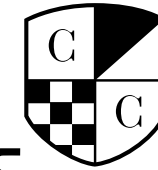


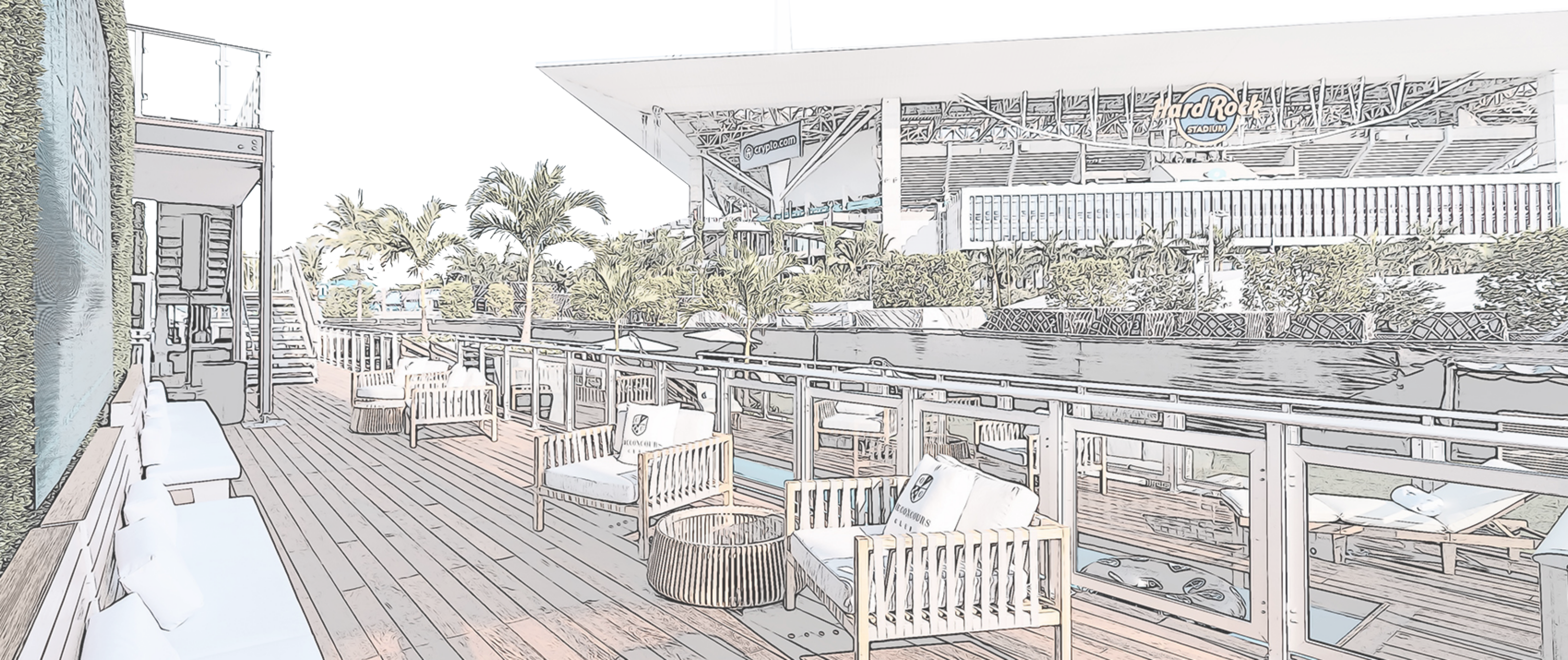
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THE CONCOURS
C L U B

Miami





THE CONCOURS

C L U B

The Concourse Club, sets a new standard for Automotive Country Clubs worldwide. The members only motor sport facility blends High performance driving, Impeccable service and luxury amenities with in a spectacular resort setting.

Objective: The objective was for Creative Lab Agency to effectively manage the sponsorship package for the 2023 Miami Grand Prix. This collaboration aims to maximize brand exposure, sponsor engagement and create an unique live hospitality experience for membership and guests.

