

INFO:
monzanet.it

NEVER
SLOW DOWN

MONZA RALLY *SHOW*

5 — 7 DICEMBRE 2025





EVENT CONCEPT

From December 5 to 7, Autodromo Nazionale Monza will host its final motorsport event of the season: the **Monza Rally Show**. A must-attend for rally enthusiasts, this year's edition promises an unparalleled showcase of skill, speed, and competition.

Four categories will take center stage: **Rally 2, Rally 3, Rally 4** and for the first time, the **Historic and classic Rally Cars**.

The competition will cover over 130 km, challenging drivers with a mix of speed and strategy. The weekend will culminate on Sunday with the iconic **Masters' Show**, a thrilling head-to-head battle between the top drivers.

An unmissable event where passion and performance come together at the Temple of Speed.

EXECUTIVE SUMMARY



PRESENTER

AUTODROMO NAZIONALE MONZA

EVENT TITLE

MONZA RALLY SHOW 2025

DATE

05 - 06 - 07 DECEMBER 2025

TYPE OF EVENT

RALLY CIRCUIT & MASTERS' SHOW

CATEGORIES

RALLY 2, RALLY 3, RALLY 4, HISTORIC RALLY CARS

EVENT PROGRAM

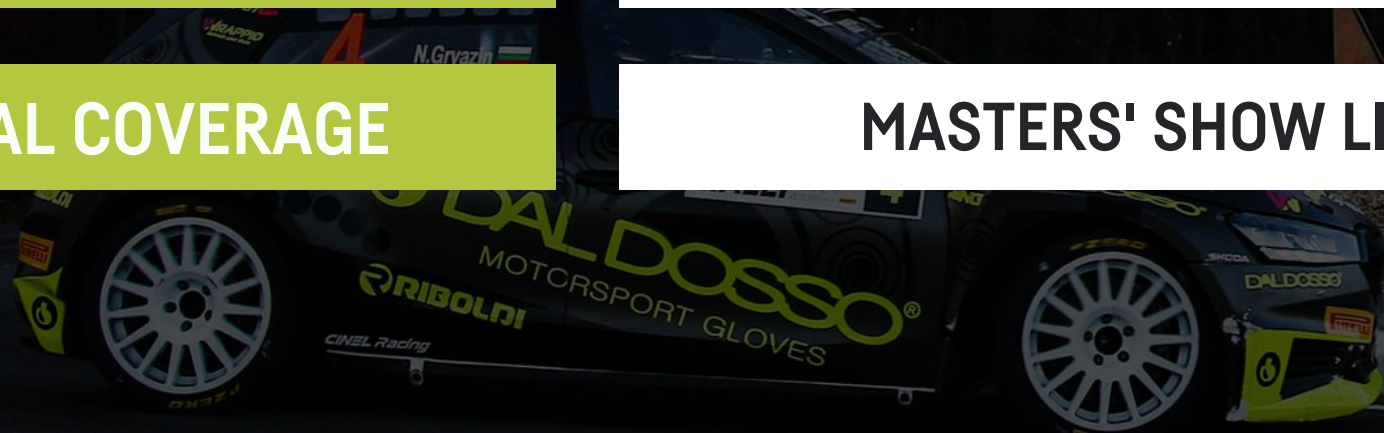
FRI & SAT: Special Stages | SUN: Masters' Show.

