

# The ABCs of MotoGP Hospitality in 2017

---

The definitive guide to Hospitality by **RTR**

**Sports Marketing**

[www.rtrsports.co.uk](http://www.rtrsports.co.uk)

There can be little doubt **MotoGp Hospitality packages** are one of the **best ways to enjoy a weekend of racing** and one of the most powerful tools in sports marketing. With this “**ABC of MotoGP Hospitality**” we want to provide you with some information and detail about the wonderful

# A – Accounts

---

**On site accounts are key to properly enjoy a MotoGP weekend.** With their experience they can show you the best behind-the-scenes, arrange some exclusive experiences, answer your questions and provide you and your guests with the best MotoGP Vip Village Experience. of being in track with the pinnacle of two-wheel racing.

# B-Bespoke

---

**True hospitality packages are tailor made on your needs** so don't be afraid to ask for a personal shuttle to the circuit, for a helicopter to take your CEO straight in the action. of two-wheel racing.

# C – Corporate

---

**What is Corporate Hospitality?** A day at the races is the perfect tool for any company or brand. It is a great way to reward your staff and a great incentive for your top customers or prospects;

# D – Dress code

---

**MotoGP Vip Village Dress Code.** Although there are no specific rules on how you should dress in a MotoGP Paddock, a casual outfit is recommended (no tank tops or flip-flops). Khakis and plain shirt always do the job.

# E – Eating

---

Bars, kiosks and sandwich carts are aplenty out of the racetracks. However, remember that within the paddock there are restricted catering gigs. So, either you are a VIP Village guest

# F – Finish Line

---

Where it all begins, and where it all ends. If it's a thriller you're looking for, the finish line is where you have to be to witness the roar of the start and the pure joy of the finish.



# G – Garages

---

Garages are the beating heart of a racing weekend: these ultra-private locations hide MotoGP's best kept secrets and feature state-of-the-art tech. Access is strictly forbidden to fans but also to regular Paddock Pass holders.

# H – Hospitality

---

MotoGP Hospitality Packages and Hospitality programmes are the ideal way of winning new clients or of gaining your partners' loyalty by reserving a ringside seat for them at the major sports events.

# I – International

---

For nine months, the MotoGP VIP Village scoots around the world with the MotoGP Championship, providing the same top-notch services and entertainment to clients and guests.

# K – KTM

---

The Austrian Team, heavily backed by energy drink giant Red Bull, will make their official premier class debut in the 2017 season, although a glimpse of their challenger already hit the tarmac during the post-Valencia tests in late 2016.

# L – Lane (pit)

---

MotoGP Vip Village Pit Lane Walk. The Pit Lane is the small strip of tarmac connecting the garages and the track. From here, bikes and riders launch into the circuit, under the alert eye of the pitwall. **VIP Village pass holders can access the Pit Lane during the**

# M – Motor Homes

---

Differently from F1 drivers, who sleep in hotels, MotoGP riders enjoy their bit of track life and sleep and relax in motorhomes parked right in the paddock.

# N – Networking

---

The paddock is a perfect place to secure great B2B opportunities. Think of it as a private club where CEOs and businessmen can discuss business while enjoying the pleasure of weekend of racing.

# O – Overseas

---

Races outside of Europe are called “overseas”. The outlook of the paddock during these weekend is slightly different, as teams cannot ship their gear and equipment via their standard trucks, and have to fly their stuff via plane.



# P – Paddock

---

What's a MotoGP Paddock? Properly speaking, a MotoGP Paddock is the enclosed area behind the pits where the Teams and the organization keep their transporters, motor homes, hospitality facilities and gear.

# Q – Qualifying

---

Qualifying are one of the most exciting moments of a race weekend. On Saturday afternoon teams and riders battle each other one fastest lap at a time to secure front row starts for the big day after.

# R – RTR Sports

---

We have been in the Paddock for more than 15 years and are an Official MotoGP VIP Village agency.

# S – Safety

---

This aspect is way too often underestimated but motorsports can be dangerous.

# T – Trucks

---

Everything you see or enter is either a truck or has been shipped by trucks.

# U – UK

---

MotoGP Vip Village Silverstone. Along with other mega-fascinating tracks such as Mugello or Assen, Silverstone is a place full of charme and racing history.

# V – VIP Village

---

The VIP Village represents the excellence in the MotoGP Hospitality world and the most exclusive place to meet your clients, with exclusive locations, catering of the highest quality and superb entertainment.

# Z – Zone access

---

Not all passes are created equal. All LOLs apart, there are several (usually 7) types of MotoGP Pass for each GP, providing access to different areas of the circuit (for instance: Paddock, Commercial, Grid, Media, Track and so on).



# Sports Marketing in 2017

---

The definitive guide to **Sports Marketing in 2017**

Read the complete guide **ABC's of MotoGP  
Hospitality in 2017**

**[www.rtrsports.co.uk](http://www.rtrsports.co.uk)**