



FACTORY EVENTS

2019



HQ

Welcome to the heart of the Red Bull Racing machine – our Milton Keynes headquarters. This is where our path to success is shaped, where the vision of creating the world's quickest and most competitive race cars comes to life, and where in an intensely focused environment of constant innovation and evolution, our competitive edge is honed to razor sharpness.

It's these qualities of creativity, inventiveness and competitive drive that make our impressive, high-tech factory event spaces the perfect venue for your event. Our Milton Keynes HQ is where we translate a creative spark from the design office into high-performance parts on the car, and finally into results out on the race track.





MK-7: THE HOME OF CHAMPIONS

Our new venue for 2019, MK-7 is the embodiment of our competitive vision. Comprising an inspiring set of artistic event spaces designed around our principles of hard work and the pursuit of perfection. MK-7 is a venue built to inspire, to bring out the best in people, and to enable them to fulfil their full potential.



MK-7: THE BOARDROOM

Our stylish boardroom is flanked by an entire wall of glass, providing guests with an eye-watering view of the team's complete championship-winning car collection.

When it's time to get back to business, and to keep eyes from wandering both out and in, the smart glass wall can be dimmed at the touch of a button. Featuring a display of glittering race memorabilia from an array of the team's star drivers, the opposing boardroom wall provides the perfect backdrop for a table that can seat 18 delegates.

At the end of the room, a further four lounge seats are available for presenters and hosts, who have the option to use two large presentation screens with easy-to-use Clickshare and HDMI connectors, together with ceiling integrated speakers and video conferencing capabilities. Climate controls and subtle lighting features provide the finishing touches to a meeting space that is certain to impress those within it.

THE BOARDROOM



MK-7: MEETING YOUR NEEDS

MK-7 has been designed to facilitate multiple meetings. Positioned either side of our stylish boardroom, two smaller meeting rooms for smaller groups of up to 8 guests are also available, making MK-7 the ideal space to hold simultaneous meetings or independent breakout sessions.



MK-7: VIEWS FROM THE TOP

The MK-7 Mezzanine is a space that excites and inspires in equal measure with its spectacular bird's eye view of our entire grand prix car collection. A quieter area where delegates can relax between sessions and enjoy the exciting backdrop, the MK-7 Mezzanine provides an open atmosphere for guests to network and enjoy our mouth-watering catering.

THE MEZZANINE



MK-7: SPACE TO IMPRESS

Whilst the meeting rooms are designed to foster focus and concentration, MK-7 is designed to provide a stimulating space in which to work and have fun.

For larger groups, or purely for its wow factor, our museum area that houses our complete car collection is exclusively available to you and your guests.

With a state-of-the-art AV wall, this display area is guaranteed to grab the audience's attention and give any event, from conference presentations to gala dinners maximum impact.

