

TECHNICAL SPECIFICATIONS DOCUMENT

MANAGEMENT AND COORDINATION SERVICES FOR MEDIA AREAS, PRESS ACCREDITATION SYSTEM, PROTOCOL SERVICE AND VIP GUEST SERVICES FOR THE MADRID FORMULA 1 GRAND PRIX

File 25/211 - 2000027378

1. PURPOSE OF THE SERVICE

The purpose of this contract is to contract a specialised supplier for the management and coordination of the media areas, the press accreditation system, protocol service and VIP guest services, and to act as a liaison with the media, FIA, F1, teams and other stakeholders, ensuring a professional, safe and smooth experience for the accredited professionals of the Spanish Formula 1 Grand Prix and for the renowned guests attending the event.

2. SCOPE OF THE SERVICE

The successful bidder will be responsible for the overall planning, execution, coordination and supervision of the media spaces, media events and accreditation system for accredited press, acting on behalf of the promoter of the Spanish Formula 1 Grand Prix in coordination with F1 management. The successful bidder shall also:

- Manage the set-up, operation and supervision of the Media Centre, Media Accreditation Centre (MAC), mixed interview areas (Media Pens) and Press Conference Room.
- Ensure and enforce compliance with the regulations and standards required by the FIA in all designated press and media areas.
- Coordinate with the National Press Officer (NPO) and the on-site operational team to ensure the correct application of the media protocols established by the FIA and F1.
- Oversee the accreditation process for national media, in direct collaboration with the NPO.
- Organise media activities, such as specific events, informative workshops, guided tours and delivery of promotional materials, to be coordinated with the press officer and F1 management.
- Provide comprehensive support to F1 media, including advice, agenda management and coordination of media kits, etc.
- Plan the entire journalist experience, including accommodation and transport logistics, where applicable.
- Coordination of accredited photographic media during the 3 days of the GP.

In addition, the successful bidder must provide a comprehensive VIP and protocol management service, in accordance with the highest standards of quality, image, safety and regulatory compliance established by the FIA, FOM, within the framework of the Formula 1 Grand Prix at the IFEMA MADRID venue.

3. FULFILMENT OF THE SERVICE

The successful bidder will be responsible for the following areas of action:

➤ **COMMUNICATION AND MEDIA CENTRE**

❖ **Media facilities:**

The supplier shall design, plan, coordinate and execute the complete operation of the following infrastructures from 10 to 13 September 2026:

- Review of schematic designs to define locations and configuration of media spaces.
- Establishment of clear routes in and out of the Media Centre and other key press areas.
- To ensure that the graphic press has agile and direct access from the Media Centre to the areas of the circuit specifically equipped for the performance of its functions. Implementation and operational management of the **Media Centre**: main working area for journalists, equipped with workstations, high-speed connectivity, strategically located screens with visibility from any workstation, official timing and transmission signal, exclusive catering for press, rest areas, interview spaces, etc.
- Implementation and operational management of the **Media Accreditation Centre (MAC)**: space for the verification, printing and distribution of domestic and international media accreditations, which should be located as close as possible to the circuit and have sufficient parking capacity to meet the demand of all journalists coming to collect their accreditation. This location will be communicated by the IFEMA MADRID F1 management to the successful bidder. It shall also be the responsibility of the successful bidder to guarantee and control the management of a free shuttle service to facilitate the transfer from the MAC to the Mading circuit.
- Implementation and operational management of the **TV interview area (Media Pen)**: the successful bidder will have to coordinate the different spaces set up for the press during the Spanish GP for official interviews with drivers, main team, etc. and in coordination with F1/FOM at the different established times, such as after the end of practice, qualifying, the race itself, etc.
- Coordination and operational management of **the Press Conference Room**: a space where press conferences, interviews with drivers, teams, post-qualifying, etc. will take place.

The successful bidder shall ensure that all these areas meet the technical, functional and accessibility requirements of the FIA and F1.