How we collaborated: A strategic approach to create a Corporate Hospitality Management program encompassing creative development, event design, experiential concepting and design, food and beverage management, strategic sponsorship planning, and budget management.

By combining the strengths of The Concourse Club Brand and the talents of the Creative Lab Agency team, a collaboration that resulted in a comprehensive sponsorship package that provided guests with a unique and impactful presence at the 2023 Miami Grand Prix. We were able to create an unforgettable event experience and forge long-lasting memories with guests, members and sponsors, solidifying the event's reputation as the premier Hospitality space.

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CONCEPT



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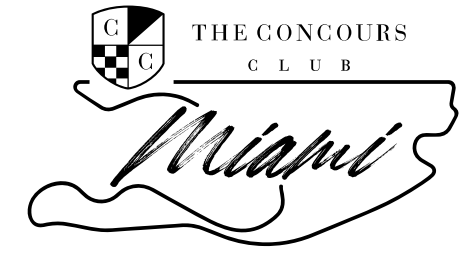


CONCEPT



REALITY

THE CONCEPT

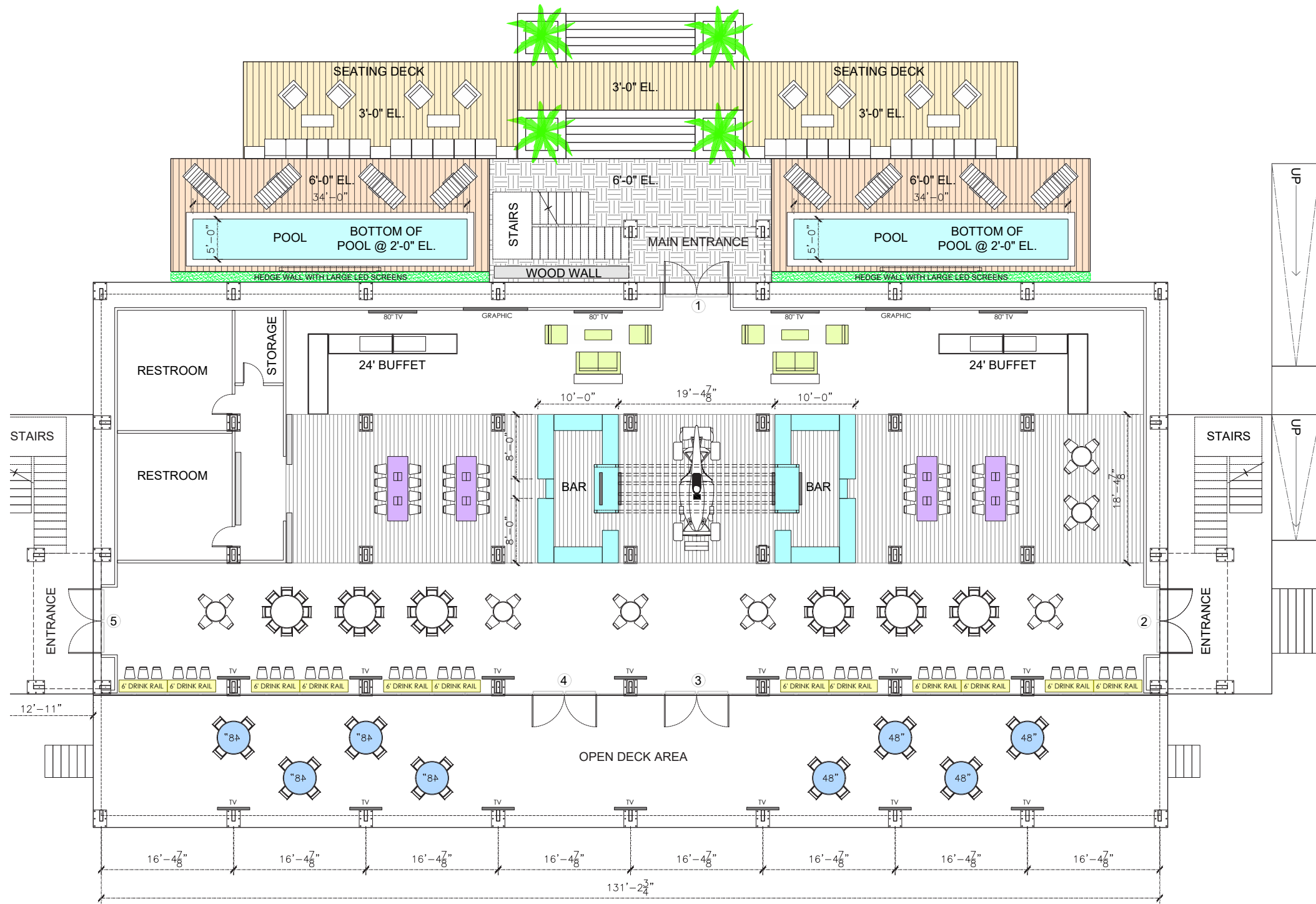
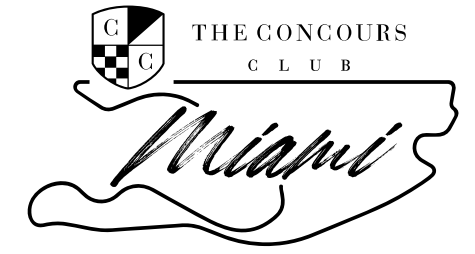