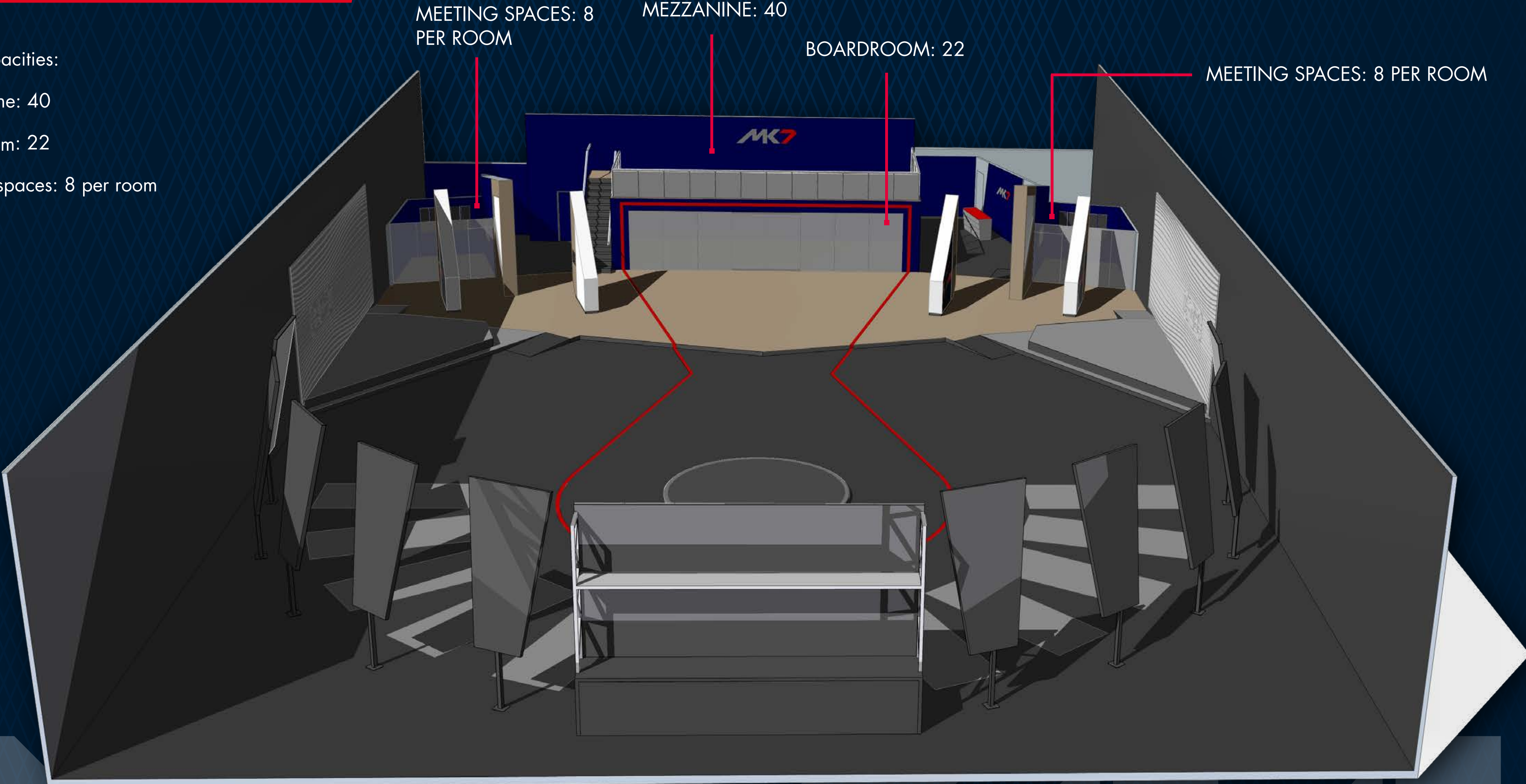


EVENT SPACE

CAPACITY OF EVENT SPACES

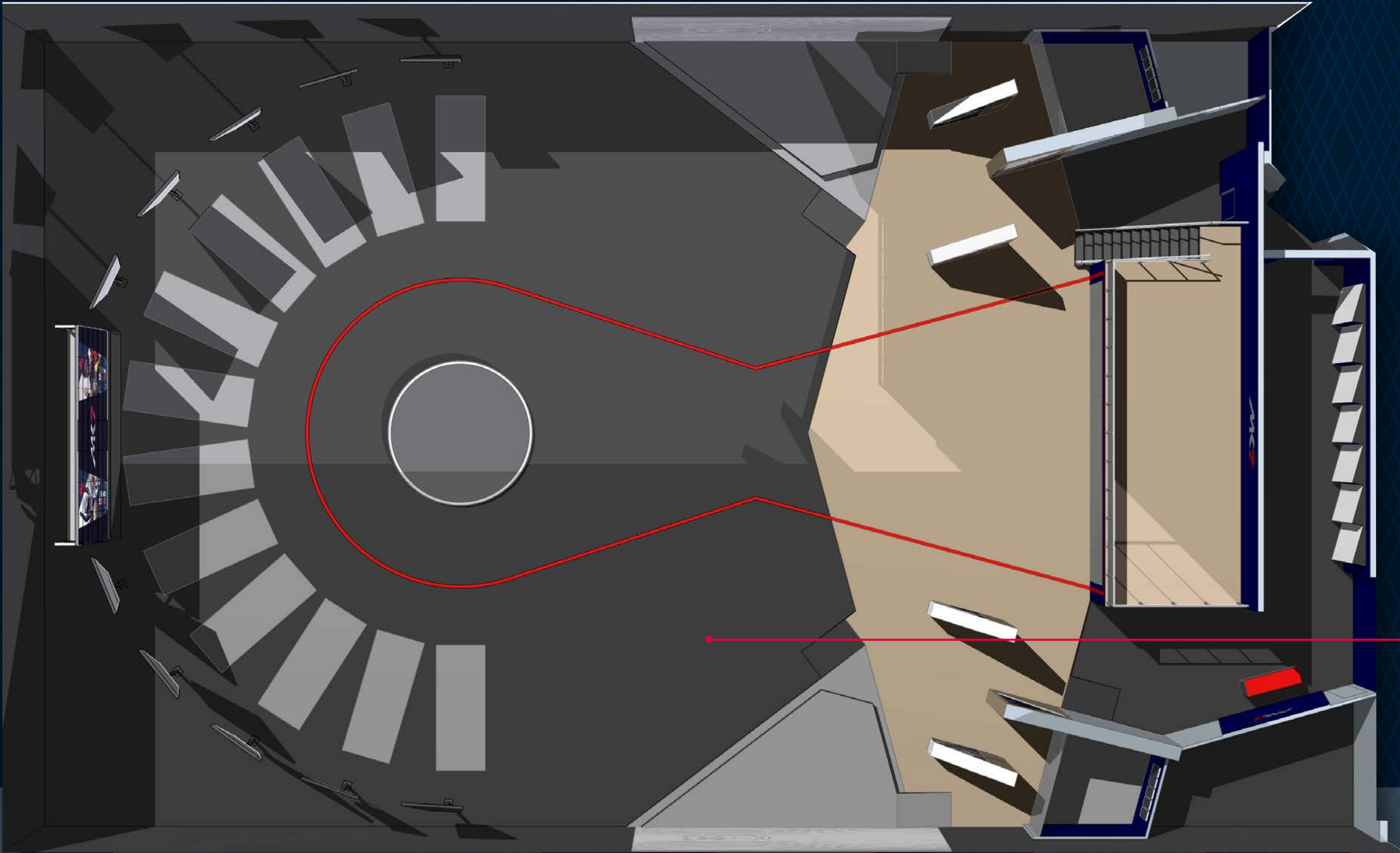
Room Capacities:

- / Mezzanine: 40
- / Boardroom: 22
- / Meeting spaces: 8 per room



Full Space Capacities:

- / Dining: 170
- / Theatre Style: 300 (with catering)
350 (without catering)
- / Cabaret Style: 150
- / Reception: 450





THE FACTORY: BEHIND CLOSED DOORS

Whilst our high-tech factory is closed to the public and with security tightly-controlled, we are delighted that there are certain areas of our Milton Keynes HQ which are available for hosting events. Providing guests with a remarkable and unique insight into the confines of a leading Formula 1 team's base and how it operates, the factory is not to be missed.





THE FACTORY: RACE BAY GALLERY AND BOARDROOM

There's no view quite like the one our race bay boardroom provides for you and your guests. A theatre-like space where our race cars are stripped, inspected and reassembled by our mechanics, the race bays are the final piece of the puzzle before the Team disembark for a Grand Prix.

Encased in glass and overlooking this clockwork operation is our race bay boardroom – a meeting space equipped with a 65" presentation screen and professional sound system, plus space to seat up to 22 delegates around the table or 40 delegates in the whole room.



THE FACTORY: THE AUDITORIUM

During a grand prix weekend, our AT&T Operations Room is the nerve centre of our Milton Keynes HQ. Here, our factory-based engineers are in real-time contact with the trackside race team, wherever in the world they may be, and together they're instantly able to analyse masses of data fed back from the race cars in the garage before making educated engineering decisions.

