



RACE WEEKEND
MIAMI
RC COLA PLANT-WYNWOOD
CELEBRATION

FRIDAY MAY 6
SATURDAY MAY 7
SUNDAY MAY 8

9:00 PM - 4:00 AM

unkommon
events

ELP
EST. 2017
ELI LUNZER PRODUCTIONS



**AMERICA'S
FASTEST
GROWING
SPORT**

Not only is F1 the fastest growing sport in the US, the US represents the fastest growing market in the world for F1. With nearly 36 million fans in the US (1B worldwide), F1 has been able to create a tv reach of 28 million (according to Sportico), thanks to their deal with ESPN and the wildly popular Netflix show "Drive to Survive".

Ratings are up in the US, with nearly twice as many viewers on ESPN this year, compared to 2018. In a world where European soccer usually dominates Sunday morning television on ESPN, this year saw F1 ahead of their rivals every Sunday, with nearly 1M viewers on average. This is up almost 300k viewers per event in the US.

2022 will see the start of a new beginning of F1 in the US, as it will host two events for the first time since 1984, with a third race on the horizon.

An estimated 80k tickets were available for F1 Miami and those sold out before they hit the market. Now there is a waiting list of over 240k fans from all over the world and a lot of them will descend on South Florida and the Miami area this coming May.



TOP FIVE MEDIA STATS

1. The 2021 F1 season attracted a record number of 2 BILLION viewers.
2. Each race averaged 934,000 viewers - 53% jump from the 2020 season.
3. F1 saw a 35% spike in follower growth across all its social channels.
4. According to Nielsen Sports, F1 audience between the ages of 16-35 will grow to 1 BILLION by mid 2022, accounting for 43% of their audience.
5. Fan engagement in 2021 is up 50% over the same period in 2020.



unKommen events

From the founder of In the Know Experiences - Seth Kaplan, unKommen events is a full-service event production company rooted in hospitality. We combine the thoughtful personalization of hospitality with the visionary expertise of event production to create one-of-a-kind experiences. Curating every detail, from conception to production, we bring to life moments that reject the expected and capture lightning in a bottle.

NEW YORK, NY - MAXIM SUPER BOWL PARTY FT. KENDRICK LAMAR - FEB 2014

SAN FRANCISCO, CA - PLAYBOY SUPER BOWL PARTY FT. ALESSO & MORE - FEB 2015

HOUSTON, TX - ROLLING STONE SUPER BOWL PARTY FT. DIPLOIDS, BUSTA RHYMES & MORE - FEB 2016

MINNEAPOLIS, MN - ROLLING STONE SUPER BOWL PARTY FT. CARDI B & MIGOS - FEB 2017

ATLANTA, GA - MAXIM SUPER BOWL PARTY FT. DIPLO, DJ RUCKUS & MORE - FEB 2018

MIAMI, FL - MAXIM SUPER BOWL PARTY W/ COLUMBIA RECORDS & HWOOD GROUP FT. THE CHAINSMOKERS, LOS KINGS, MEGAN THEE STALLION, RICK ROSS & MORE - FEB 2019

MIAMI, FL - BOOTSY BELLOWS SUPER BOWL PARTY FT POST MALONE & FRIENDS - FEB 2019

HAMPTONS, NY - SAFE & SOUNDS DRIVE-IN FT. THE CHAINSMOKERS - JUL 2020

ROSS, CA - PRIVATE 50TH BIRTHDAY FT. DOJA CAT & ALI WONG - OCT 2021

MIAMI BEACH, FL ART BASEL PARTNERSHIP W/ THE RITZ, VIP DINNER & PERFORMANCE - DEC 2021

MIAMI BEACH, FL - NYE PRE-BOAT DRIVE-IN EXPERIENCE CONCERT - DEC 2021

LOS ANGELES, CA FEB 2022-DIRECTV PRESENTS MAXIM BET AT CITY MARKET FT. THE CHAINSMOKERS, LIL BABY, GUNNA, & ROSEGOLD

LOS ANGELES, CA FEB 2022-DIRECTV PRESENTS MAXIM ELECTRIC NIGHTS FT. TIESTO, 50 CENT, LOUD LUXURY, DJ VICE, & PLASTIK FUNK