❖ **Media Accreditation Centre (MAC).**

The successful bidder shall control the accreditation process, ensuring traceability, security and efficiency. This includes:

Evaluation procedure:

- Documentary validation (media charter, previous publications, type of coverage).
- Coordination with F1 for approval of international accreditations.
- Control of duplicates, revocations and substitutions.

Delivery and support:

- Delivery of accreditation.
- Bilingual Spanish/English support staff trained to resolve incidents on site.
- Real-time statistics on the number, type and origin of accreditation holders.

Responsibility for the design, implementation and operation of the media accreditation system, which should include:

- Development of the procedure for the application, verification, validation and issuance of credentials.
- Coordination with the NPO (National Press Officer) for the management of the national media pool.
- Issuance of digital and/or physical accreditations, integrated with access control systems.
- Provision of technical support, user service and incident resolution.
- Updated accreditation reports, usage statistics and incident management.

❖ **Assisting Journalists - Media Journey Planning**

The successful bidder, in collaboration with the NPO and its team, will design and implement a complete international media experience focused on creating a dynamic, comfortable environment that contributes to the productivity of journalists covering the Spanish GP.

The successful bidder shall design, plan and execute the following phases:

- **Pre-event phase:**

- Sending information guides with logistics, access, emergency telephone numbers.
- Response to personalised queries via mail and/or hotline.

- **Face-to-face phase:**

- Information point in media centre, visible and identified support staff.
- Assistance with bookings, transport, translation, personal incidents.
- Personalised service during the event: on-site contact points, assistance in common areas, incident resolution.

- **Subsequent phase:**

- Sending of official GP content (summary of practice sessions, qualifying, race, etc., image gallery, statements).
- Final report with service usage metrics and quality perception.

- ❖ **Planning and Management of Events for Media**

The supplier will propose, plan, execute and coordinate events aimed at accredited media previously approved by IFEMA MADRID's F1 management:

- Thematic media activations (networking, private sessions, technical visits).
- Workshops or briefings with event experts.
- Delivery of welcome kits and merchandising (media gifting).
- Scheduling interviews, conferences and content opportunities with talent, organisers or teams.

- ❖ **F1 coordination and team relations**

The successful bidder shall also:

- Establish direct contact with the communication departments of each team to coordinate interviews, access to drivers or participation in press conferences.
- Supporting the logistical needs of international media (technical requirements, camera locations, content production, translations, etc.).
- Facilitate the delivery and availability of official materials (media kits, timetables, press releases).
- Align their actions with the communication, accreditation, mobility and press coverage protocols defined by the FIA and the central F1 organisation.
- Participate in technical meetings and media operations briefings.
- Ensure strict compliance with international regulations in all press areas.
- Manage the communication between the local organisation and the F1 and FIA press teams.

- ❖ **Monitoring and control**

The successful bidder shall establish a quality control and monitoring system to ensure compliance with the contracted services:

- Operations plan with designated managers per area (media centre, accreditation, external relations).
- Procedures for dealing with incidents and conflict resolution.

- Daily performance reports with alerts and corrective actions.
- Final report with:
 - Performance metrics (KPIs).
 - Suggestions for improvement for future editions.
 - Documentary record of incidents and solutions.

➤ **PROTOCOL AND VIP SERVICE:**

The successful bidder shall perform, under the coordination of the F1 management and in collaboration with the bodies involved (FIA, FOM, F1 teams, sponsors and other stakeholders), the following functions:

❖ **Planning and execution of the VIP service:**

- Design, implementation and monitoring of the operational and logistical planning for VIP guest reception, support and hospitality.
- Coordination of personalised agendas for strategic guests, including transport, accreditation, hospitality, security, personalised attention, and protocol.
- Ensuring excellence in the guest experience, with a focus on detail, exclusivity and personalisation.

❖ **FIA/F1 protocol management and official activities:**

- Coordination with F1/FOM of all ceremonial events and protocol such as the opening ceremony, playing of the national anthems, access control in restricted areas and participation on the podium.
- Integration with the operational structure of the F1 Academy, if applicable.
- Advice on ceremonial and precedence for the official delegation of the promoter.

