



KEY BISCAIYNE CAR WEEK



SEE / DRIVE / MEET

February 4 - 6, 2022



From Friday, February 4th to Sunday, February 6th, 2022 Key Biscayne will be the cool car capital of the world, and Emerson Fittipaldi – two-time Formula 1 World Champion, two-time Indianapolis 500 Champion and CART Champion will play host to cars and drivers from all over the world. With the Miami Grand Prix making a triumphant return to Miami, our focus will be on Formula 1 cars, old and new, with a judged Vintage Car exhibition!

Families will have the chance to meet the drivers, sit in cars, and have their photos taken. There will be food, fun, races, auctions, and raffles, including a chance to ride with Emerson! A portion of the proceeds will benefit The Miami Project to Cure Paralysis and Eternity & Grace.





*This is **Key Biscayne Car Week**,  
and if it's not already  
on your social calendar, it should be.*







# KEY BISCAYNE CAR WEEK





## *WELCOME TO Key Biscayne Car Week*

On February 4th, Key Biscayne Car Week will open its doors in Key Biscayne to unveil a new breed of the automotive festival that creatively combines vintage beauty with tomorrow's innovation.

The festival will kick-off on Friday, February 4th, with Emerson Fittipaldi driving the legendary Spirit of Miami onto Monaco Square and welcomed by our Village leaders. Saturday will be a full day of exciting events that will consist of a vintage, luxury, and F1 race car exhibition, live music, go-kart races, and trophy presentations. The evening will include a dinner gala at the Key Biscayne Yacht Club. On Sunday, the celebrations will conclude at Crossbridge Church on Harbor Drive with a morning presentation by Rosanna Fittipaldi followed by a delicious buffet brunch.

Key Biscayne Car Week champions the core values of design, innovation, originality, and discovery through must-see events, imaginative activations, and exclusive launches.







## *SPIRIT OF MIAMI*

Emerson Fittipaldi, a two-time Formula One World Champion and a two-time winner of the Indianapolis 500, once again chairs Key Biscayne Car Week. As a Key Biscayne resident, Emerson and his team play a fundamental role in Miami's automotive/racing history.

In 1984, Ralph Sanchez – a longtime Miami motorsports promoter and founder of Homestead-Miami Speedway, coaxed Fittipaldi out of retirement to drive for him in the Miami Grand Prix. The two-time Formula One Champion (1972, 1974), Fittipaldi agreed to compete in the race and won the pole position before a transmission problem knocked the Spirit of Miami out of contention.

Emerson credits Ralph with launching his second career, Indy car racing. After competing in the Miami Grand Prix, Pat Patrick (Patrick Racing) called him to come to drive their Indy cars. And, as they say, the rest is history. He went on to win one CART Championship and two Indianapolis 500, one in 1989 (Patrick Racing) and his second in 1993 (Penske Racing).











## *KEY BISCAIYNE, MIAMI*

A prime destination for the global luxury vacationer, Miami offers world-class shopping, dining, nightlife venues, the best spas and wellness centers, groundbreaking galleries, and sought-after designer boutiques.

Miami is already known as the playground for the rich and famous, especially during the winter months. And while people flock to our city to taste the best wine and food, they also see the most fantastic art and boats. Now it's time for them to enjoy the ultimate collector's dream – the most exclusive cars in the world.

A trip to the Miami area isn't complete without a stop in Key Biscayne, just a short – and gorgeous – drive over the Rickenbacker Causeway. From sunny beaches to the Ritz-Carlton resort, Key Biscayne offers all the allure of South Florida on a tiny sliver of land.

Key Biscayne has been the home of some of the world's most prestigious events, such as the Miami Open Tennis Tournament, Ultra Music Festival, and The Miami Boat Show, to name a few.

This February, Key Biscayne will become the center of attention in the automotive world.





## *MEET: Events, Parties, Friends*

Key Biscayne and its surrounding areas offer the perfect combination of sea and land to celebrate automotive culture.

Key Biscayne Car Week will serve as a social platform to connect exhibitors, collectors, buyers, and brands. Each day will consist of day-time meet and greet events and evening soirees.

We are inviting brands to be part of the welcoming committee and help us create the most memorable automotive gathering on the planet.







