

Bernie and Beyonce team up for first F1 Rocks concert

Formula One supremo Bernie Ecclestone has unveiled details of the first F1 Rocks event, a new tie-up between Formula One Management and Universal Music Group. Singapore will be the venue for the first concert, which will coincide with the Singapore night Grand Prix on September 26th. LG, already Formula One's official timing sponsor, has been confirmed as the presenting partner for the first event, which will take place in Singapore's Fort Canning Park.

Plans for the first event follows confirmation of the partnership between Formula One Management and the Universal Group in March. Ecclestone told SportsPro at the time that although there was no cash payment involved he believes the deal will be worth US\$10 million in media coverage to Formula One and its sponsors. "This isn't about money. It's a whole new group of people who will be exposed to Formula One."

LG's chief marketing officer Dermot Boden said of his company's sponsorship deal: "It will allow us to further broaden global awareness to build a deeper understanding for our style and technology positioning with an even wider audience that embraces music and entertainment as a passion. It is a natural fit for us to become part of such a premium global music event." Financial details of LG's investment are yet to be made available, but are expected soon.

The Singapore event will take place over all three days of the race weekend and feature featuring performances from the Black Eyed Peas, Beyonce, NERD, ZZ Top, Simple Minds and Chinese singer Jacky Cheung. Formula One drivers and personalities will also attend. It is unclear when exactly the concerts will take place, given that the Singapore Grand Prix is a floodlit race and is due to start at 8pm local time.

Ecclestone also announced plans for two spin-off television programmes designed to expose Formula One to a wider audience. One will be an hour-long entertainment show, including celebrity interviews and 'aspirational and lifestyle features' while the other will showcase the live music performances. The FOM chief executive used the announcement to confirm that he is "a fan of all the modern music – like Frank Sinatra."

BERNIE and Beyonce team up for first F1 Rocks concert. **SportsPro Media**, 5 August 2009. Disponível em: <www.sportsprodailydeal.com>. Acesso em: 10 ago. 2009.