

# Le Mans 24 Hours 2016

The 84<sup>th</sup> running of the world's greatest sportscar race

VIP Hospitality Programme: Thursday 16 June – Sunday 19 June



## Le Mans – from the inside

*Exclusive 4-day VIP programme including:*

- *Exclusive VIP hospitality – at the heart of the action*
- *Top tickets and special team enclosure passes*
- *VIP helicopter over-flights during the race*
- *Privileged 'team only' pit garage access*
- *Private commentated circuit lap & night time crew bus track tours*
- *Top reserved grandstand seats*
- *Pre-race grid access, race finish on the pit wall*
- *Four fabulous days – at the world's greatest sportscar race*
- *A flexible programme tailored to suit your needs and budget*



## Total backstage insight – at the very heart of the action

Witness the electrifying 56 car grid start. Experience the fabulous atmosphere that emerges as dusk falls. See the unrivalled spectacle as the greatest sports car marques on earth, headlights blazing, scream into the night at speeds nearing 220mph. Follow the triumphs - and no doubt some disappointments, too - that culminate in the highly-charged and always emotional finish, 24 hard fought hours later...



This is no ordinary race hospitality - This is a true 'behind-the-scenes' backstage opportunity - in the paddock, around the circuit and in the pits at the heart of the action. Soak up the atmosphere of this magical event, without question the world's greatest sports car race, the 84<sup>th</sup> running of the **'24 Heures du Mans'**.



The scene is set – come and join us:



**Thursday - *Grand Touring to Le Mans*  
and LM24H practice, qualifying and final night qualifying**



**Welcome to Le Mans**

Whether you drive down from the UK or from the elsewhere in Europe, take commercial flights (or the rapid TGV) via Paris or Tours or even fly privately from your local aerodrome directly to convenient Le Mans-Arnage airport (all of which we will be happy to help arrange), getting there is just the start of the fun. ***Enjoy your trip!***

**Arrival at your Le Mans accommodation**

Your Le Mans area accommodation, whether a cozy cottage, stylish modern house or glorious chateau, will give you a strong LM24H event base. We can recommend from our catalogue of large and small private homes – from stylish country houses with large gardens and pools to downtown Le Mans mansions to converted medieval abbeys and 18<sup>th</sup> C chateaux – all are just 10-40 minutes from the circuit.







**16.30 hrs Travel from your accommodation to circuit**

After you find your rooms, drop off your bags and freshen up, followed, of course, by a refreshing welcome drink (and maybe even take an invigorating swim), you will then want to head towards the famed '**Circuit des 24 Heures**'. Here you will find the paddock buzzing and the teams and drivers preparing for final race qualifying.

**Apprx 17.00 hrs Welcome reception, orientation in your hospitality marquee**



Your own VIP hospitality enclosure in the team paddock also awaits where there will be a welcome reception, orientation and brief on the activities included in your package (feel free to ask any questions!) followed by dinner.



**18.00 - 00.30 hrs LM24H Practice, Qualifying, Final Qualifying**

Thursday night final practice and final qualifying runs for all cars and drivers (from mid-summer daylight into obligatory laps for all drivers in the complete darkness) often holds the enticing prospect of a pole position 'shoot-out' between the factory squads – with battles throughout all 4 classes. You can witness different teams' efforts from trackside, from right inside the garages, or from your grandstand seat.



Or just enjoy wandering among the many shops and souvenir stands as well as through the vibrant race paddock... and see who you might run into on the way to your marquee.



**From 19.00 hrs Dinner in your paddock marquee base; midnight snacks**

An oasis of calm... just behind the pits garages and grandstands, you'll be sharing the marquee with drivers, team personnel, sponsors and other guests. Enjoy top cuisine, open bar, coffee, tea and soft drinks throughout as well as helpful CCTV coverage of the entire event.

**Wrap up is after midnight** – snacks, desserts and drinks at the marquee - then head back to the chateau for a well-deserved nightcap.





