

SCHUMACHER
LOUNGE

5 – 7 SEPTEMBER 2025

AUTODROMO NAZIONALE DI MONZA, ITALY

A CELEBRATION

OF OUR SPORT'S LEGENDS

Over the past 75 years, Formula 1 has been defined by individuals who have shaped the sport. From Fangio to Clark, Stewart to Lauda, and Senna & Prost to Schumacher, sporting icons have created storylines on and off the track.

As the popularity of Formula 1 continues to boom, new fans flood into the sport looking for more information and insight. By celebrating the legends of Formula 1 we look to immerse fans in those special people who have made our sport what it is today.



SCHUMACHER LOUNGE

A UNIQUE EXPERIENCE

Sport is all about passion and none more so than Formula 1. Passion for racing, for cars, for travel and for the heroes that have made Formula 1 the pinnacle of motorsport for 75 incredible years.

Michael Schumacher embodied that passion throughout his racing career. His meticulous attention to detail, his constant striving for more performance, and his incredible relationship with the fans around the world make him a Legend of our sport and one of the best to ever do it.

We are creating a premium 3-day hospitality experience at Monza – the home of Scuderia Ferrari in Formula 1 where Michael was victorious five times in his career.

Through the weekend, we will immerse guests in his racing career, take them behind the scenes and unveil the story of the man who broke boundaries, set records, and never, ever gave up.