TV COVERAGE

WORLDWIDE

SOCIAL COVERAGE

MASTERS' SHOW LIVE STREAMING ON MONZA CIRCUIT'S CHANNELS



PROJECTED VISIBILITY

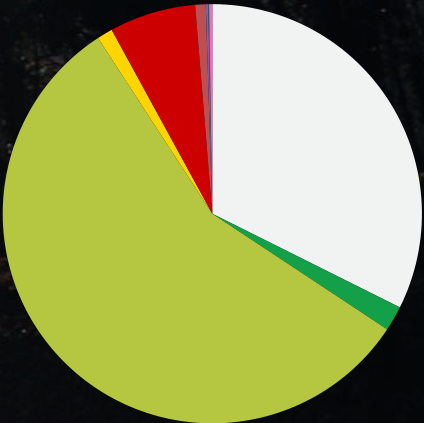


EMPA TV COVERAGE

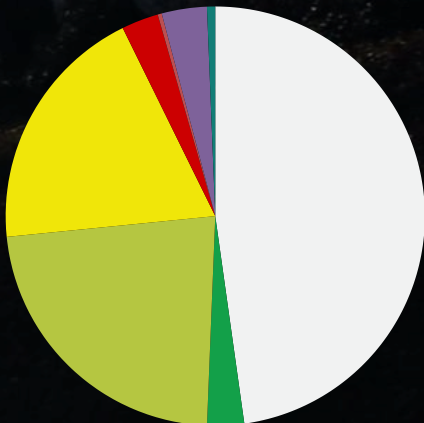
INTERNATIONAL TV

	DURATION	VIEWER RATE	BROADCASTS
EUROPE	151 h	3.941.458	338
NORTH AMERICA	9 h	234.466	45
SOUTH & CENTRAL AMERICA	72 h	6.881.745	458
ASIA	61 h	147.765	105
MIDDLE EAST	9 h	810.565	32
AFRICA	1 h	98.877	15
OCEANIA	11 h	23.127	32
ONLINE	2 h	6.804	1
INTERNATIONAL TV STATIONS	2 h	30.569	1
TOTAL	318 h	12.144.807	1027

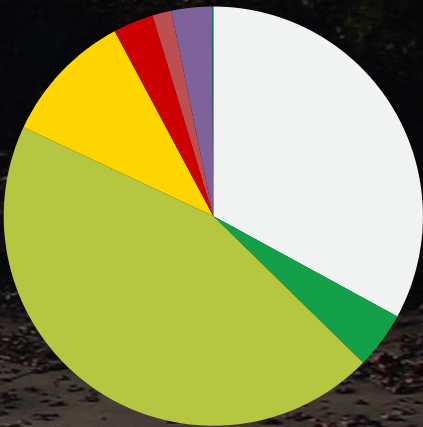
- EUROPE
- NORTH AMERICA
- SOUTH/CENTRAL AMERICA
- ASIA
- MIDDLE EAST
- AFRICA
- OCEANIA
- ONLINE
- INTERNATIONAL TV STATIONS