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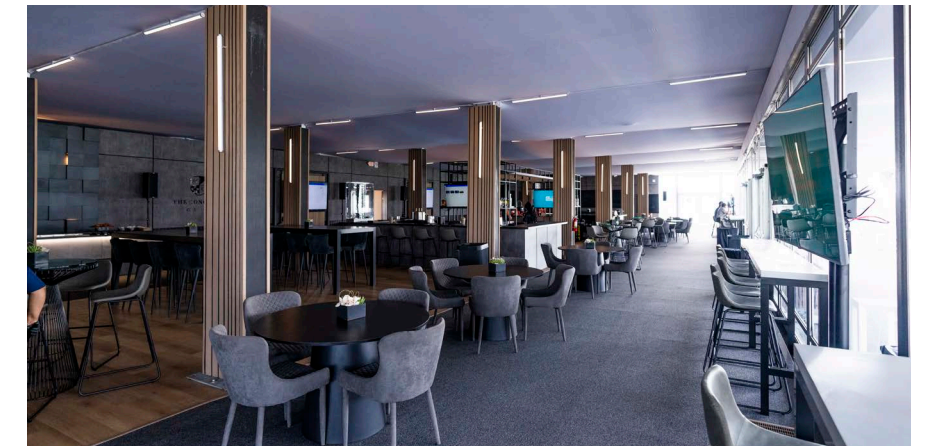


