

Season 2013

PREMIUM BUSINESS CLUB



Lambda Performance GmbH

Kreuzberger Ring 54 • 65205 Wiesbaden • Germany
Tel +49 611 7102340 • Fax +49 611 710234-20
info@lambda-performance.de • www.lambda-performance.de

RACE EXPERIENCE GT MASTERS

A Lambda Business Club Membership is the exclusive way to experience a whole Motorsport Season in the most thrilling GT Series in the World: **The ADAC GT Masters.**

Each Business Club Member becomes an essential part of our legendary Racing Team. Members will be equipped with the latest Team Gear at the beginning of their Membership. They have access to the Lambda Hospitality Lounge and our Guest Area in the Pit Lane.

Business Club Members are our Guests and we do our very best to create an outstanding experience for you at every race weekend. Starting with our Event Concierge Service that assists you with planning your travel, finding a nice hotel room and we will make sure that you are picked up from the reserved parking space at the circuit.

At one race during the season Club Members can experience a truly unforgettable moment as a co-driver of our professional race driver at a hot lap in a Ford GT on the circuit.

At every race weekend the Members join the team dinner with the drivers and management at a nice location near the circuit or in our hospitality.

Event Dates 2013

26.04. - 28.04.	Motorsport Arena Oschersleben
10.05. - 12.05.	Circuit Spa-Francorchamps (B)
07.06. - 09.06.	Sachsenring
19.07. - 21.07.	Nürburgring
09.08. - 11.08.	Red Bull Ring (A)
30.08. - 01.09.	Lausitzring
13.09. - 15.09.	Slovakiaring (SK)
27.09. - 29.09.	Hockenheimring

Club Benefits

- Team Dinner with Drivers
- VIP Hospitality Lounge
- Race Taxi Experience
- Lambda Pit-Access
- Team Gear Equipment
- Parking Shuttle Service
- Event Concierge Service



LAMBDA PREMIUM BUSINESS CLUB

Motorsport is not only known for their enthusiastic fans but also as a meeting point for business leaders.

With our Lambda Premium Business Club we orchestrate the business activities of our members during the events. We will introduce the members to each other with our Business Matching Service and we setup „topic tables“ where members can exchange their experiences or get new insights on different industries.

Our Corporate Club Members will also have the opportunity to present their business as a Keynote Speaker at one event combined with a wide range of branding possibilities.

Besides the Club Meetings during the GT Masters Races we will also organise two Special Club Events during the year exclusively for our Business Club Members.

The Season Opening will be held at our Lambda Performance workshop in Wiesbaden and our Members will have the first exclusive sneak preview on the 2013 Lambda Ford GT3.

The Season Final Event will take place at a European Racing Circuit which will be exclusively reserved for the Lambda Business Club. All our members can enjoy a full day of track time with their private sports car, socialise with other enthusiasts in the hospitality and join our professional drivers on a hot lap in a Ford GT.

Club Events 2013

At all ADAC GT Masters Races **PLUS**

April Season Opening Event
October Season Final Event / Trackday

Club Benefits

- Premium Locations
- Business Matching Service
- Name Badges
- Topic Tables
- Keynote Speakers



CLUB MEMBERSHIP PLANS

Individual

As an Individual Business Club Member you benefit from the following package:

- Two transferable VIP Tickets for each of the eight GT Masters Race Weekends.
- Two non-transferable Tickets for the exclusive Business Club Events.
- One Race Taxi Ride at a selected GT Masters Weekend.
- A full day Track Access at the Season Final Event in October with your private sports car.

€ 8.900 per Season

Corporate

Corporate Business Club Members experience the following benefits:

- Two non-transferable Tickets for each exclusive Business Club Event (in April & October).
- Five transferable VIP Tickets for each of the eight GT Masters Race Weekend (a total of 40 Tickets).
- A branded Corporate Table in the Club Hospitality.
- Branding on Tickets and Club Communication Material.
- Opportunity to present your Company as a Keynote Speaker at a Business Club Event.
- One Race Taxi Ride at each GT Masters Weekend.

€ 49.500 per Season

Club Sponsor

As a Club Sponsor you add a high level of brand visibility to your corporate membership. This package includes:

- All benefits from the Corporate Members Package.
- A premium branding on our Lambda Ford GT3 race car.
- Branding on the Team- and Driver-Gear.
- Branding on the Team Truck.
- 10 additional Paddock-Tickets for the GT Masters Weekends.
- You can rent the Ford GT3 race car for a one week Corporate Event at any location in Europe (Trade Show, Customer Events etc.).

€ 150.000 per Season