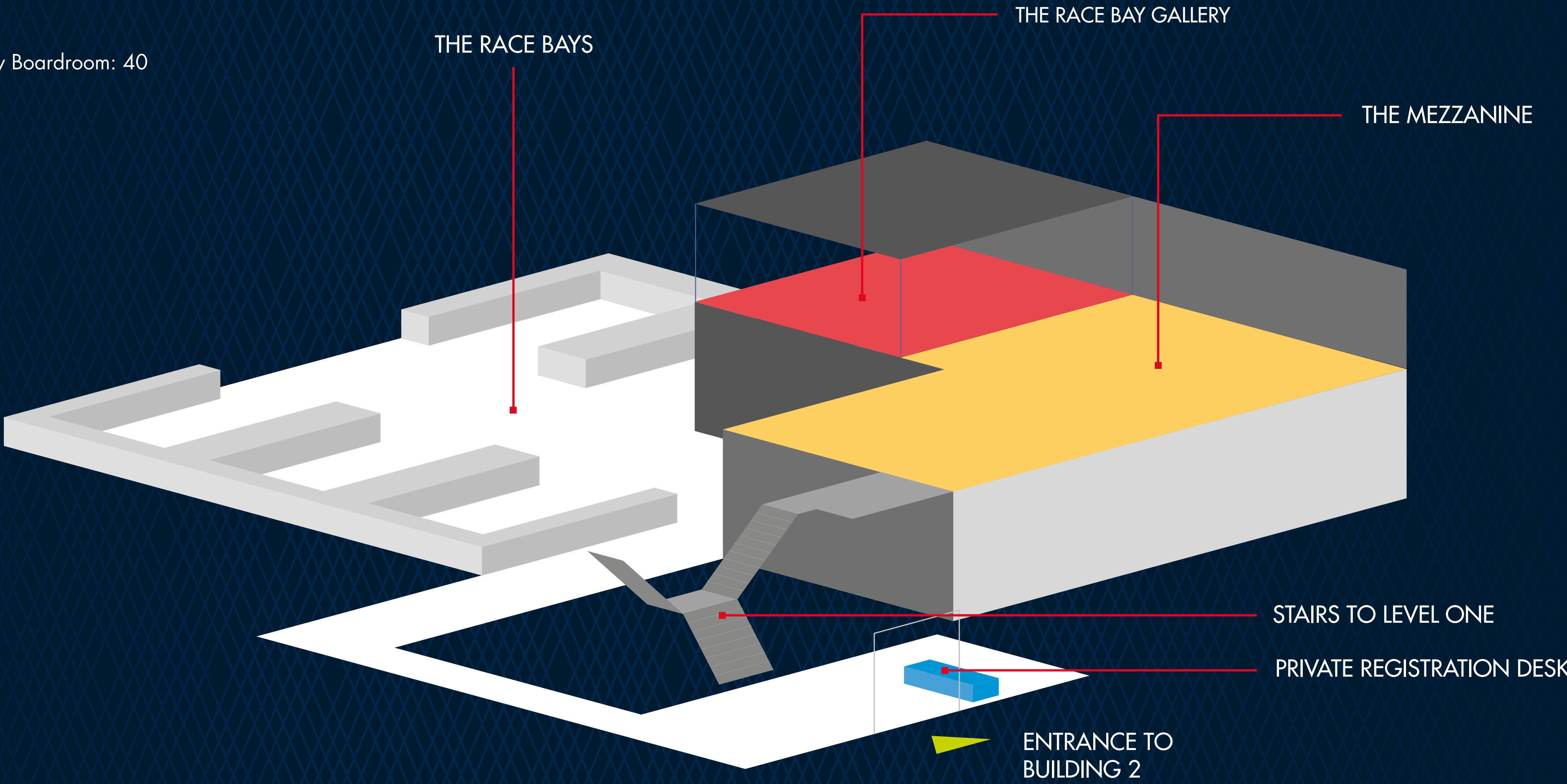
The tactics and decisions that are developed in the AT&T Operations Room and applied at the track often make the difference between victory and defeat.