REALITY

THE PLANNING

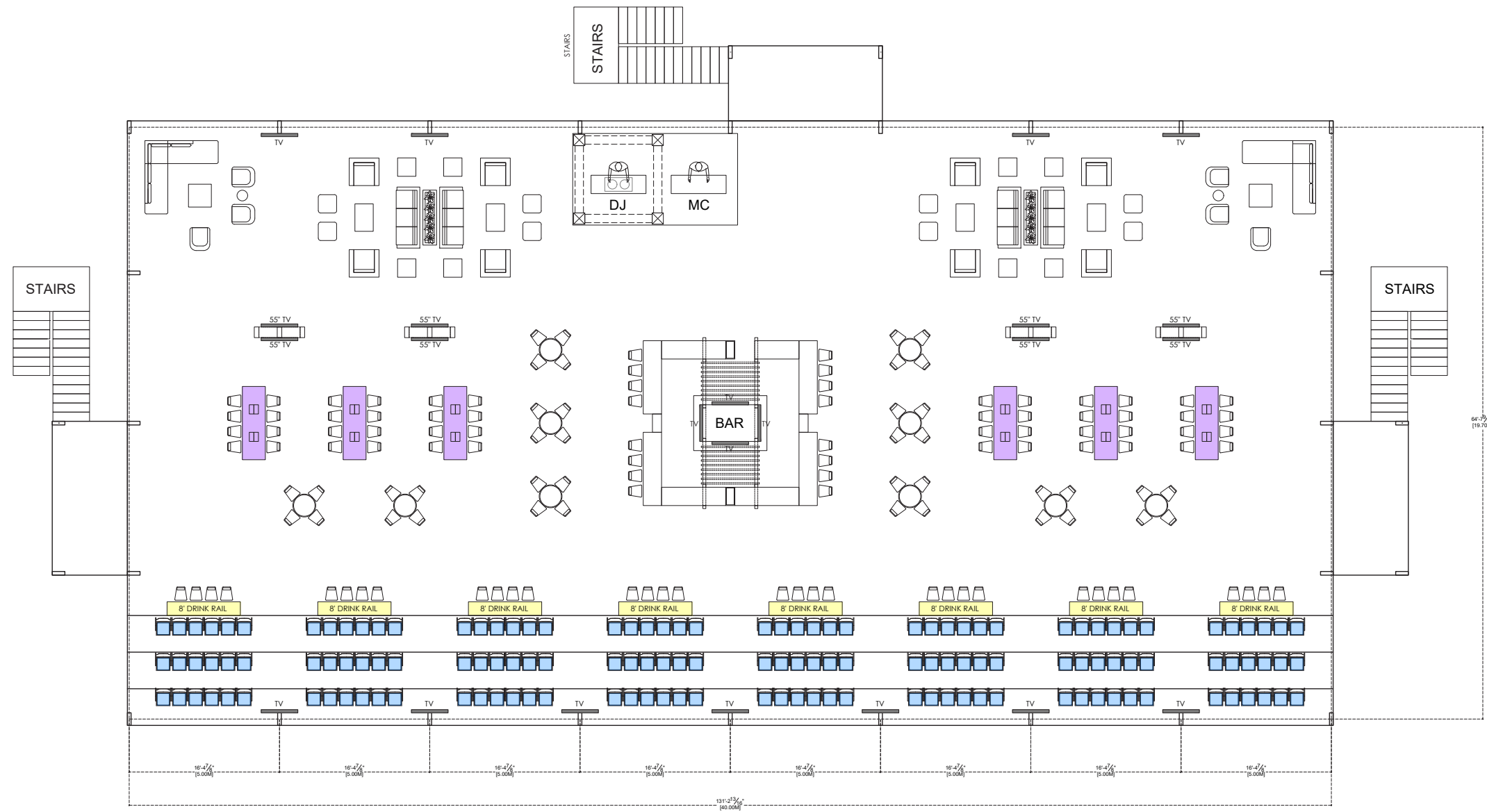
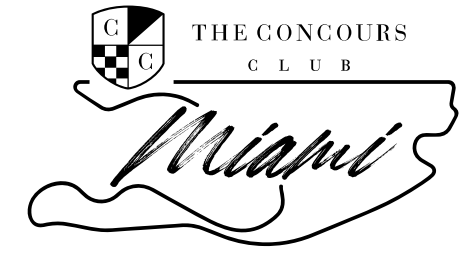


