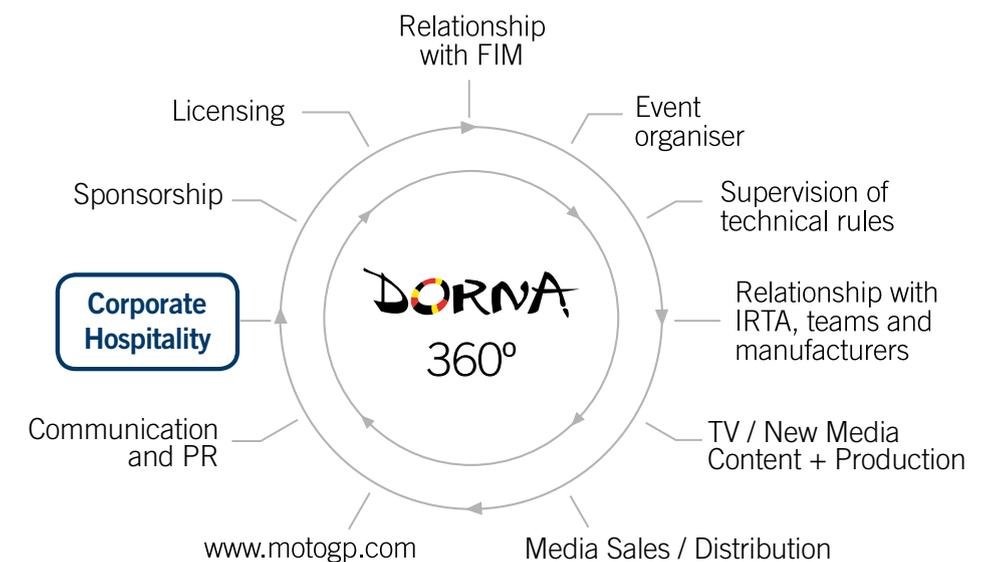
## About Dorna Sports

**D**orna Sports is an international sports management, marketing and media company, founded in 1988. The organisation has its headquarters in Madrid, and further branch offices in Barcelona, London and Tokyo. The company's main shareholder is Bridgepoint Capital.

Dorna has been the exclusive commercial and television rights holder for the FIM Road Racing World Championship Grand Prix (MotoGP™) since 1992. With 62 years of history MotoGP™ is the pinnacle of motorcycle racing and is Dorna's main focus. Dorna has additional involvement in further motorcycling events, such as the Spanish National Championship (CEV) and the Red Bull MotoGP Rookies Cup, which seeks to promote the development of the next generation of riding talent.

Dorna has an all-encompassing Grand Prix event management philosophy, with direct involvement in all areas of the MotoGP™ World Championship:

- **Sporting.** Close working relationships with the FIM and local promoters, supervision of technical rules and close working relationships with manufacturers and teams.
- **Media.** TV Production and Content Distribution including TV Coverage, New Media, Home Video rights and all communications matters of the Championship.
- **Commercial.** Sponsorship, Corporate Hospitality and Licensing Rights.





## The Excitement of MotoGP™

**M**otoGP™ with its unrivalled 62 year history of elite competition, is the world's premier motorcycling championship and every year takes place over an eight months, eighteen rounds season in fourteen different countries, spanning four continents.

Dating back to 1949, it is the oldest motorsport World Championship in existence.

Each Grand Prix brings together the most talented riders from across the world, to participate in races across three distinct categories – MotoGP™, Moto2™ and Moto3™.

The racing is a breathtaking spectacle, featuring the most technologically advanced, high-speed machinery from the world's leading motorcycle manufacturers. The MotoGP™ racing prototypes produce over 200hp, are capable of 0-100kph (62mph) in three seconds, reach top speeds of over 320kph (200mph) and achieve lean angles as low as 45 degrees, and are ridden by the most daring and talented riders on the planet.





## TV Production and Distribution

MotoGP™ is broadcasted live throughout the world courtesy of Dorna Sports, who administrate and organise MotoGP™ racing and are the television rights holders and producers. Dorna therefore invest heavily in the promotion of the sport and part of this commitment to showing the best of MotoGP™ has been the company's continual research into and acquisition of the very best emerging television technologies.

For the past two seasons all MotoGP™ races have been produced and distributed in HD format, further highlighting the colour, excitement and sheer pace of Grand Prix motorcycle racing. The introduction of the Gyroscopic OnBoard Camera, with a fixed horizon line that demonstrates a rider's lean angle in real time, has also added significantly to the breadth of coverage offered and these technologies have continued to develop and contribute to MotoGP™'s excellent coverage throughout the 2011 season.

As the leading two-wheeled motorsports championship in the world, Dorna keeps abreast of all emerging video technologies, and how they may be used to enhance the service that they provide to their broadcast partners. 3D technology is now set to revolutionise sports broadcasting, with MotoGP™ taking part in this revolution, continually researching and investing in 3D technologies, with a view to the future.

The MotoGP™ television production unit orchestrates more than 20 trackside cameras and over 100 on-board cameras during live broadcasts, capturing every angle of the riders and their bikes. Simultaneously, high-frequency cameras in pit lane and carried by overhead helicopters ensure that the excitement of the races and the story of MotoGP™ are delivered into the homes of hundreds of millions of viewers throughout the course of the season.

### 2011 MotoGP™ Global Figures

MotoGP™'s global television coverage in 2011 was remarkably far reaching once again. Courtesy of agreements in every key territory for the sport, Dorna's live television programming reaches 207 nations across all five continents of the globe. Over the course of the 2011 season hundreds of millions of passionate viewers saw Casey Stoner take his second MotoGP™ title, as a total of 7,068 hours of MotoGP™ television coverage were broadcast this year.

- 7,068 total hours broadcast
- 207 countries receive LIVE TV signal
- 280 million homes reached via cable / satellite TV networks
- Total media representatives: 10,506 from 58 countries
- More than 2.4 million people enjoyed live action at the circuits
- 63% of track spectators are less than 35 years old
- 80% male / 20% female



## Getting Involved - Sponsorship

MotoGP™'s appeal as a spectacular racing event, its unparalleled heritage and history and the global television coverage it generates create a truly worldwide reach, and it is this pan-continental exposure which attracts advertising and sponsorship from numerous internationally recognised brands.

Various MotoGP™ World Championship sponsorship packages are available, each providing a relevant form of association at every Grand Prix. Advertising and sponsorship of MotoGP™ offers considerable exposure and a return on investment, which can significantly contribute to achieving specific commercial targets, as demonstrated by the numerous partners who have been long-term associates of the World Championship.

MotoGP™ fans watch an average of 14 races per season and 83% of them recognise that they would tend to choose a brand because they associate it with MotoGP™.

Source: CSM International GmbH & IFM International GmbH



The most exciting show on earth