RC COLA PLANT

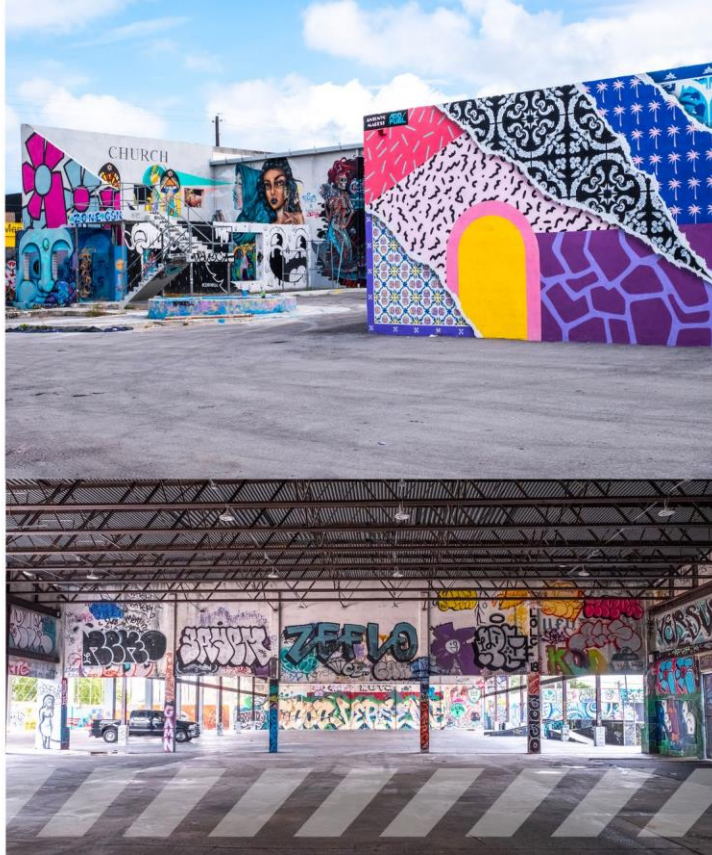
WYNWOOD

The formerly abandoned RC Cola Plant is an architectural mainstay of the Wynwood Arts District. Revitalized as an event venue, the unique blend of street art and graffiti found within the venue makes it an exceptional space for photoshoots, performances, and large events.



Total Lot: 137,977 Sq Ft

Yard & Courtyard: 89,721 Sq Ft / Capacity: 7,000 Standing
Cover Roof Area: 44,767 Sq Ft / Capacity: 5,000 Standing



PARKING & RIDE SHARES

THERE WILL BE
AN UBER PICK UP
AND DROP OFF
AND A VIP
PARKING LOT
FOR 500 CARS
FOR AN
ADDITIONAL FEE.

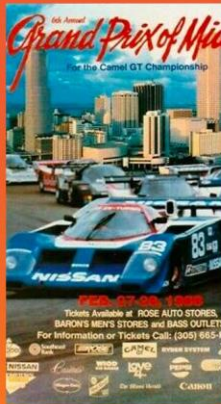
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INSPIRATIONS



IndyCar Grand Prix of Miami - 1:45 p.m. Sunday, February 2



EVENT CONCEPT

VINTAGE GRAND PRIX RACING

The F1 Race Weekend Miami Celebration at the RC Cola Plant in Wynwood immerses guests in the 1980's old school racing. Vibrant colors pop against raw retro tones amplified by lush palms and tropical textiles. The platform is easily customizable to fit the needs of your brand. Work with our creative team to create an indelible experience that will resonate with all of our attendees

***OPTIONAL AREAS OF PARTNER CUSTOMIZATION OPPORTUNITIES AVAILABLE.**

MAY 6

FRIDAY - CONFIRMED

VINTAGE CULTURE

CLAPTONE

MEDUZA

KOROLOVA

MAY 7

SATURDAY - POTENTIAL ARTISTS

CALVIN HARRIS

MALUMA

CHAINSMOKERS

50 CENT

MAY 8

SUNDAY - POTENTIAL ARTISTS

DAVID GUETTA

LOUD LUXURY

MORTEN

OZUNA

FOR THE FIRST TIME IN MUSIC HISTORY
MEDUZA B2B CLAPTONE B2B VINTAGE CULTURE
FINALE SET

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RECENT EVENT

DIRECTV/MAXIM

BIG GAME WEEKEND

Los Angeles, CA (Pop-up Venue)

FEB. 11-12, 2022

OVERALL COVERAGE

- Total Press Hits: 140
- Total Media Impressions: 826,000,614
- Total Estimated Ad Value: \$305,620,227
- Top hits include Billboard, Page Six, THR, Associated Press, KTLA, NBC LA, Variety, People, E! Online, and more.
- Potential upcoming placements include ExtraTV and Maxim.