FLOOR PLAN

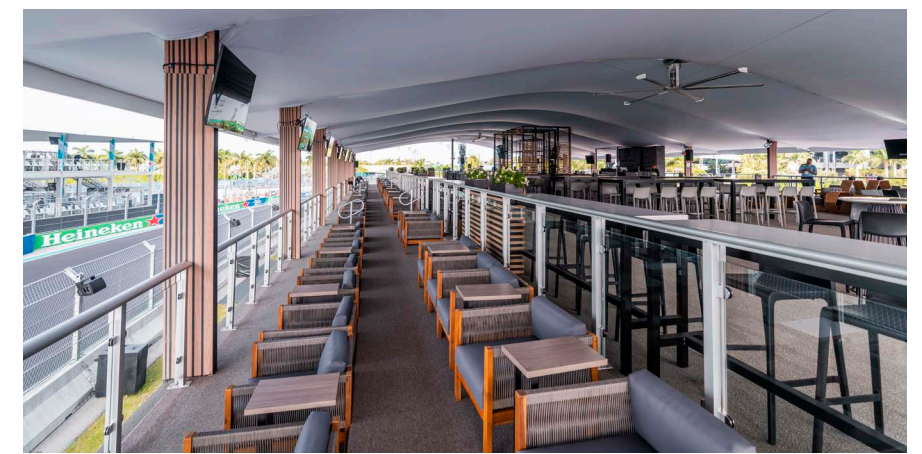


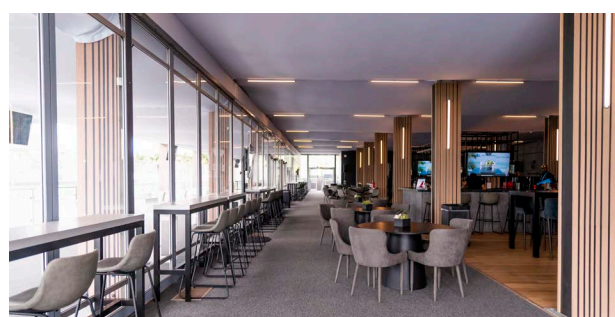
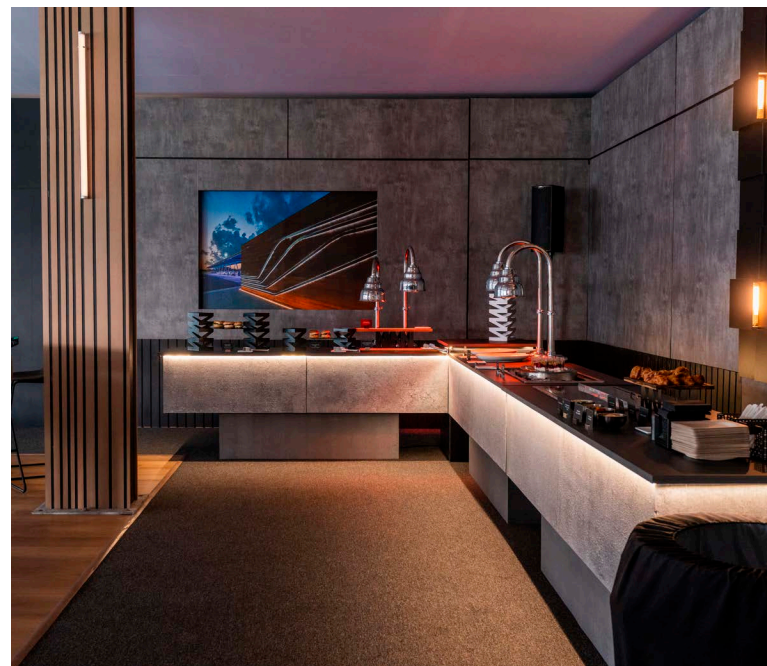
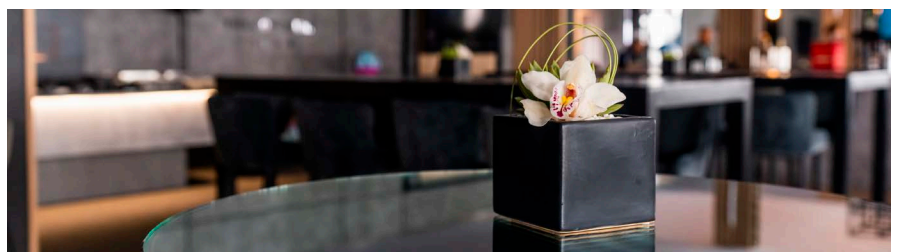
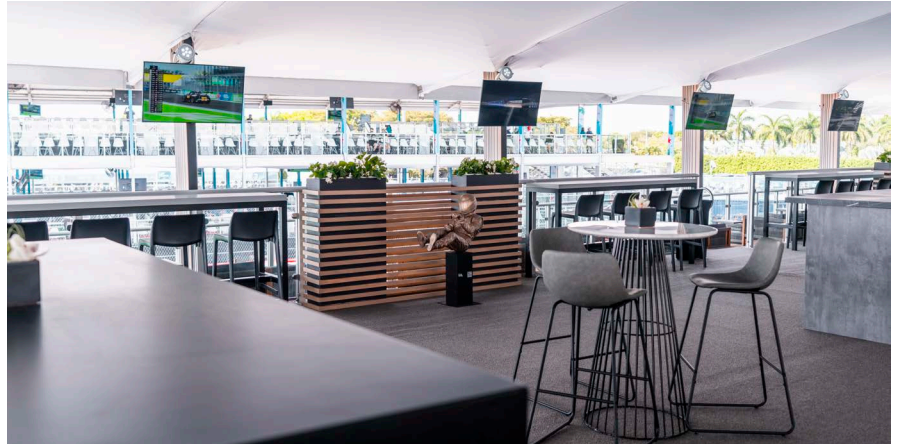