CELEBRATING MICHAEL SCHUMACHER
AUTODROMO NAZIONALE DI MONZA



SCHUMACHER

5 - 7 SEPTEMBER 2025



AN ICONIC VIEW

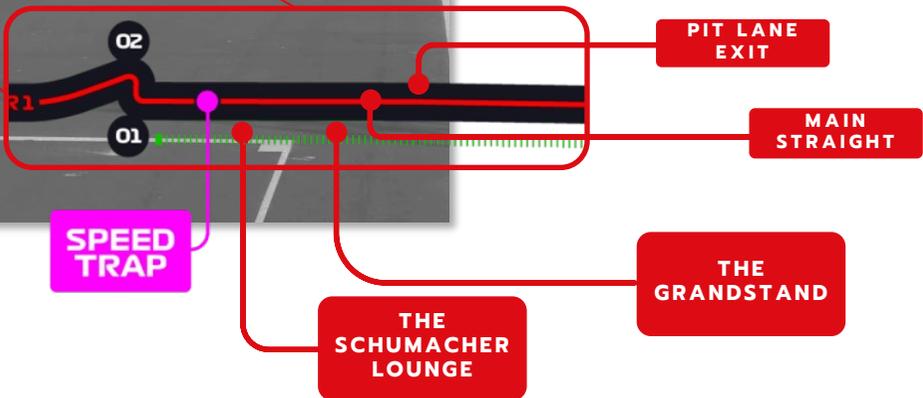
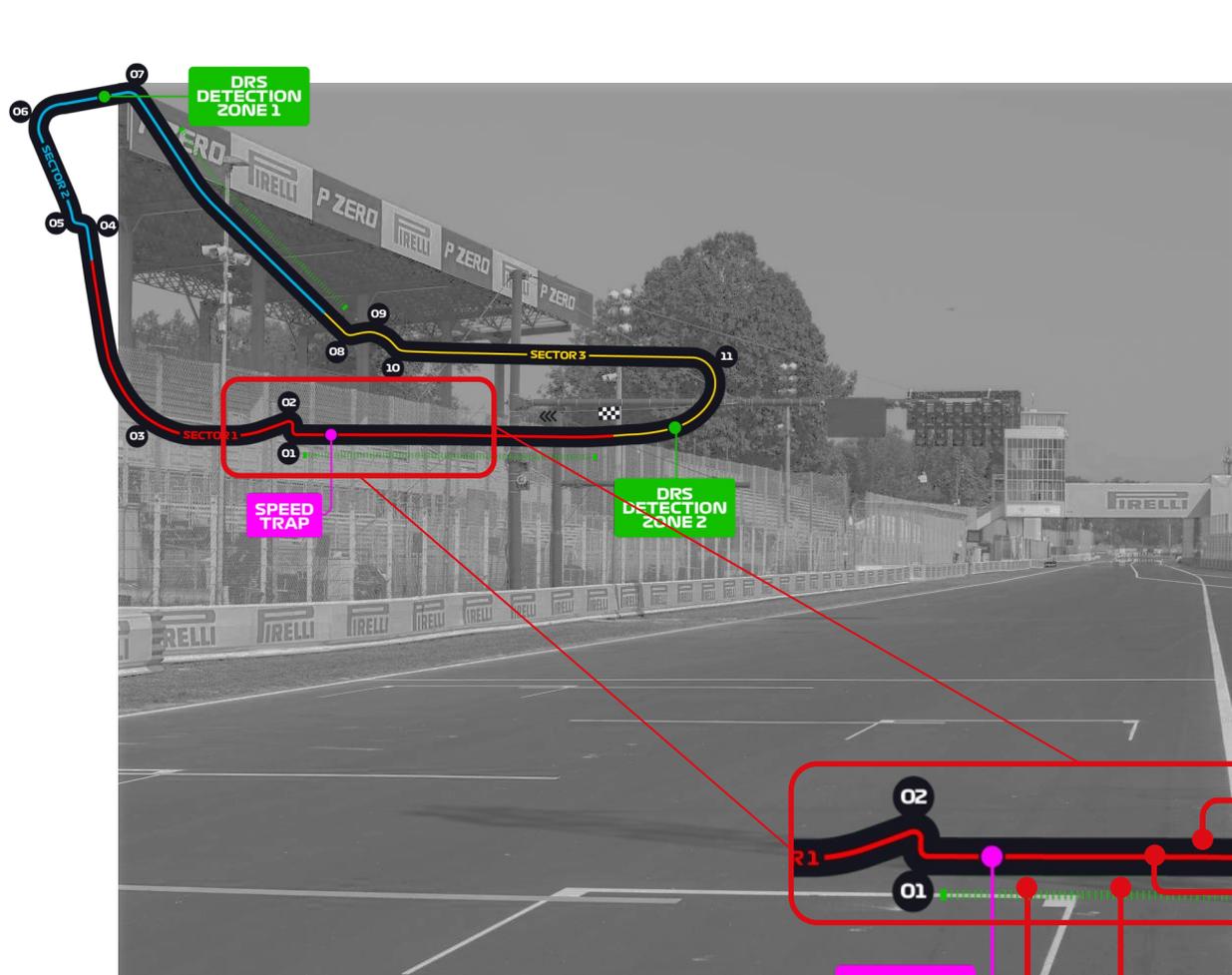
THE BEST SEAT IN THE HOUSE

As we celebrate the man who many believe to be the greatest driver in the history of Formula 1, the location had to be perfect. After all, it's all about the Legends on-track.

We have secured one of the most iconic views in world motorsport with front row seats of the start-finish straight at Monza, as the cars reach top speed.

A custom-built, high-quality structure will house the guests as they take in the weekend's racing action, alongside a dedicated, premium grandstand seat.





A FAMOUS SPOT

FORMULA 1 ON THE LIMIT

Get closer than ever before to the on-track action as the drivers speed down the main straight towards the Rettifilo Chicane and the first major overtaking opportunity.

With a grandstand seat for each guest, everyone has the chance to experience the thrill of the speed of Formula 1 cars at the fastest circuit on the calendar...as well as Lewis Hamilton's first Italian Grand Prix in the red of the Scuderia.



“I’VE ALWAYS BELIEVED THAT YOU SHOULD NEVER, EVER GIVE UP AND YOU SHOULD ALWAYS KEEP FIGHTING EVEN WHEN THERE’S ONLY A SLIGHTEST CHANCE.”

Michael Schumacher (2007)



7

KEEP FIGHTING FOUNDATION

RAISING FOR AN INSPIRING CHARITY

Michael Schumacher’s Foundation is based upon his core ethos. From the way he drove on track, to how he lives his life, the idea of continuing to fight is core to his success.

Founded at the end of 2016 by his wife, Corinna, the Foundation was inspired by the positive energy of his fans over the many years of his career, especially since his accident in 2013.