❖ **Design and execution of customised experiences:**

- Track activities (pit lane walks, truck tours, reconnaissance laps).
- Exclusive activations in the paddock and paddock club.
- Organisation of private events for sponsors and brands (hospitality, private dinners, branding).
- Comprehensive VIP access management for institutional leaders and strategic partners of IFEMA MADRID, including:
 - Personalised meetings (meet & greet) with drivers and team managers.
 - Guided pit tours (garage tours).
 - Access to the starting grid (grid walk).

❖ **Management of ambassadors, celebrities and media events:**

- Invitation, recruitment, relocation and accreditation of brand ambassadors, celebrities and public figures.
- Integration in the event's media actions and press activations.
- Production and coordination of events for international media and journalists.

❖ **Production and delivery of corporate gifts:**

- Conceptualise, produce and deliver VIP kits.
- Coordinate gift deliveries according to VIP guests' and Team Principals' agenda.

❖ **Strategic liaison with key stakeholders:**

- Act as a strategic interlocutor between IFEMA MADRID F1 management, F1 teams, FIA, FOM and other relevant stakeholders to facilitate the coordination of VIP activities and optimise the guest experience.
- Participate in planning and follow-up meetings with stakeholders before, during and after the event.

❖ **Regulatory compliance and reporting:**

- Ensure compliance with current national and international regulations on data protection, security, accessibility, equality, transparency and sustainability.
- Preparation of monitoring reports and post-event executive reports, including quality indicators, incidents and suggestions for improvement.

➤ **PR AND COMMUNICATIONS:**

Global Strategy and Positioning.

- To develop and execute an international communication strategy aligned with Mading's strategic objectives, which enhances its global visibility and positions it as a benchmark in the organisation of the Spanish F1 Grand Prix.
- Raise the profile and projection of the Spanish F1 Grand Prix through a cohesive narrative and communication actions aimed at local, national and international audiences.
- Maximise the promoter's commercial and communication rights, integrating sponsorship opportunities, career ambassadors and institutional partnerships.
- Dissemination and promotion of the city of Madrid as a destination, conveying the image of a great city, a modern, cosmopolitan capital that stands out for its wide range of cultural, leisure, gastronomic and sporting activities.

Media Relations and Content Generation.

- Create and distribute high-impact international content, such as press releases, information dossiers, narrative materials, etc., aimed at specialised motoring, lifestyle and business media.
- Proactively and reactively manage the press office, dealing with requests, queries and coordinating strategic interviews with media outlets.
- Implement media monitoring services to assess the impact and optimise the communication strategy at each stage of the project.
- Planning and execution of communication campaigns before, during and after the event, ensuring consistency in key messages.

Media Operations and International Coverage

- Plan, establish and manage all media-related facilities and operations: Press Centre, Accreditation Centre, TV Pen, Media Pen and Conference Room, complying with FIA regulations.
- Ensure that all media areas are functional, modern and up to international standards.
- Provide comprehensive global media coverage support to the Madring promoter, including pre-race communication, on-site assistance and post-race communication management.

Strategic Relations

- Facilitate collaborative content creation opportunities with Formula 1 teams, increasing the narrative value of the event and its media impact.
- Strengthen strategic relationships with teams, sponsors, the FIA and key industry players, ensuring Madrid's integration into the international F1 network.
- Coordinate protocols and management of VVIPs, important figures and institutional leaders, ensuring the best experience and compliance with all official requirements.

Activations, Events and Experiences

- Design and execute creative activations that connect with the local community and international audiences, reinforcing Madrid's image as a host city for major events.
- Develop on and off-track experiences that surprise and engage both fans and strategic partners, from fan activities to exclusive collaborations with drivers and teams.
- Measure and evaluate the impact of each action, ensuring maximum profitability and long-term sustainability of the project.

International media clipping and monitoring service

The awarded company shall provide a comprehensive **international media clipping** service that guarantees the coverage, compilation, analysis and reporting of all media appearances related to the **Spanish Formula 1 Grand Prix** and to the **prior or parallel events that take place before and during the Grand Prix**.