**Friday - Le Mans driver hosted lap ON the circuit, open pit-lane plus downtown drivers' parade and dinner**



**09.00 - 11.00 hrs (varies)**

**'Breakfast with a Champion' / Le Mans driver commentated lap ON the circuit**

Our traditional Friday 'Breakfast with a Champion' starts at the Hotel Arbor in Mulsanne, adjoining the 24 Hour circuit – first for a chat over coffee and pastries with top Le Mans professional drivers and then a ride in the mini-bus for a spell-binding commentated lap – no doubt hearing a few more 'war-stories' of Le Mans past, explaining what it is really like to drive at nearly 200 mph in the dark... and in the rain!

Tales of modern cornering speeds and scarcely believable braking distances, 30 minutes explaining a 3-1/2 minute lap! You are then



free for more paddock and pit-lane fun and lunch in the marquee – but the road (and the mini-bus!) is yours and Le Mans and the surrounding area is quite full of excellent restaurants.



**From 11.00 – 16.00 hrs** At the circuit guests will have the chance to partake of the traditional open pit lane / open garage policy all day Friday before the race, watching the busy marketing and PR folk take plenty of pictures, snacking at the many food stalls in the hospitality village, shopping for racing souvenirs & other 'automobilia'.

***Lunch in the paddock marquee is optional.***





**Grande Parade des Pilotes' - party and dinner in Le Mans at 'La Taverne'**



**16.00 hrs** Guests not already in town should make their way to Le Mans *centre-ville* (suggest depart circuit around 4 pm) and the famous '*Place des Jacobins*' – near the site of pre-race scrutineering early in the week and the start and finish of the fabulous '*Parade des Pilotes*' - where they will join Project 100's annual parade party starting at 5pm on our private, 1<sup>st</sup> floor terrace at the renowned '**La Taverne des Arts**' brasserie / restaurant for open bar (beer, wine and soft drinks) and gourmet snacks and viewing.



**17.00 hrs** In addition to the terrace, where we provide drinks and a full and varied buffet – with hot and cold appetisers and light entrees, salads and desserts – we have our own very cool 3-piece band to keep the party going between parade floats and bands.





The parade is a large affair and it is full of sights and sounds – from jugglers to classic cars, supercars, marching bands and glamorous grid girls and, of course, the 168 drivers of the greatest sports cars on Earth.



Joining our party will be celebrity drivers from LM24H present and past plus one of the top Eurosport / Radio Le Mans commentators at races around the world offering their insightful commentary on race week, qualifying and LM history.



**20.00 - 24.00 hrs** As the parade winds down and more teams and drivers join in (many of their families will already be with us), we reconfigure the terrace into dining and more music, and the buffet evolves into a full dinner.

Every guest receives a special 'goody bag' with gift souvenirs, including a pre-tuned radio for Radio Le Mans commentary and other items. And the band plays on... with the dinner party finally winding down sometime before midnight... it is a big day ahead, of course.





## Saturday - RACE DAY!



### 08.30 - 9.00 hrs Circuit Transfers

After an early breakfast it is time to head to the circuit and your VIP base. There is plenty of activity all morning, starting with the warm-up for the 24 Hrs as well as several support races! Not to mention promotional photo opportunities...

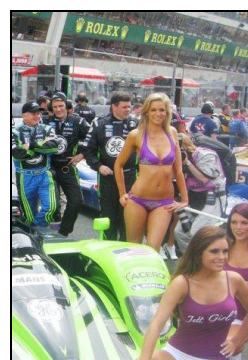
### 11.00 hrs Final preparations / modern and historic support races

As the crowd arrives, guests will appreciate the sanctuary of their VIP hospitality base. The morning also offers the opportunity to visit the pits to watch last minute preparations while soaking up the electric atmosphere as pre-race nervous energy builds. Plus out on the circuit the support races begin, both for modern GT3 and LMP3's (Aston Martins in 2015, Porsche Carrera Cup in 2014) plus historic Le Mans cars from 1949-1990 (often with some historic drivers at the wheel), driving hard to entertain the crowd.



