



2016 Paris ePrix

Opportunity to Promote Copenhagen

- An opportunity to showcase Copenhagen's vision to the Formula E global partners and audience
- A unique opportunity to associate Copenhagen with Formula E brand values:
 - **Technology**
 - **Sustainability**
 - **Innovation**
 - **Entertainment**
- Support business development, local sponsorship and commercial opportunities around the event
- A goodwill story for the city and starting what will be a lasting legacy
- An economic impact of approximately €91M per event
- A media impact for all partners of approximately €86M per event

Be part of the Electric Vehicle Revolution

- A platform to promote the Electric Vehicle industry and Electrical Credentials of Copenhagen
- The opportunity to showcase innovative energy solutions within Copenhagen city centre
- Engage directly with an array of stakeholders who are focused on Energy, Innovation, Smart Living and Sustainability



2017 Hong Kong ePrix



2019 Copenhagen ePrix



2015 Moscow ePrix

Formula E Responsibilities



2015 Miami ePrix



2016 Buenos Aires ePrix

Track / Sporting

- Homologated Grade 3 city race track
- Sporting fee (FIA & local automobile association) and sporting activities, such as:
 - Calendar fees
 - Homologation fees
 - Marshals, insurance, recovery vehicle
 - Regulatory fees
 - Official cars (safety car, race director, medical car)
 - 40 race cars with spares
 - Racing cars charging infrastructure
 - Primary public liability insurance

Facilities / equipment

- Production offices
- Accreditation centre
- Media centre
- TV compound
- Race control room
- Drivers briefing room
- Podium structure
- EJ booth truss
- Garages
- Giant viewing screens
- Grandstands
- Medical centre (services, ambulances and equipment)
- Crew/teams catering
- Connect Internet access (main line and back up line)
- Connect power for the event

Logistics/Transportation

- Logistics (long-haul airfreight)
- Logistics (short-haul custom to custom)
- Formula E staff flights, accommodation, uniforms, visas

Entertainment

- Music experience
 - EJ fee
 - EJ booth
 - Sound engineer
- Podium protocol and backdrop podium
- eVillage international sponsors
- Autograph session

Communication/Promotion

- Production and installation of branding (recharged to Formula E and local sponsors)
- Creative material pack
- Media impact study
- International communication tools (website, Facebook)
- Promotion (National Media Campaign), PR, local communication tools

Prizes

- Championship prize money for drivers and teams



2015 Monaco ePrix

General Local Promotor / City of Copenhagen Responsibilities

- All civil works and capital road works, including all track materials, walls and fences
- Organize storage of walls and fences during the term of the contract in a secure location
- Any track civil works determined by the feasibility study
- Municipal services (medical, fire, police, road cleaning) and coordination with local police and fire department
- General services: security, cleaning, waste management, toilets, traffic management and parking services (including drop off)
- Public safety services (Roadways construction and civil works, Road closures management, Traffic control and police)
- Help obtain and maintain all necessary local permits to conduct the event
- All applicable fees/tax/custom clearance, if any, in relation to the temporary importation of the FE equipment into location
- Assist with temporary importation and exportation of all the equipment required to stage the event
- Guarantee the customs clearance in and out of the location in a swift manner
- Parking facilities for 500 pax within the event area
- Lobbying & Networking with local authorities

Investment and Terms

- To cover the cost of the above Local promoter/City associated responsibilities
- €10 million fee (not including cap ex and civil works which is a first-year investment)
- Increase of 5% per season
- Minimum of 3 seasons from Formula E Season 5 to Season 7 with an option for an additional 3 seasons