



BROUGHT TO YOU BY *Rose Day* | AGENCYUNIVERSE
LOS ANGELES

SPONSORSHIP OPPORTUNITY

Monaco Grand Prix / May 23rd-25th, 2025





A SUPERYACHT EXPERIENCE

THE TEAM

Rosé Day: The Art of Immersive Celebration

Rosé Day stands at the pinnacle of bespoke luxury events, celebrated for crafting unparalleled experiences that seamlessly blend fine wines, premium spirits, and exclusive brand activations at the world's most coveted destinations. Known for our annual flagship event in Malibu, where A-list celebrities and global influencers converge, Rosé Day is now expanding its sophisticated flair to the Monaco F1 Grand Prix. RD Grand Prix will offer a one-of-a-kind fusion of world-class entertainment, elite networking, and cutting-edge luxury all set against the thrilling backdrop of Formula 1's most prestigious race.

Agency Universe: The Superyacht Specialists

Our strategic partnership with Agency Universe - global specialists in superyacht management and events, and the pioneers of the world's first 'floating showcase', offers global brands the opportunity to unlock exclusive access to one of the prestigious events on the formula calendar, executing exciting brand experiences onboard luxury superyachts at the heart of the action. Through this unique platform, Agency Universe connects brands with their rich network of high-net-worth individuals, corporates and key decision makers, while also providing access to Monaco's finest venues, experiences and entertainment via their little black book. Together, we offer a unique opportunity for brands to create unforgettable moments and engage directly with their target audience in an extraordinary setting.



A SUPERYACHT EXPERIENCE

THE EXPERIENCE

Where Immersive Luxury Meets Formula 1

Step into a realm where the exhilaration of Formula 1 racing collides with unrivaled luxury and exclusivity. RD Grand Prix Monaco 2025 redefines what it means to experience Formula 1, offering an elite sanctuary amidst the most iconic event on the racing calendar. This is more than an event; it's a statement of prestige, where discerning individuals gather to celebrate the ultimate in high-end living and indulgence. Imagine experiencing the race from the deck of a luxurious superyacht, surrounded by opulence and the vibrant energy of Monaco.

THE OPPORTUNITY

Define your Brand in a World of Luxury

This is your opportunity to immerse your brand in a high-profile, exclusive setting that directly engages your target audience. While global brands invest millions to align with the prestige of Formula 1, RD Grand Prix offers a more accessible yet equally powerful platform. Integrate your brand into the heart of this elite experience, offering intimate access to influential guests through bespoke activations, premium hospitality, and moments designed to leave a lasting impact. Whether launching a product or elevating brand visibility, our event captivates and resonates long after the weekend, amplifying your brand's reach through collective media channels. Partner with us to create custom experiences that align with your vision and become part of an exclusive legacy.



THE SUPERYACHT

180ft
6 cabins





KICKOFF EVENT SPONSOR



A Global Entertainment Extravaganza

The Friday Night Kickoff is set to be the must-attend event of the Monaco Grand Prix. By sponsoring this exclusive affair, your brand takes center stage, gaining coveted access to a high-profile audience of global tastemakers, celebrities, and influencers. Seize this unique opportunity to curate premium content for a bespoke media campaign and leverage our platform to amplify your brand's presence through strategic social media exposure. Alongside top-tier hospitality and beverage partners, as well as world-renowned entertainment, this event sets the electrifying tone for the weekend. You'll have the exclusive ability to curate a private guest list and deliver a truly unforgettable experience that leaves a lasting impression on the global stage during the most iconic race of the Formula 1 calendar.



KICKOFF EVENT SPONSOR



INVESTMENT

€200,000

INCLUSIONS

- Exclusive branding for the Friday Night Kickoff on a 180-foot superyacht, trackside at Monaco Grand Prix
- **Presented by your brand** on all marketing materials and media
- Complimentary bar featuring top-tier wine, champagne, and spirit partners
- World-class cuisine and entertainment (TBD)
- Opportunity for bespoke brand activations and special performances
- 30-person guest list
- 4 Superyacht Experience Guest Passes (2 days - Saturday and Sunday)
- Creative director to bring your brand's vision to life
- Professional Media Package

****all merchandise, products or buildouts are at the brand's expense.****



POP-UP SPONSOR



Create Your Brand's Moment at Monaco's Premier Event

Take center stage with our **Pop-Up Sponsor Package**, a dynamic platform for your brand to unveil new products and engage with a discerning audience. This exclusive opportunity allows you to create interactive experiences, including photo-worthy installations that generate buzz both on-site and across digital channels. Engage your audience with immersive activations, exclusive gift bags, and bespoke experiences designed to leave a lasting impression on Monaco's elite.



