



SPONSORSHIP BOOKLET



POWER TO ALL THINGS CLASSIC



“Aerodynamics are for people
who can't build engines.”

Enzo Ferrari:

"I am an artist. The track is my canvas
and my car is my brush."

Graham Hill

"To do something well is so worthwhile that to die
trying to do it better cannot be foolhardy.
It would be a waste of life to do nothing with one's ability,
for I feel that life is measured in achievement, not in years alone."

Bruce McLaren



MTAĦLEB HILL CLIMB

13 OCTOBER 2022

Malta Classic's Hill Climb is about careful insight and precision to ensure the ultimate success.

After much anticipation and two years at the blend line, Malta Classic 2022 starts with the riveting Hill Climb located minutes away from the island's ancient city.

In this most traditional form of motor racing, vintage cars race the clock to the top of the beautiful Mtaħleb hill —a pure adrenaline rush for drivers and a grand opening spectacle, as panoramic views of the island's magnificent cliffside and the Filfla islet complement the win.



CONCOURS D'ELEGANCE

14 OCTOBER 2022

Malta Classic's
Concours d'Elegance is
the ultimate
celebration of timeless
heritage and tradition.

On Day Two, spectators are invited to see some of the World's most elegant and sought after classic cars up close.

This celebration of vintage style through the eras will be set against a new historical backdrop still to be announced

This timeless event unveils a selection of the finest historical and collector automobiles for the delight of visitors. Entertainment, vintage dress and refreshments make the Concours d'Elegance an unmissable national festival.



MDINA GRAND PRIX

15 & 16 OCTOBER 2022

Malta Classic's Mdina Grand Prix has, for the past 13 years, attracted brands that were never afraid to put the best to the test.

Being part of the experience shows that they are always ready for the race.

Over 80 European classic car drivers and thousands of classic car enthusiasts and spectators alike have waited for this weekend in anticipation since 2019.

Malta Classic's iconic Grand Prix returns for its 13th edition to host the exhilarating races outside Mdina's fortified walls.

On Saturday, Cars are put to the test on a track of tight bends, sweeping curves and inclines that wind their way through a valley of vineyards and terraced hills. This gripping day comes to a close with timed drives, determining the starting order of Sunday's Mdina Grand Prix.

The 16th October presents the ultimate adrenaline-fuelled experience for both drivers and spectators alike.

Categorized by speed, power and era, the World's most iconic and sought-after cars take to the circuit in a thrilling race to the finish line, as the unforgiving nature of the Malta Classic circuit brings out the very best of performance by both drivers and their classic racing automobiles.

MDINA GRAND PRIX

15 & 16 OCTOBER 2022





BRONZE SPONSORSHIP

Provide marketing collateral/samples/
merchandise/vouchers on entry

An exclusive sponsor mention to a loyal following
of 10K on the Malta Classic Website,
Facebook and Instagram pages

2 Weekend VIP tickets to Mdina Grand Prix
2 Award Ceremony Invites



SILVER SPONSORSHIP

2nd Tier prominence on main event and press conference backdrop

2 shout outs to a loyal following of 10K on the
Malta Classic Website, Facebook and Instagram pages

4 Weekend VIP tickets to Mdina Grand Prix
4 Award Ceremony Invites

PLATINUM SILVER SPONSORSHIP

SILVER PACKAGE Plus the takeover of Commentary Box



GOLD SPONSORSHIP

1st Tier prominence on main event and press conference backdrop

x3 Association adverts to a loyal following of 10K on the Malta Classic Website, Facebook and Instagram pages

Gold exclusive logo prominence on all

Driver Poloshirts, Classic Car Roundels, VIP & Grandstand entry bands, online and offline campaigns.

Sponsor mentions by commentator during the Mdina Grand Prix

Brand opportunities on bastions and in paddock (TBC)

6 Weekend VIP tickets to Mdina Grand Prix

6 Award Ceremony Invites



ROSE GOLD SPONSORSHIP

This one brand exclusive package offers
THE GOLD LEVEL EXPOSURE PLUS
the exclusive naming of the Malta Classic Car Hill Climb.

This event held on Thursday, 13th October, 2022
will mark the first day of the 4-day spectacle since the
pandemic struck.

MALTA CLASSIC HILL CLIMB BY (your brand)



PLATINUM SPONSORSHIP

This one brand exclusive sponsorship and includes all the exposure from
THE GOLD PACKAGE PLUS PLATINUM EXCLUSIVE PROMINENCE

The naming of the Malta Classic Mdina Grand Prix by (your brand)

x2 break adverts during Mdina Classic Grand Prix

x1 Exclusive interview with commentator Patrick Young during the
Mdina Grand Prix weekend

8 Weekend VIP tickets to Mdina Grand Prix

8 Award Ceremony Invites

GRAND STAND TAKE-OVER



SPONSORSHIPS

	BRONZE	SILVER	PLATINUM SILVER	GOLD	ROSE GOLD	PLATINUM
Provide marketing collateral/samples/ merchandise/vouchers on entry	x	x	x	x	x	x
Exclusive sponsor mention to a loyal following of 10K on the Malta Classic Website, Facebook and Instagram	x	2 Shout Outs	2 Shout Outs	3 Ads	3 Ads	3 Ads
Weekend VIP tickets to the Mdina Grand Prix	2	4	4	6	6	8
Award Ceremony Invites	2	4	4	6	6	8
Prominence on main event + press conference backdrop		2nd TIER	2nd TIER	1st TIER	1st TIER	1st TIER
Take-Over of Commentary box			x			
Gold exclusive logo prominence on all Driver Poloshirts, Classic Car Roundels, VIP & Grandstand entry bands, online and offline campaigns.				x	x	x
Sponsor mentions by commentator during the MGP				x	x	x
Brand opportunities on bastions and in paddock (TBC)				x	x	x
Exclusive naming of the Malta Classic Car Hill Climb					x	
Exclusive naming of the Malta Classic Mdina Grand Prix						x
2 break adverts during the Malta Grand Prix						x2
Grand Stand Take-over						x



Event Layout



Contact: marketing@maltaclassic.com