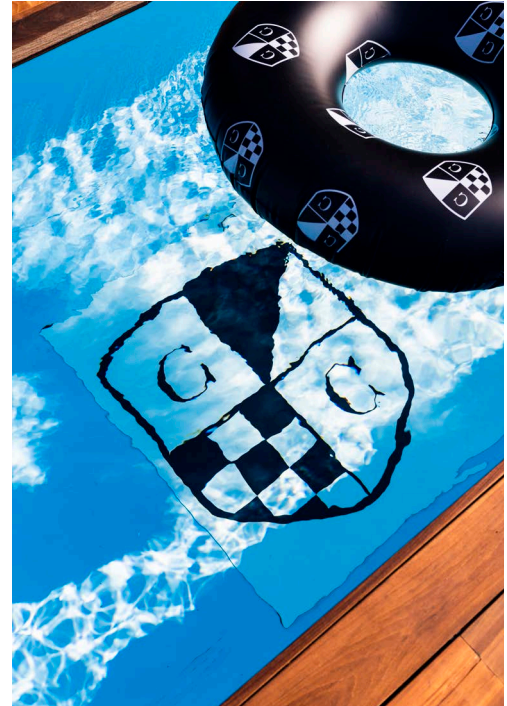
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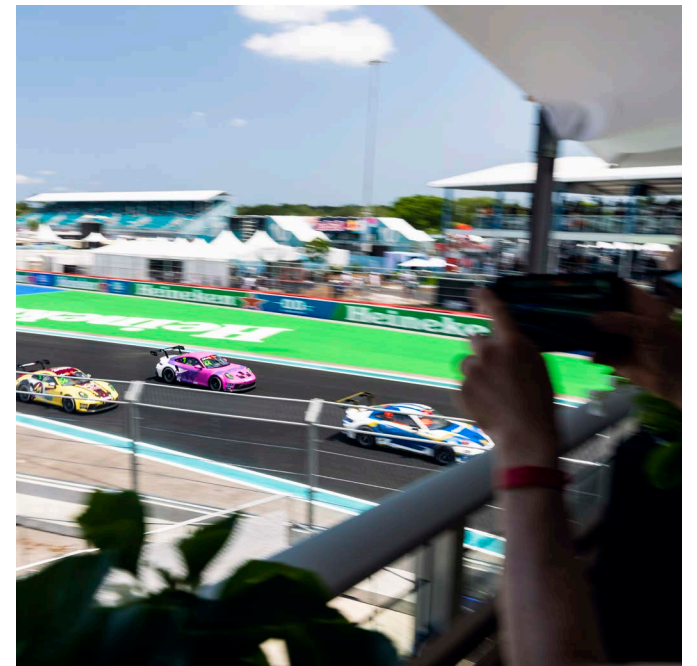
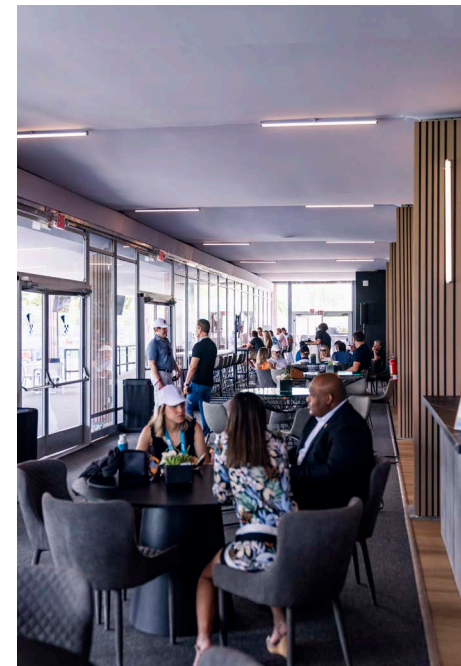
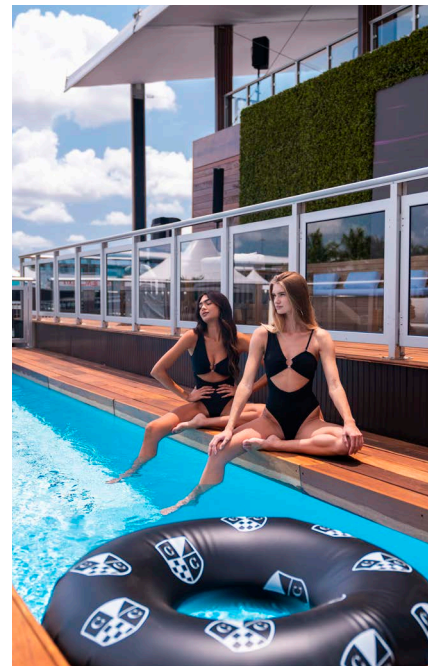
THE PLANNING



