
From: [REDACTED]
Sent: Thursday, March 27, 2025 12:03 PM
To: [REDACTED]
Subject: Invite: Miami E-Prix

Hey [REDACTED] –

Reaching out to see if you would have interest in attending the Miami E-Prix Race in Miami in a few weeks.

During your time in Miami – our client (PIF) and its partner Formula E would like to host you – and offer you access to drivers, team principals, and partners throughout your time in Miami.

What you will have access to:

- Thursday (April 10): PIF will unveil [REDACTED] with an activation on-site in a [REDACTED] – you will have access to drivers and FE execs
- Friday (April 11): At-track with access to interviews with drivers, owners, etc. (a schedule will be developed in collaboration with FE)
- Saturday: Pace car rides, garage tours, access to PIF hospitality – along with the race.

Some additional context – Formula E is growing quickly in popularity – experiencing spikes in viewership domestically and globally. Can offer more context and data if interested.

Obviously – you will have the freedom to schedule meetings on your own as well.

Let me know your thoughts,

Best,

[REDACTED]

[REDACTED]

Senior Vice President, Sports



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From: [REDACTED]
Sent: Thursday, March 27, 2025 12:22 PM
To: [REDACTED]
Subject: Hi [REDACTED] - Invite: Miami E-Prix

Hi [REDACTED] – hope you are well.

Building off the story you worked on with [REDACTED] a few weeks ago regarding Lebron/E1 – we wanted to reach out to see if you would have interest in attending the Miami E-Prix Race in Miami in a few weeks. Please feel free to call me today at [REDACTED] once you have a chance to review, and we can discuss in more detail.

During your time in Miami – our client (PIF) and its partner Formula E would like to host you – and offer you access to drivers, team principles, and partners throughout your time in Miami.

What you will have access to:

- Thursday (April 10): PIF will unveil a [REDACTED] with an activation on-site in a [REDACTED] – you will have access to drivers and FE execs
- Friday (April 11): At-track with access to interviews with drivers, owners, etc. (a schedule will be developed in collaboration with FE)
- Saturday (April 12): Pace car rides, garage tours, access to PIF hospitality – along with the race.

Some additional context – Formula E is growing quickly in popularity – experiencing spikes in viewership domestically and globally. Can offer more context and data if interested.

Obviously – you will have the freedom to schedule meetings on your own as well.

Let me know your thoughts,

[REDACTED]



Associate Vice President



prosek

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