Outside of a grand prix week, the AT&T Operations Room is available for use as an auditorium where your guests will receive a remarkable opportunity to visit a previously inaccessible side of Formula 1 and be immersed in an environment which encompasses everything about team work and achieving the best results.



CAPACITY OF EVENT SPACES

- Capacities:
- / Race Bay Gallery Boardroom: 40
 - / Mezzanine: 60
 - / Auditorium: 45



WHAT'S INCLUDED?

All things Formula 1 are bespoke, and that's exactly how we approach each and every request we receive. Our selection of event spaces have been created to provide unique experiences, and are able to cater for a wide variety of needs. We're confident that we can fulfil any request you may have, so please do not hesitate to contact us to discuss how we can personalise your event. We will look after your guests in the only way F1 knows how – in style and with no detail left unattended. Below, you can find a list of included benefits that are standard with any package:

- / Dedicated Red Bull Racing team host to provide event support
- / Exclusive registration desk for guest arrivals (if required)
- / Complimentary Wi-Fi
- / Complimentary Red Bull, water and a selection of Rauch juices
- / Free Car parking (subject to availability)
- / Discounted spend in the onsite Red Bull Racing merchandise shop (must be used on the day and cannot be used in conjunction with any other sale or offer)

POWERING UP YOUR EVENT

To take your event to another level, we also offer a number of special features that can be added to your package in order to create a lasting, memorable moment for your clients and guests.





FACTORY TOURS

Commonly requested and highly sought after by event attendees, Red Bull Racing factory tours can be added to your package at a discounted rate. The Red Bull Racing factory tour gives unprecedented access into our world of F1, taking guests on a journey through from the initial design and development processes we undergo, to the eventual manufacturing and development phases.

There are hands on opportunities to touch and feel intricate car parts and we encourage participants to ask as many questions as they like along the way. Our factory tours offer a revealing insight at how the world's fastest race cars are designed and built, and how our factory works 24/7 throughout the season in order to maintain a competitive edge.

TEAM APPEARANCES



To ensure your event delivers maximum impact and a memorable experience, we can make available our Team representatives for appearances or as guest speakers. Formula 1's advanced technologies are constantly plied into other industry sectors and few people are better placed than our Team Principal, Christian Horner, to offer your guests some fascinating insights from both the sport and business. Consider grand prix racing's incredibly rapid response times, how F1's problem solving culture informs strategy at the circuit and in at the factory, as well as how the sport empowers its personnel to aim high, succeed and to repeat success as some of the themes that can be discussed as part of your event.





F1 Simulator

THE SIMULATOR

Think you've got what it takes to be an F1 driver? Let us put your guests' driving skills to the ultimate test with our Simulator Experience. Over the past decade, simulation tools have become increasingly crucial in F1, with drivers regularly putting in long hours in the virtual world in order to refine engineering solutions, to explore new circuits and to hone their skills.

With our Simulator Experience, your guests have the choice of their favourite F1 circuit, will receive expert one-on-one coaching from our simulator engineers and finally, get to put themselves to the ultimate test of man and machine – at the wheel of an F1 car. The Simulator Experience is offered on a rental basis for either up to six drivers on a full-day hire, or up to three guests on a half-day hire. This experience can be added to any event or meeting room booking, alternatively it can be enjoyed as a standalone experience.

THE F1 SIMULATOR

APPETITE FOR COMPETITION

From meetings and conferences to experiential sessions at MK-7 or in our factory, a day with Red Bull Racing will work up quite an appetite. Fortunately, our superb catering staff are on hand to keep you and your guests energised throughout your time with us. Seasonal and locally-sourced produce feature prominently, with a menu and service style designed to adapt to your requirements, so whether it's intricately prepared small plates to stave off hunger pangs between meetings, to more elaborate fare, we're sure our chefs can make your event as memorable for its culinary excellence as it will be for the location itself.



THANK YOU



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