POP-UP SPONSOR



INVESTMENT

€30,000

INCLUSIONS

- 2 Superyacht Experience Guest Passes (2 days - Saturday and Sunday)
- Mini activation space onboard the superyacht
- Professional media package for your branded area
- Featured branding across all marketing materials and media pre/post-event
- Professional Media Package

* All merchandise, products, or buildouts are at the brand's expense.



STORYTELLING SPONSOR



Master the Art of Brand Storytelling

Our **Storytelling Sponsor** package offers a unique and prestigious opportunity to engage an elite audience through dedicated, interactive masterclasses throughout the weekend. Share your brand's story in a dynamic, engaging way that captivates high-net-worth guests, positioning your brand as a leader while fostering valuable connections. Whether educating, entertaining, or showcasing products, this package ensures your brand is front and center.



STORYTELLING SPONSOR



INVESTMENT

€50,000

INCLUSIONS

- Storytelling masterclass experience onboard
- Customizable activation space onboard
- Featured branding across all marketing and media materials pre/post-event
- 2 passes to the exclusive Friday Night Kickoff Event
- 2 Superyacht Experience Guest Passes (2 days - Saturday and Sunday)
- Professional Media Package

* All merchandise, products, or buildouts are at the brand's expense.



ONBOARD BOUTIQUE SPONSOR



Your Fashion Showcase, Floating in Luxury

The Onboard Boutique Sponsor offers fashion brands the chance to create a bespoke collection and host a luxury retail experience aboard our superyacht. Tailor your collection for Monaco's elite, drive direct sales, and capture the attention of an influential audience. With a proven track record of sold-out activations and viral campaigns, this opportunity promises to elevate your brand and leave a lasting impact.



ONBOARD BOUTIQUE SPONSOR



INVESTMENT

€100,000

INCLUSIONS

- 4 guest passes for the F1 weekend aboard the superyacht
- Dedicated private shopping area to showcase and sell a unique collection
- 4 VIP passes to the exclusive Friday Night Kickoff Event
- Featured branding across all marketing and media materials pre/post-event
- Professional Media Package



* All merchandise, products, or buildouts are at the brand's expense.



ROOFTOP BEACH CLUB SPONSOR



Monaco's Most Talked-About Activation

Unleash your brand's full potential with our **Rooftop Beach Club Sponsorship**—an exclusive takeover of one of Monaco's most high-energy spaces. With stunning views of the Monaco skyline, this activation is designed to generate significant buzz and secure unparalleled visibility. This is your chance to immerse guests in a premium lounge environment, complete with your branding and interactive experiences, and become the focal point of Monaco's premier weekend.



ROOFTOP BEACH CLUB SPONSOR



INVESTMENT

€150,000

INCLUSIONS

- Customizable rooftop space presented by your brand
- Complimentary bar featuring premium wine, champagne, and spirit partners
- World-class cuisine and entertainment (TBD)
- 10 Superyacht Experience Guest Passes (2 days - Saturday and Sunday)
- 4 passes to the exclusive Friday Night Kickoff Event
- Creative director to assist with vision execution
- Professional Media Package



* All merchandise, products, or buildouts are at the brand's expense.



TENDER SPONSOR



A VIP Arrival Like No Other

Make your brand the first thing our elite guests see with the **Tender Boat Sponsorship**. As attendees travel to our 180-foot superyacht in sleek, branded tender boats, your brand will be showcased to high-profile attendees, F1 drivers, and celebrities. With 300 media outlets covering the action, your brand will receive maximum exposure from the start of their unforgettable Monaco Grand Prix experience.



TENDER SPONSOR



INVESTMENT

€75,000

INCLUSIONS

- 2 branded tender boats wrapped in your branding
- Branded onboard merchandise (cushions, blankets, water) for photo moments
- 3 passes to the exclusive Friday Night Kickoff Event
- 2 Superyacht Experience Guest Passes (2 days - Saturday and Sunday)
- Professional Media Package

* All merchandise, products, or buildouts are at the brand's expense.



@ANYATAYLORJOY 11.8M



@WINNIEHARLOW 10.1M

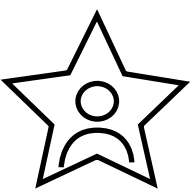


@ACHRAFHAKIMI 20.3M

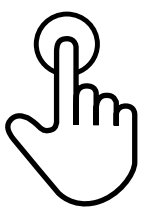


@EMRATA 29.9M

2025 EVENT SNAPSHOT



30+
CELEBRITIE ACROSS THE WEEKEND



1 BILLION+
PRESS IMPRESSIONS



100,000,000+
SOCIAL IMPRESSIONS



5,000,000+
COMBINED VIDEO VIEWS



SPONSORSHIP

BEN BISCOTTI

O: 323.417.6550 **C:** 516.359.0981 **E:** ben@liota.com