### From 12.00 hrs Hospitality lunch in your paddock marquee base & grid set-up

Lunch is usually begun just after noon – while out on the grid final preparations are being made for the pre-start festivities, each team rolling out their car onto the grid to make up the famous 'ear of corn' pre-grid formation.





**Aprx 12.30 hrs Pre-Start Pit Lane Walk and Grid Walk**

As over 100,000 spectators look down from the start-line grandstands, VIP guests are welcome to join the teams and sponsors (and even the promotional models sometimes!) along the open pit lane and then onto the starting grid itself at the very centre of the pre-race promotions and festivities – celebrities, stars and media all side-by-side.



**15.00 hrs – RACE START from your reserved grandstand seats**

The sight and sound of the spectacular 56 car rolling start (the size of two Formula One grids) with its thunderous sound and heady aroma, is an extraordinary spectacle. It seems to take several minutes as row after row roar past your top reserved grandstand seats overlooking the start-finish line and into the famed Dunlop Curves.



**From 17.00 hrs Evening / Night time Pit Visits**

From the start there will be fierce battles in each of the four classes. Sharp work from the pit crews (and from the larger strategic and technical crews) is all part of that fight. As the cars make their initial fuel and tyre stops before thundering on into the mid-summer evening, a guided visit 'backstage' in the pits garages during a race pit-stop (just a few metres from the action) is a special Le Mans treat – really a 'must'. And you can come back later to watch through the night.







**From 19.00 hrs *Dinner in your paddock marquee***

Join the teams and drivers as they take their meals – in between pit stops, of course!

**18.30 - 21.30 hrs *Helicopter circuit over-flights***

As the race settles down our spectacular helicopter over-flights of the circuit begin. Project 100 staff will escort you from the marquee to the nearby helipad (a 10 minute walk) where flight operations will check you in. The aircraft cannot keep up with the cars on the 200mph+ Mulsanne Straight, but they can cut corners more easily!



**17.30 - 23.30 hrs *Shuttle-bus interior circuit tours***

Our VIP shuttle tour of circuit interior viewing points (about 2 hours long) will begin as your mini-bus meets you at the helipad.

In our experience nothing is more spectacular than to witness these cars just metres from trackside, as they suddenly appear (headlights blazing) and then disappear just as quickly - screaming into the dusk or darkness. We take you to some of the most dramatic points around the 13km circuit - near Mulsanne, Indianapolis and Arnage corners - including to some special 200+ mph private woodlands viewing areas at this, the very far side of the circuit.



***Explore the circuit or return to chateau (flexible)***

Following the tour, the mini-bus will then return to the car park near the marquee - from here guests will be free to explore the many sights of the circuit on their own (including the north part of the circuit - from Dunlop curves to Tertre Rouge - accessible on foot). Or relax and follow the race from trackside, from a grandstand seat or on the close circuit TV in the marquee (non-stop snacks and beverages through the night).



## Sunday - DAY 2 AND RACE FINISH



### 10.00 hrs Back to the track

After a bit of rest and Sunday morning breakfast it is time to again return to the circuit to hear about all the dramas that took place during the small hours of the morning - and to check on retirements. ***But with over 1000kms to run there is still plenty of action in the pits and on the circuit.***



### 12.00 hrs Shuttle-bus tours continue / Lunch

Our VIP shuttle tours will continue operating for those who want to catch those missed daylight photos. Our drivers can take special requests from guests wishing to return to their favourite locations prior to Sunday lunch back at your hospitality base.



