



## EXAMPLE RESEARCH PACKAGES

### **Local Economic Impact Race Study**

A full local economic impact study for an existing or prospective race. The study predicts the effects that the race will have on the local economy by projecting spectator and worker spending in all key areas, including hotels, food and beverages, and merchandising. Further data shows the impact of the race in terms of extended tourism and calculates the value of global media exposure of the event.

### **Grand Prix Benefits Report**

This report looks at the benefits of hosting a Grand Prix other than local economic impact. It includes data on subjects such as media coverage, fan reaction to the races, job creation, increases in tourism, and case studies of selected races focussed on the benefits they receive from F1.

### **Trackside Advertising Report**

This report focusses on F1's trackside advertising and race title sponsorships over the past five seasons. It tracks the value of each deal and breaks down the results of each season by race, by brand and by industry sector.

### **Commercial Rights Holder Report**

This report provides the data necessary for understanding F1's business model and corporate structure. Data includes F1's revenue flows, the shareholders of F1, the key companies involved, and the amount of money it makes from commercial rights.

### **Team Sponsorship Report**

This report breaks down the value of every team sponsorship deal during the F1 season and categorises the deals by nationality and industry sector. Further tables highlight the biggest and longest-standing deals and provide historic comparisons to highlight significant sponsorship trends.

### **Race Budgets Data**

This data breaks down the budget for each Grand Prix on the calendar. Further tables show typical budgets for both a street circuit and a permanent circuit, analyse historic race expenditure and highlight the construction costs of a circuit.

## **F1 Team Budgets Data**

This data breaks down the revenue sources for each team on the F1 grid and includes further tables on team costs, prize money and analysis of the teams' financial statements.

## **Driver Business Data**

This data highlights the key financial figures relating to F1 drivers. It includes data on driver salaries, sponsorship and bonuses, while further tables show the effects that a local driver can have in boosting the popularity of F1 in their home markets.

## **F1 Sponsorship Overview**

This data gives an overview of F1 sponsorship, complementing the reports on Team Sponsorship and Trackside Advertising. The data shows overall trends in F1 sponsorship, highlights the biggest sectors and identifies the sport's biggest spenders.