



# BUSINESS CHALLENGE 25H OF SPA

**THE INSIDE RACE**





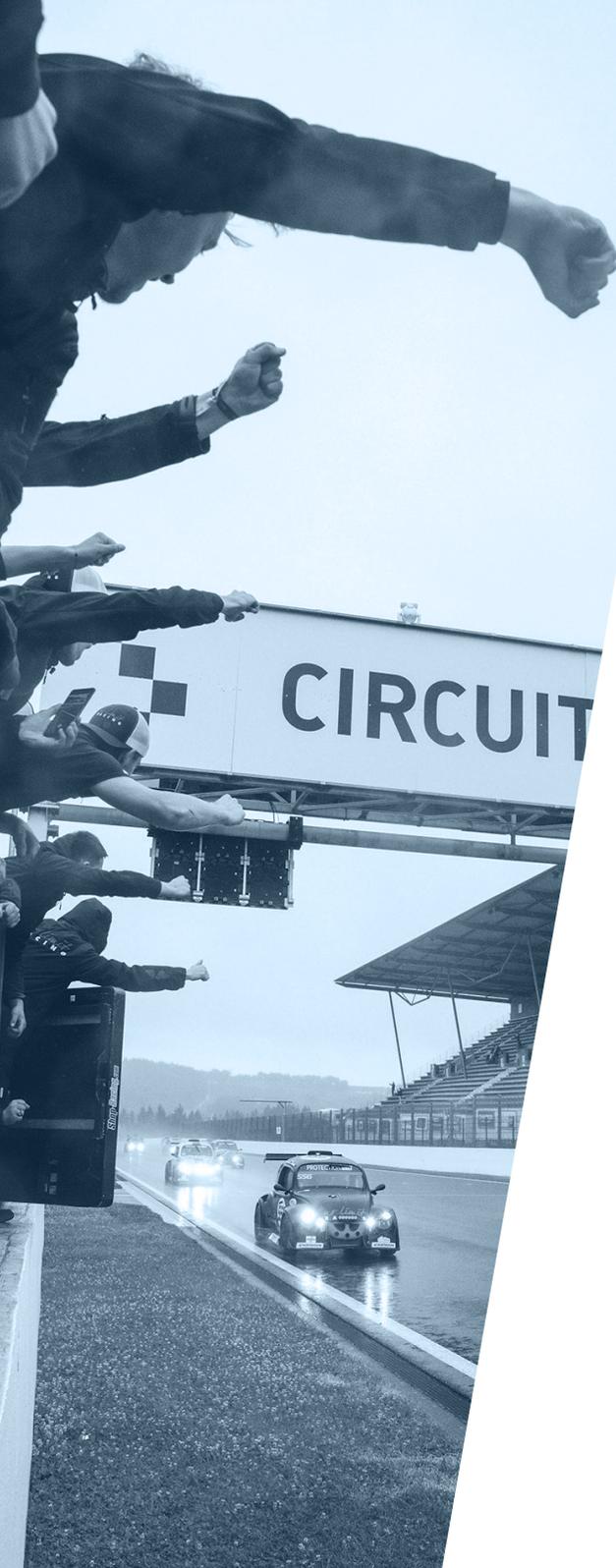
# FORMULA

- The Hankook 25H Fun Cup of Spa
- Companies
- Guests
- Passengers
- A competition
- Business
- A challenge



**The 25H of Spa  
Business Challenge  
or The Inside Race**





# GET ON BOARD !

Put your clients on board of a race car,  
right in the middle of the action !

A truly  
unique  
marketing  
tool !

At the heart of  
the Hankook  
25H Fun Cup  
of Spa.

Invite up to **35 people**,  
including **16 passengers**,  
to experience an exclusive  
event in the heart of **Circuit  
de Spa-Francorchamps**, on  
of the most legendary race  
tracks in the world.

Support the  
**Fun Cup Two-  
seater** in your  
own colours.

**A race**  
**within the race,**  
from the start until midnight  
a real competition  
between companies



# THE EXPERIENCE

## THE 25 HOURS BUSINESS CHALLENGE

Thanks to the **Fun Cup Two-seater**, 16 employees, partners or clients will experience an exceptional adventure :

**Take a seat  
on board  
a real race  
car**

**Feel the  
competition  
from within, as a  
privileged co-driver**

**Represent your  
company in a Fun  
Cup fully branded  
in your colours**

The drivers, holding a Two-seater licence, will be provided either by you or by us.