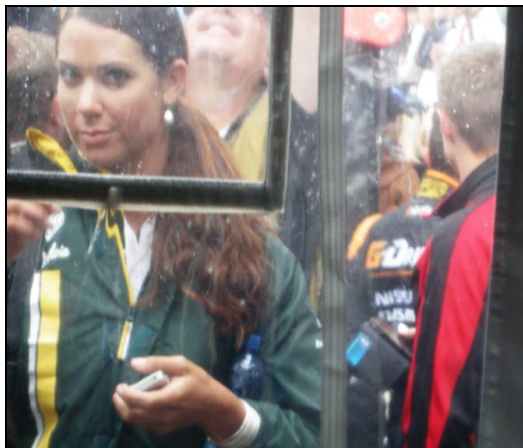
### 14.30 hrs Pit garage final countdown

As the race goes into its final stages the tension begins to mount. Seconds can still count and frantic last minute pit stops can make all the difference. With the crowds returning to the grandstands we gather our VIP guests in the pit garages for the final countdown. Closed circuit TV's in the pits monitor the positions.



**14.50 hrs Pit wall finish**

Just before the race finish, we then take you onto the pit wall for the final dash to the flag, a sensational location from which you (along with all the race team members) can cheer on every car for the spectacular wheel-spinning, crowd-waving race finale.





**15.00 hrs Chequered flag & podium**

Emotions always run high as the chequered flag falls. Anyone who finishes the world's most legendary sports car race is a winner. In a matter of minutes, tens of thousands of spectators descend onto the track to join in the podium celebrations.



We suggest retreating to your hospitality base for a post-race Champagne toast. Returns to your accommodation can be arranged from 16:00 - although you are most welcome to join team members and drivers in some post-race relaxations - and to avoid immediate post-race traffic.



**16.00 - 17.00 Return to accommodation**

After our post-race celebrations at the circuit with the team it is back to the manor / hotel / château – a chance to have a quiet drink relaxing on the terraces and chat with old and new friends.

**Evening Optional restaurant dinner or post-race gala meal**

Sunday night dinner can be arranged at one of many good local restaurants – or perhaps you will have us organise your own cocktail reception followed by a gala meal on the terrace (weather permitting).



## **Monday – Departures**

### **Departures**

Monday morning is time to say goodbye as guests set off for home (or onward!) We will look forward to seeing you back at Le Mans again in the not too distant future...

## **The Project 100 Le Mans Experience - what our clients & sponsors say:**

***“A great hospitality experience. The organization, accommodation, food and drinks were all first class. A truly memorable occasion”***

*Stuart Haugen / Former President  
PEPSI COLA France*

***“A job exceedingly well done, your organization ran like a well-oiled machine and we could have not asked for more”***

*Richard Usher / Sales & Marketing Director  
AUTO WINDSCREENS*

***“The attention to detail you put into looking after your guests really is second to none; nothing was too much trouble and you were always one step ahead of us thinking of what you could show us to make the experience special”***

*‘Big Mark’ Manning  
‘PAWN STARS UK’ as seen on A&E NETWORK, UK*

***“During the whole weekend everything you talked about when we were booking just happened without a loud fanfare or drama - and to be honest it just kept getting better. Both my son and I, when we were sat later on Sunday evening talking over a beer, felt that the whole Project 100 team had really made the difference – thank you.”***

*Russell Croisdale / Managing Director  
ENCORE ENVELOPES*

***“To have experienced one’s first ‘Le Mans’ via your hospitality - at one of the greatest events on the sporting calendar - has absolutely no comparison to anything I have ever been on before. What more could one possibly fit in to one quite outstanding weekend?”***

*Clive Riding / Partner  
MONTAGUE EVANS*



***“As always the hospitality and company were first rate. Please also pass on my thanks to all the crew who seem to have the remarkable knack of organizing things that everybody else had forgotten they needed”***

*Phil King / Vice President*  
**HERTZ (UK)**

***“I would like to thank you and all your team for the excellent time we had at Le Mans. My clients, Kwik Fit, had not experienced anything quite as impressive - ALL my objectives were achieved”***

*Peter Wood / National Accounts Director*  
**MICHELIN UK**

***“It is nice to work with people who do exactly what they say they will do. Thank you”***

*Helmet Schwingen / President*  
**F.A.T. LE TRANSPORT**



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**Project 100 – the Le Mans Specialists – [www.project100.com](http://www.project100.com)**

***Celebrating 26 consecutive Le Mans 24 Hours: 1991-2016***