REVENUE

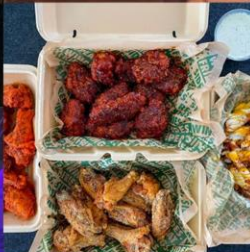
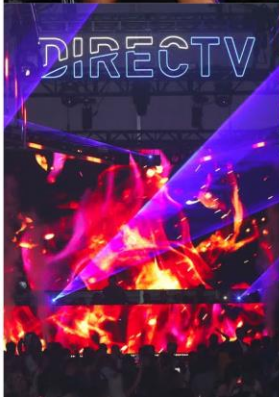
Generated \$1.8M in Tables/Per Night

ATTENDANCE

3,000+ People in Venue Nightly

AVG. SPEND

\$800/Per Head (Per Night)



TARGET AUDIENCE

Developed for the individual who takes pleasure in the fine and fun things in life, from world class travel and entertainment to all types of sports and adventure. This person has a solid sense of personal style. They are inspired by success and enjoy the latest fashion, trends, gear and autos.

AGE

28-54 YRS OLD

INCOME

AVG. NET WORTH
\$1 MILLION

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INCLUDED OPPORTUNITIES

	\$500,000	\$250,000	\$150,000	\$75,000	\$50,000
Hospitality					
(3) Dedicated VIP Table for up to 12 Guests All Nights	X				
(2) Dedicated VIP Table for up to 12 Guests All Nights		X			
(1) Dedicated VIP Table for up to 12 Guests All Nights			X		
(1) Dedicated VIP Table for up to 12 Guests Choice of 1 Night				X	
GA Tickets Nightly	55	40	20	16	12
Logo Ideas					
Logo Placed on Invite	X	X	X	X	X
Logo Rotating On Main Room and GA Area TV Screens	X	X	X	X	X
Logo Placed on Official Event NFT	X	X	X	X	X
Data Capture Emails from NFT Activation	X	X	X	X	
Experiential & Activation					
1 Activation Throughout Space 20 x 20 Foot Prints (\$25,000 activation credit)	X	X			
Product Pop-Up in VIP Lounge	X	X	X		
Product on all VIP Tables	X	X	X		
Product & Brand Placement					
Pre Event Partner GA Ticket Giveaway	X	X			
Inclusion in Press Release	X	X	X	X	X
Staff					
Pre and Post Event Photography	X	X	X	X	X
Pre and Post Event Video Content	X	X	X	X	X
(6) Staff Credentials	X				
(4) Staff Credentials		X	X		
(2) Staff Credentials				X	X

OPTIONAL CUSTOM ACTIVATIONS & EXPERIENCES

Brand Pop-Ups
 Event Livestream
 Product or Interactive Brand Displays
 Illuminated Smart Wall
 VR Installations
 Branded VIP Lounge
 Casino Lounge Integration
 Custom Bar Sponsorship
 Red Carpet Programming
 Photo Booth Experience
 Thrill Ride Experience

BRANDING & CONTENT

Pre-Event and Post-Event Promotion
 Dedicated Initiative
 Logo Included on Invitation and Step & Repeat
 Logo Placement within Venue
 Dedicated Social Posts
 Brand Featured Across MAXIM Channels
 Individual Brand Spokesperson/Influencer/Creator Inclusion
 Brand Spokesperson/Influencer/Creator content team access

***Inquire about customized activation spaces**

***Inquire about customized lower tier opportunities**



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IN THE PRESS

billboard

**Chainsmokers to Headline
2020 Maxim Super Bowl Party
in Miami: Exclusive**



Oliver Heisterkamp/Getty Images for Vevo
Alex Pall and Andrew Taggart of The Chainsmokers perform onstage during Vevo's 10-Year Anniversary Event on Oct. 16, 2019 in New York City.

The biggest weekend in sports just got bigger. Ahead of Super Bowl LIV, Maxim has announced **The Chainsmokers** as headliners of its 2020 Maxim Big Game Experience.

Maxim has partnered with Columbia Records and Disruptor Records — the label founded by The Chainsmokers' manager Adam Alpert. In The Know Experiences will serve as lead producers for the event which will take place on Saturday, Feb. 1, in Miami. Appropriately, the evening will take on a Havana Nights theme and will also feature performances from Rick Ross, Lost Kings and more to be announced. The Chainsmokers' craft tequila brand, Jaja Tequila, will serve as the official tequila of the night.

People

**A Complete Guide to All the
Celebrity Parties During Super
Bowl Week in Miami**

Maxim Havana Nights

Saturday, Feb. 1, On the Water at Virginia Key Island

The annual Super Bowl bash will be filled with sports and entertainment stars. On tap to perform at this Cuban-themed bash include **The Chainsmokers**, **Rick Ross** and **Lost Kings**. Want to snag a ticket for this party? They're still available.

The New York Times

**Headaches but No Hangovers as
Miami Gears Up for Super Bowl**

From the Sports Illustrated bash at the iconic Fontainebleau Hotel to Budweiser's BUDX Hotel event at the other end of Collins Ave., South Beach was turned into one big blowout.