FLOOR PLAN







PRESS **OCEAN DRIVE** 3 days ago

The Concours Club

As Miami's member's-only motorsport club, F1 wouldn't have been complete without a specific section dedicated to these car enthusiasts. "Just as many consider F1 the pinnacle of motorsports, we consider The Concours Club Lounge at the F1 Miami GP the premier motorsport hospitality experience," notes Susana Olmos, the director of marketing for the Concours Club. Known for

By: **Yash Agarwal** ✓

May 5, 2023 News

THE CONCOURS CLUB LOUNGE IS A LUXURIOUS WAY TO VIEW THE 2023 FORMULA 1 MIAMI GRAND PRIX

The Concours Club, Miami's premier automotive resort, offers motorsports enthusiasts one of the more luxurious trackside Miami Grand Prix experiences at the new Concours Club Lounge. The new lounge is a multilevel stand situated at Turn 3 of the track, is built at a 4 feet elevation to provide a better view for the VIP guests. It features a shaded rooftop viewing terrace deck, a stunning climate-controlled indoor lounge with stadium seating, a cocktail bar, private restrooms, myriad lounging areas, a shaded rooftop with a plunge pool, and a DJ for poolside entertainment. The Concours Club Lounge would further offer live commentary on-site by legendary motorsports broadcaster Greg Creamer with Miami's culinary superstar Chef Brad Kilgore overlooking the cuisine.

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Robb Report

Tuesday, May 9, 2023 **SUBSCRIBE**

platforms. But perhaps most impressive was the Concours Club's own pavilion for members and guests, a temporary, multistory enclave with two swimming pools and ample cocktail lounges accented with commissioned art—all directly flanking turn 3.

One of the two swimming pools at the Concours Club's exclusive pavilion at turn 3.
Concours Club

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