The agency shall ensure:

1. **Comprehensive compilation** of all media mentions, national and international.
2. **Access to a digital platform** or online system that allows real-time consultation of media appearances.
3. **Regular delivery of clipping reports**, in English, with the following information:
 - Detailed list of publications with link, medium, date, title and country.
 - Classification of media (generalist, sports, specialised, lifestyle, etc.).
 - Quantitative assessment: reach, estimated audience (OTS) and advertising equivalence (AVE).
 - Qualitative analysis: tone of coverage (positive, neutral, negative) and key messages reflected.
 - Comparison by market: geographical distribution of appearances.
4. **Final consolidated report** after the GP, with an overview of the international media impact, key learnings and benchmarking against other major F1 events.

➤ **TRAVEL EXPENSES**

IFEMA MADRID has established a non-biddable budget item for any potential travel and accommodation expenses that may be required during the performance of the service by the team assigned to its execution.

Any travel and/or accommodation expense incurred by the successful bidder in connection with the performance of the contract must be previously approved by the F1 management, based on its necessity, suitability, and amount.

4. HUMAN TEAM.

The successful bidder must have, during the entire production process, a person in charge or interlocutor with the F1 management, who will be responsible for the coordination and management of all the processes and will be in charge of resolving unforeseen events and any incident.

The team assigned to the management of this service should be composed of profiles with proven experience in the field of communication and PR, protocol and VIP management in other F1 GPs.

The proposal must include a team with their curriculum vitae and track record, assigned to the project. As a minimum, the following profiles are required:

- 1 project manager with at least 8 years of experience managing similar services in F1 Grand Prix. Professional CV requested.
- 1 PR and communication manager with at least 5 years of professional experience in similar tasks. Professional CV requested.
- 1 protocol and VIP manager with at least 5 years of professional experience in similar tasks. Professional CV requested.

The number of components of the team must be adequate to be able to satisfactorily undertake the performance of the services described above. This team must be bilingual Spanish/English.

The successful bidder must take into account that all equipment for this project must be at a minimum of 100% performance 3 months before the Spanish F1 Grand Prix, which will take place from 11 to 13 September 2026, and one week after completion in order to be able to cover the Spanish Grand Prix race.

IFEMA MADRID's F1 management will coordinate with this team and will inform the successful bidder if this period should undergo any modification, the successful bidder will be notified sufficiently in advance.

Depending on the workload in certain periods, some profiles or the whole team may require presence in the offices of the F1 management of IFEMA MADRID on an implant basis. The specific days and periods of attendance shall be agreed with the successful bidder.

The orders of the works to be carried out will be notified in time for their execution, however, MADRING reserves the right to carry out some of these on an urgent basis where the situation requires it (F1 news, or internal needs of MADRING such as, for example, presentations to stakeholders or Spanish Grand Prix events. In such cases, the requirements considered urgent must be met.

5. CONTACT PERSONS

We remind you that, for any consultation or clarification of an administrative, technical or financial nature regarding this file, you should proceed in accordance with the provisions of sections 5. CONSULTATIONS and 6. SUBMISSION OF PROPOSALS.

NOTIFICATIONS AND COMMUNICATIONS - from the table of characteristics.

We would also like to remind you that for any queries that may affect the operation/functionality of IFEMA MADRID's e-tender portal, there is a support and consultation area for bidders on the website:

Frequently Asked Questions: <https://licitaciones2.ifema.es/html/preguntas-frecuentes>

Platform user manual: https://licitaciones2.ifema.es/resources/Guia_Licitadores.pdf

Platform support and contact: <https://pixelware.com/servicios-soporte-licitadores/>



Telephone contact with the person in charge of managing the file belonging to IFEMA MADRID's Purchasing and Logistics Department, mentioned below, will be limited to purely informative, non-binding questions regarding the tender process itself:

Name and surname of the buyer and telephone number: Macarena Pastor; 91.722.57.23.