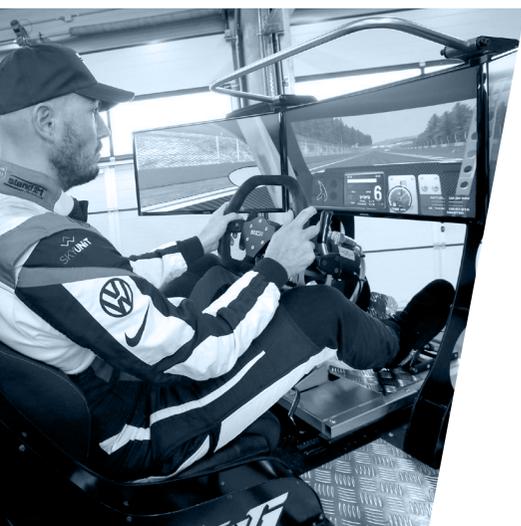
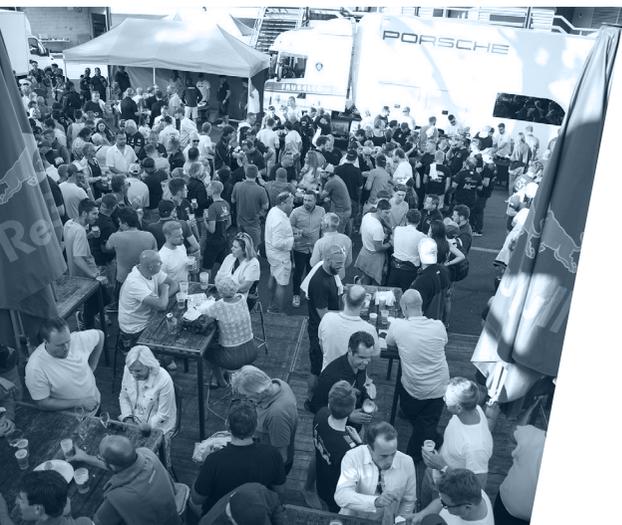
### THE BUSINESS CHALLENGE ?

A « race within the race » exclusively reserved for participating companies :

- 8 hours of intensity, starting at 4 PM – finish at the checkered flag at midnight.

### CONCEPT CUSTOM MADE

- Arrive & Drive
- Designed for companies
- At the heart of the race
- Business Network



# THE PLACE TO BE

- Where ? Hôtel de l'Eau Rouge  
VIP Room in the heart of the paddock
- A Business Club
- View of the race track
- 35 guests per company
- Open Bar all day – Finger food
- A corner in your colours
- Shared lounge
- Relaxed atmosphere
- Racing simulator
- Changing room for passengers

# THE BUSINESS CHALLENGE CLUB



**Concept :** Bringing together the executives who are part of the Club and creating connections between them.

- Composed of Business Challenge companies
- Exchange of contacts and introductions
- Business Network at the heart of the Challenge
- The lunch
  - Club Lunch at noon on Saturday
  - 3 representatives per company
  - Networking before guest arrival



# INDICATIVE TIMING

- 11:30 AM – 2:00 PM** Business Challenge Club Lunch at the Hôtel de l'Eau Rouge
- 2:00 PM** Guest reception at Hôtel de l'Eau Rouge
- 2:30 PM** Meeting with the Business Challenge drivers
- 3:00 PM** Start Grid Walk
- 4:00 PM** Hankook 25 Hours Fun Cup – Start  
Business Challenge – Start & first passengers on board
- 4:00 PM – 12:00 AM** Passenger rotation every 30 minutes
- 6:00 PM** Visit of Race Control, podium and F1 garages
- 9:00 PM** Two-seater Night Fever by DJ FC
- 10:45 PM** Fireworks
- 12:00 AM** Business Challenge – Finish
- 12:30 AM** Price Giving Ceremony & After DJ Night Time
- 2:00 AM** End of the evening



**PRICE**

**€ 25 750 excl. VAT**



**Benoît Abdelatif – CEO**

+33 6 82 88 90 59

[benoitabdelatif.m3@gmail.com](mailto:benoitabdelatif.m3@gmail.com)

**Vanessa Bouchat – Marketing**

+32 494 517 091

[v.bouchat@m3events.be](mailto:v.bouchat@m3events.be)