# EVENT SCHEDULE





# *EVENT SCHEDULE FEBRUARY 4 - 6*

## **FRIDAY, FEBRUARY 4**

6pm - 8pm

Flor de Caña and Emerson Fittipaldi  
host the Sponsor's Reception

## **SATURDAY, FEBRUARY 5**

Noon

Emerson Fittipaldi and his family open the  
festivities with the Spirit of Miami

12pm - 4pm

Concourse of F1 autos, Vintage Cars, Go-kart  
Exhibition, Drive Emerson's Race cars virtually,  
McLaren Rides, Food and Drink

3pm - 4pm

Winner Circle and Presentation of Trophies by  
Emerson Fittipaldi

7pm - 10pm

Yacht Club Dinner Sponsored by TBD

## **SUNDAY, FEBRUARY 6**

10am – 12pm

Morning presentation by Rossanna Fittipaldi at  
Crossbridge Church

12pm – 2pm

Racing and vintage car exhibition followed by a  
delicious brunch

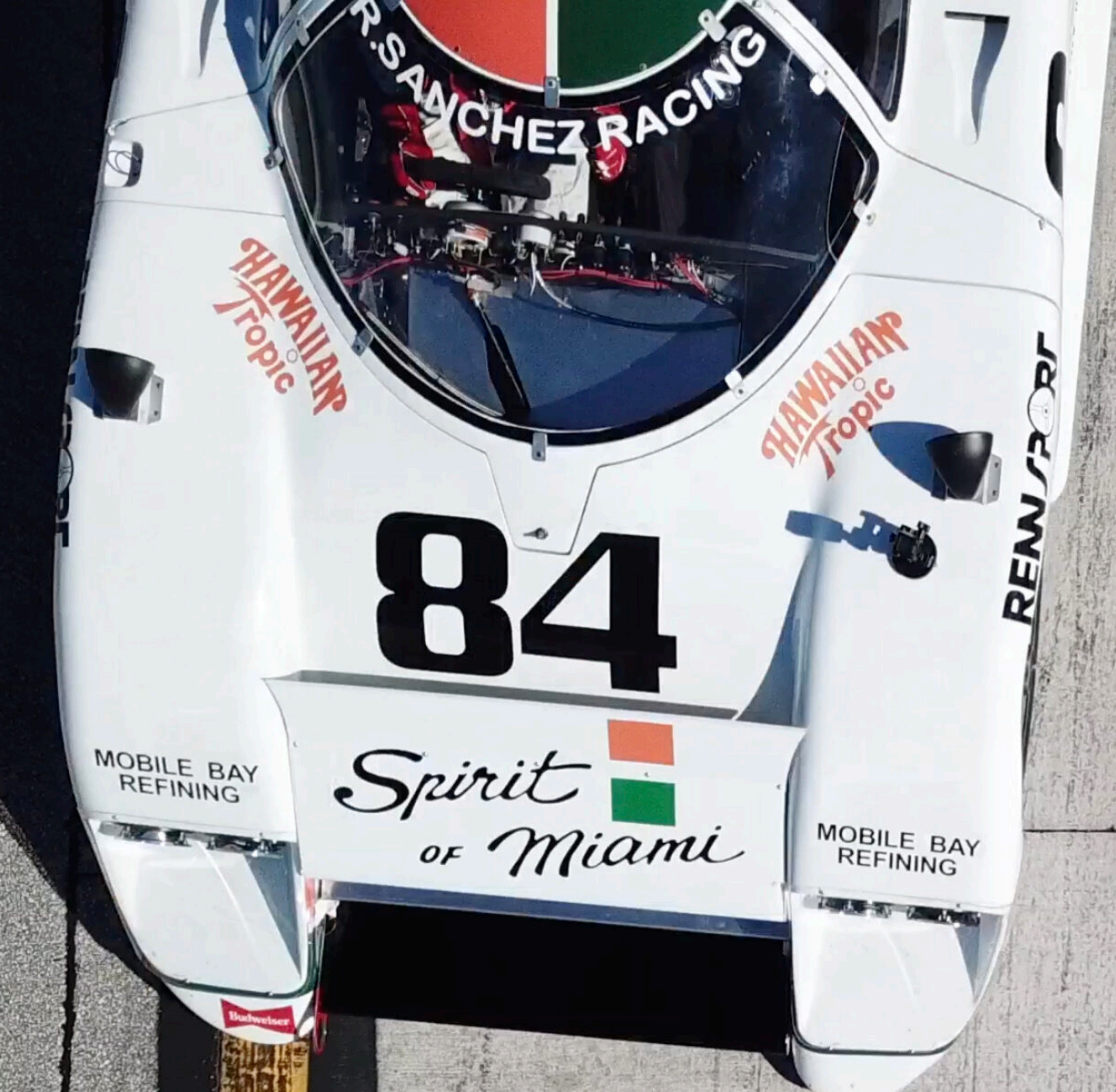






***PARTNERSHIPS***





## *MEDIA PARTNERSHIPS*

In our first inaugural event of May 2019, Key Biscayne Car Week partnered with *Key Biscayne Magazine* to create a groundbreaking event that garnered unprecedented media and public attention.