The foundation continues to provide funding and support for numerous charities worldwide, including the FIA Helmet Programme, the United Nations Road Safety Fund and the Paris Brain Institute, among others.

Interspersed with the weekend activities, we will be raising money for the Foundation – including auction items, the Saturday evening event, and more.

L



THE EXPERIENCE

AN OVERVIEW

- Free-flowing premium food & beverage
- Expert Formula 1 hosts
- Internal and external vantage points
- Dedicated grandstand seat for all 3 days
- Exclusive competitions and gifts

- Michael Schumacher themed gift bags
- Private washroom facilities
- Appearances and photo opportunities from Formula 1 personalities
- Memorabilia displays from Michael's career
- Featured historical Schumacher F1 cars
- FIA Formula 1 World Drivers' Championship Trophy on display
- Silent auction in aid of the Keep Fighting Foundation

The Schumacher Lounge at Monza is the first ever hospitality experience created to celebrate Michael's racing career.

Throughout the event we will be raising money for the Keep Fighting Foundation, created after his skiing accident to help those around the world with severe injuries.

MICHAEL'S GARAGE

ICONIC CARS OVER THE YEARS

Throughout his 19-year career, Michael Schumacher drove some of the most recognisable Formula 1 cars in history. The themed Schumacher Garage in our hospitality venue brings some of his most iconic cars to the Autodromo Nazionale di Monza for Schumacher Lounge guests to enjoy during the Italian GP.

The custom garages reflect each car's design and offer guests extraordinary photo opportunities. Our knowledgeable hosts provide stats, facts and insights – a unique experience only for guests of the Schumacher Lounge.

As a driver, Michael was the master at blending man and machine and his garage at the Schumacher Lounge will allow guests to get up close and personal with his favourite machinery.





L

┌

DATES

5-7 SEPTEMBER 2025

The Italian Grand Prix is a pure racing experience in the heart of the Parco di Monza. The Schumacher Lounge takes place at the race that closes out the European leg of the season at a circuit that Michael loved.



L

┌

ACTIVITIES

ACCESS + FUN

The Schumacher Lounge will be a curated hospitality experience with activities for the guests throughout the weekend. Guests will also have access to their own grandstand seat and the fanzone as part of the unique event.



L

┌

F & B

ALL INCLUSIVE MENU

With a premium open bar and high-quality food, guests will experience the best hospitality that Italian GP has to offer. From healthy breakfasts to hearty lunches, guests will be truly satisfied by lights out.



7

SUPPORTING THE FOUNDATION

AN EVENING FOR MICHAEL

A central part of the weekend is the opportunity to raise money for the Keep Fighting Foundation to support their great work around the world.

The Legends Lounge is excited to host a 'Friends and Foes' evening during the weekend where all the profits will be given to the Keep Fighting Foundation.

With Formula 1 teammates and adversaries sharing never-before-heard stories on stage, a three-course flying buffet, and premium drinks, the evening will be an experience not to be missed.

The Keep Fighting Foundation will also provide special collector's items, some from existing collaborations, for an enthralling auction.

L







L

7

THE SCHUMACHER

3-DAY HOSPITALITY

Soak up the atmosphere of the Italian GP from the premium surroundings of the Schumacher Lounge. Take in the action from one of the most iconic locations in world motorsport, at the circuit where Michael is still the King.

€4.989,00



L

7

THE SCHUMACHER

DINNER PACKAGE

INCLUDES THE EVENING FOR MICHAEL

Upgrade your package to include the 'Friends and Foes' evening. Hear from stars of the Formula 1 world and gain a deeper insight into Michael's amazing career, all while enjoying fabulous food and drinks.

€5.467,00



L

7

BRAND INTEGRATION

BE PART OF THE CELEBRATION

Elevate your experience at the Schumacher Lounge by partnering with us.

Create brand integration experiences, branded moments, content capture opportunities and more.

For more information, get in touch with one of the team and we would be delighted to discuss opportunities with you.

BE PART OF HIS STORY

All Sport
T.: +39.02.80897303
W: www.allsport.it
@: info@allsport.it