



FOR IMMEDIATE RELEASE

February 17, 2022

Formula 1[®] Crypto.com Miami Grand Prix Announces Gainbridge as Founding Partner

- Gainbridge will serve as the Title Partner of the Start/Finish Club and Suites which have been revealed today through a unique 3D artwork on the Miami International Autodrome Start/Finish line
- Formula 1[®] Crypto.com Miami Grand Prix and Gainbridge created the artwork with local artists, The Chalk Guys, to celebrate their partnership with imagery and video. Available for download [here](#)
- Gainbridge will also entitle the North Campus Fan Zone next to the Start/Finish Club and Suites, with experiences and activities for all race goers to enjoy

Miami Gardens, Fla: South Florida Motorsports (SFM), the promoter of the Formula 1[®] Crypto.com Miami Grand Prix, has announced a multi-year Founding Partnership with Gainbridge, a self-managed innovative digital platform providing customers with direct access to trusted financial products. The Formula 1[®] Crypto.com Miami Grand Prix will be the series' first visit to Miami Gardens on May 6-8, 2022.

With Gainbridge as the Title Partner of the Start/Finish Club and Suites, fans will experience their prominent branding across the MIA campus. Access to a premium panoramic view of the paddock, pitlane, starting grid and the longest straight on the track, allows fans in the Start/Finish line area to have the ultimate view of the action, seeing racing from both the north and south sides of the circuit.

Next door in the North Campus Fan Zone presented by Gainbridge, there is something for everyone to enjoy. Open to all ticketholders, this area will have food and beverage experiences, activations, art installations, and to top it off, viewing decks are available for all race goers to experience views of one of the longest straights in Formula 1[®].

“Gainbridge brings a prestigious modern brand to our event and will be a proactive partner for many years,” said Jeremy Walls, Senior Vice President, Chief Revenue Officer of Hard Rock Stadium & Formula 1[®] Crypto.com Miami Grand Prix. “Through this partnership, and the opportunities for engagement and exposure across our track and campus, they will be able to educate Formula 1[®] and South Florida audiences on their self-managed platform and tools empowering investors to grow and protect their savings.”

Gainbridge's Chief Marketing Officer, Bill Shelton said: “This partnership reflects our mission to be innovative and tech-driven, empowering people with access to tools to make every second count. We couldn't be more excited to showcase our bold brand and give fans the ability to experience the events and hotspots Miami has to offer.”

Ends



For further information please contact: media@f1miamigp.com and please [click here](#) to download high-res images and video.

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About the Formula 1[®] Crypto.com Miami Grand Prix

Scheduled to make its debut on 6-8 May, 2022 the Formula 1[®] Crypto.com Miami Grand Prix is the sport's newest race on the Formula 1[®] calendar. Located in Miami Gardens, Florida, the world's top drivers are set to compete on a brand-new circuit located within the complex of the Hard Rock Stadium, the home of the legendary Miami Dolphins NFL team. The 5.41km Miami International Autodrome features 19 corners, three straights and has an estimated top speed of 320km/h.

The race will also provide an additional tourist boost and economic impact to local businesses in the greater Miami region. Formula 1[®] and South Florida Motorsports are working closely with the local community to provide an allotment of discounted tickets for the residents of Miami Gardens, ensuring they have the opportunity to experience the thrill of the sport. Additionally, South Florida Motorsports has launched a programme to support both local businesses and the community to ensure they get the full benefits of the race being held in Miami Gardens. This includes a STEM education programme through F1 in schools, as well as the opportunity for local restaurants to be part of the race weekend.

About Gainbridge

[Gainbridge](#) is a self-managed, innovative, digital platform providing its clients with direct access to trusted financial products to smartly grow their savings over time. Gainbridge strives to offer products through its platform that are simple, intuitive, and backed by smart technology, so clients have the power to take control of their financial future with simple solutions no matter their budget. Gainbridge is a member company of Group 1001, an insurance enterprise on a mission for setting a new standard in the insurance industry by making insurance more useful and intuitive for everyone.

About Formula 1[®]

The FIA Formula 1[®] World Championship was inaugurated in 1950, unifying the sport of Grand Prix motor racing as the world's most prestigious motorsport competition. Through more than 70 years it has grown to become the world's most popular annual sporting series. In 2016 it was watched by 400 million unique television viewers from over 200 territories. Formula 1[®] is a subsidiary of Liberty Media Corporation (NASDAQ: LSXMA, LSXMB, LSXMK, BATRA, BATRK, FWONA, FWONK) attributed to the Formula One Group tracking stock. For more information on Formula 1[®] visit: formula1.com