*Key Biscayne Magazine* continues to be a partner that truly understands the luxury automotive market and dominates the nationwide conversation and coverage spanning across luxury, automotive, fashion, entertainment, tech, culture, lifestyle, travel, sports news, and media.

This year, we plan to expand our media presence by adding exclusive television, radio, and streaming services partners. Our media partners must share the same pioneering vision and commitment to revolutionizing how the modern luxury buyer interacts with automotive brands.

The multi-faceted media partnership includes:

- Exclusive content creation for your media channels
- Distribution Network
- Social media partnership and advertising





## *BRAND PARTNERS*

We are strong believers that the right partners contribute to the event's success. This is why we carefully curate our partners the same way we curate our location and our participants. We chose Key Biscayne as one of the most upscale locations in Miami.

This is a unique opportunity to bring the product to the consumers. Consider this as an authentic Limited Edition POP-UP. It's an opportunity to showcase and mingle with old clients and develop new ones.

We are offering a unique package that will include:

- Sponsor Reception hosted by Emerson Fittipaldi on Friday Night
- Prime position on the Key Biscayne Car Week exhibition space for 5 cars
- Front Row table for 10 people during the charity gala hosted by Emerson Fittipaldi on Saturday Night at the Key Biscayne Yacht Club
- Photo Op with Emerson Fittipaldi at the Sponsor's Reception
- Exhibition Space for 3 cars at Crossbridge Church on Sunday
- Recognition during the Fittipaldi Family Talk at Crossbridge Church
- Logo on all media and signage
- Logo on the step and repeat for the dinner
- Verbal recognition in Emerson Fittipaldi's speech
- Personalized and signed memorabilia by Emerson Fittipaldi

COST: \$35,000.00



# PARTNERSHIP OPPORTUNITIES

## Silver Package

- **(Feb 4)** Sponsor Reception hosted by Emerson Fittipaldi on Friday Night
- **(Feb 4)** Photo Op with Emerson Fittipaldi at the Sponsor's Reception
- **(Feb 5)** 10 X 10 exhibition space
- **(Feb 5)** Table for 10 people during the charity gala hosted by Emerson Fittipaldi on Saturday Night at the Key Biscayne Yacht Club
- **(Feb 5)** Logo on the step and repeat for the dinner
- **(Feb 4-6)** Logo on all media and signage

\$10,000

## Gold Package

- **(Feb 4)** Sponsor Reception hosted by Emerson Fittipaldi on Friday Night
- **(Feb 4)** Photo Op with Emerson Fittipaldi at the Sponsor's Reception
- **(Feb 5)** 10 X 10 exhibition space
- **(Feb 5)** Table for 10 people during the charity gala hosted by Emerson Fittipaldi on Saturday Night at the Key Biscayne Yacht Club
- **(Feb 5)** Logo on the step and repeat for the dinner
- **(Feb 6)** Table at Crossbridge Church on Sunday
- **(Feb 4-6)** Logo on all media and signage

\$15,000

## Platinum Package

- **(Feb 4)** Sponsor Reception hosted by Emerson Fittipaldi on Friday Night
- **(Feb 4)** Photo Op with Emerson Fittipaldi at the Sponsor's Reception
- **(Feb 5)** Prime position on the Key Biscayne Car Week exhibition space for 3 cars
- **(Feb 5)** Prime Table for 10 people during the charity gala hosted by Emerson Fittipaldi on Saturday Night at the Key Biscayne Yacht Club
- **(Feb 5)** Logo on the step and repeat for the dinner
- **(Feb 6)** Exhibition Space for one car at Crossbridge Church on Sunday
- **(Feb 4-6)** Logo on all media and signage

\$25,000





*FOR SPONSORSHIP INQUIRIES, PLEASE CONTACT:*

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Event website: [KeyBiscayneCarWeek.org](http://KeyBiscayneCarWeek.org)

Follow us on social media!

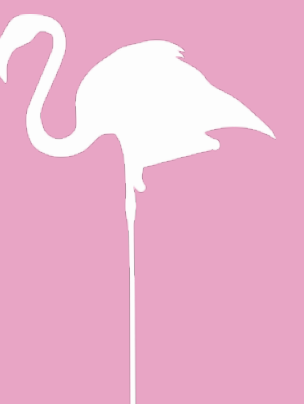
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 [@KeyBiscayneCarWeek2022](https://www.facebook.com/KeyBiscayneCarWeek2022)

#KBCW #KeyBiscayneCarWeek



Emerson joins co-chairs Mary Tague and Frances Reaves, Esq. as chairman for next year's Key Biscayne Car Week!







THANK YOU