VIEWER RATE



DURATION



BROADCASTS

THE
TEMPLE
OF
SPEED





EMPA TV COVERAGE



TOTAL POTENTIAL REACH

12.2 million

TOTAL TERRITORIES

ca. 200

BROADCASTING TIME

318 hours

TV LIVE

1.5 hours live

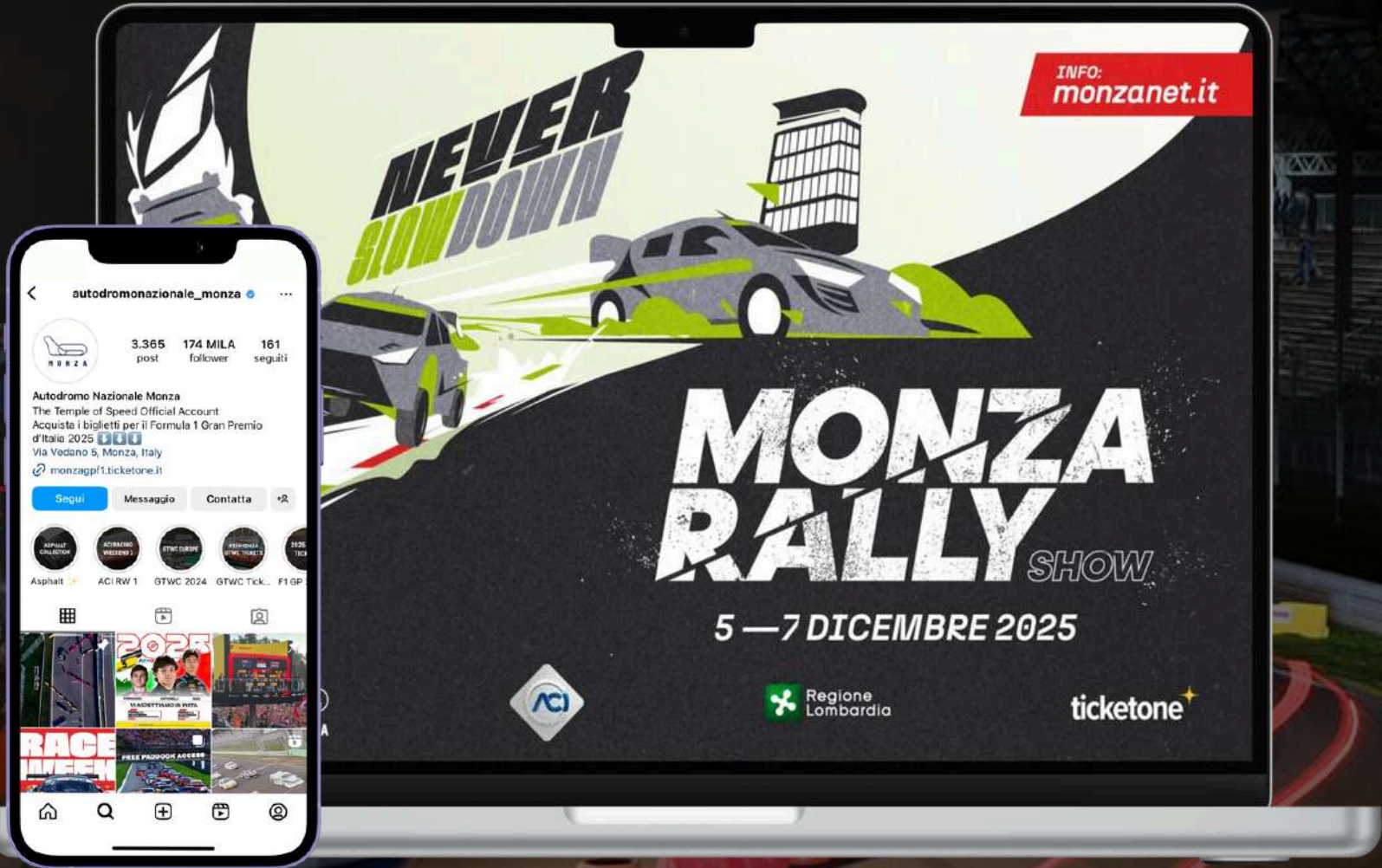
TV MAGAZINE

26' (following week)

GROSS MEDIA VALUE

12.4 million €

PROJECTED VISIBILITY



SOCIAL MEDIA & WEB SITE ANNUAL VISIBILITY

FOLLOWER: 403 K

REACH: 36,5 M

WEB SITE VIEWS: 3,5 M

WEB SITE USERS: 1,3 M

THE
TEMPLE
OF
SPEED

PARTNERSHIP LEVELS SUMMARY



TITLE PARTNER

- TITLE EVENT
- LOGO ON OFFICIAL POSTER
- SPECIAL STAGE VISIBILITY
- TRACK BRANDING
- PREMIUM VISIBILITY ON EVENT COMMUNICATION CHANNELS
- COMMERCIAL ACTIVATIONS FOR THE FANS
- BACKDROP AND PODIUM VISIBILITY
- FANZONE/ PADDOCK BRANDING
- RALLY CARS BRANDING
- EXCLUSIVE PRODUCT SALES
- HOSPITALITY 100 PAX/DAY & CAR PASSES
*Catering service excluded

€ 100.000 + VAT

MAIN PARTNER

- LOGO ON OFFICIAL POSTER
- SPECIAL STAGE VISIBILITY
- PREMIUM VISIBILITY ON EVENT COMMUNICATION CHANNELS
- COMMERCIAL ACTIVATIONS FOR THE FANS
- BACKDROP AND PODIUM VISIBILITY
- FANZONE/PADDOCK BRANDING
- RALLY CARS BRANDING
- HOSPITALITY 50 PAX/DAY & CAR PASSES
*Catering service excluded

€ 50.000 + VAT

OFFICIAL PARTNER

- LOGO ON OFFICIAL POSTER
- SPECIAL STAGE VISIBILITY
- COMMERCIAL ACTIVATIONS FOR THE FANS
- INCLUSION AMONG THE EVENT'S OFFICIAL PARTNERS ON COMMUNICATION CHANNELS
- HOSPITALITY 50 PAX/DAY & CAR PASSES
*Catering service excluded

€ 20.000 + VAT

TECHNICAL PARTNER

- INCLUSION AMONG THE EVENT'S OFFICIAL PARTNERS ON COMMUNICATION CHANNELS
- CIRCUIT BRANDING
- HOSPITALITY 10 PAX/DAY & CAR PASSES
*Catering service excluded

EVENT SUPPLIES

ACTIVATIONS

- TRACK BRANDING
- FANZONE/PADDOCK BRANDING
- PADDOCK LEDWALL
- PADDOCK DISPLAY EXTERNAL AREA
- FANZONE DISPLAY COVERED AREA
- WEB SITE BANNER
- SOCIAL MEDIA POSTS COLLABORATION

CUSTOMIZABLE



INFO & BOOKING

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