Away from the downtown core Maxim and Lady Gaga anchored the party scene as celebrations raged into the small hours of the morning.

NEW YORK POST

**G-Eazy and Megan Thee Stallion
get cozy at Super Bowl 2020 bash**

There may be a new Hollywood couple in town.

G-Eazy and Megan Thee Stallion were seen canoodling at the Maxim Big Game Experience bash late Saturday night in Miami, an insider told Page Six.

"They were dancing together, having a great time and hanging throughout the night at table," the insider added.

The rapper, 30, later fueled dating rumors by posting a video to his Instagram story of himself kissing and snuggling up to the 24-year-old "Hot Girl Summer" rapper. On Monday, he posted a photo of Megan captioned with four blue heart emojis.

A source close to G-Eazy told Page Six, "I don't know if they are dating or not. They happened to be at the same party — he's very good looking and

GOOD MORNING AMERICA

**Super Bowl Calls For Super Bowl
Parties In Miami**



Page Six

EXCLUSIVE

**Rapper Gunna performing
during Super Bowl weekend
after album hits No. 1**

By Ian Mace

January 21, 2022 | 1:30pm



IN THE PRESS

SOUTH FLORIDA SunSentinel

Super Bowl 2020: Maxim party will have Chainsmokers, Rick Ross



Chen (right) of the Chainsmokers will be one of the Maxim Big Game Experience in South before Super Bowl at Hard Rock Stadium (Rick Ross/The Source Co.).

Chart-topping DJ duo the Chainsmokers will headline the annual Maxim Big Game Experience Super Bowl party taking place on Biscayne Bay in Miami on Feb. 1.

The Havana Nights-inspired affair, a partnership with the Maxim media company and Columbia Records, will include a performance by Rick Ross and Lost Kings, with other acts to be named.

The show will take place at a new venue built for the event on five acres of waterfront property on Biscayne Bay, including a 40,000-square-foot tent equipped with state-of-the-art sound, staging and lighting.

Produced by In The Know Experiences, the event is expected to attract more than 3,000 guests, many arriving by yacht, who will find food, bottle service and open bars. The Chainsmokers' own craft tequila brand, JAJA Tequila, which be featured.

TimeOut

Maxim Big Game Experience

Time Out says

The Super Bowl weekend's most sought after party lands in the Magic City ahead of this year's Big Game at the Hard Rock Stadium, and partners Maxim, In The Know Experiences and Columbia Records are fully leaning into the city's reputation for mind-boggling decadence and waterfront grandeur. Going down at a super-luxurious, yet-to-be-constructed pop-up lounge and concert venue on Biscayne Bay, the Havana Nights-themed soiree is headlined by Grammy winners the Chainsmokers, with support from Miami's own Rick Ross, Lost Kings and more to be announced. Apart from the epic performances and people-watching—past celeb attendees have included everyone from ASAP Rocky to Justin Bieber—look forward to VIP amenities like private boat shuttle service, bespoke Art Deco furniture and decor, and top-shelf open bars, all with stunning views of the Miami skyline over the bay. *Venue TBD.*

BY: FALYN FREYMAN

POSTED: TUESDAY DECEMBER 17 2019

EATER

Eater Miami's Party Guide To Super Bowl 2020

Maxim Big Game Experience

WHAT: The annual Maxim Super Bowl party heads to Miami this year, with performances from the Chainsmokers, Lost Kings, among others, along with food, bottle service, and open bars throughout the Havana-themed space.

WHEN: February 1, 10 p.m. to 4 a.m. \$750 and up. [Purchase tickets here.](#) Pop-up venue, 4200 Rickenbacker Causeway, Key Biscayne

ENews

Go Inside the Star-Studded Super Bowl 2020 Parties



MEGAN THEE STALLION

THE "SAVANNAH" SINGER PERFORMS AT THE 2020 SUPER BOWL PARTY AT HARD ROCK STADIUM



G-EAZY

THE "LOVE" SINGER PERFORMS AT THE 2020 SUPER BOWL PARTY AT HARD ROCK STADIUM

Los Angeles Times

50 Cent, Tiesto and Loud Luxury take the stage at 'Electric Nights With Maxim'



BIZBASH

Super Bowl LIV: 17 of Miami's Most Inspiring Activations, Concerts, and Events

Maxim Big Game Experience



The Maxim Big Game Experience features a Havana-inspired fest within a 40,000-square-foot waterfront venue created by In The Know Experiences and in collaboration with Columbia Records. The 4,000-person party featured a private marina, A-list performances, and a fireworks show.

Photo: Jodi Photos for Maxim

Maxim Big Game Experience



Source: event created by In The Know Experiences from Pricerest.

CONTACT INFO



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