

 37TH
AMERICA'S
CUP
LOUIS VUITTON



 **AC37**
CLUB
37th America's Cup Official Hospitality

OFFICIAL HOSPITALITY
PROGRAMME
INFORMATION AND
SALES BROCHURE

BARCELONA
22 AUGUST –
27 OCTOBER 2024



LOUIS VUITTON 37TH AMERICA'S CUP BARCELONA

OVERVIEW

Between August and October 2024, the competition for the oldest trophy in international sport will be hosted on the beautiful shores of Catalonia, specifically along the beach between Barcelona's Port Vell and Port Olímpic. The sailing world is getting ready to make Barcelona their home for what promises to be one of the most intense competitions in the event's 173-year history.

This is the race with no second place. Either you win or you lose, and it has been like this from the very beginning. Dating back to 1851, the America's Cup continues to be one of the most challenging endeavors in sporting history. This year's format offers a huge range of world-class racing across the event calendar, including the UniCredit Youth & Puig Women's America's Cup Programmes, all of which can be enjoyed from our exclusive AC37 Club hospitality area.

The Louis Vuitton 37th America's Cup Barcelona attracts a diverse audience, from hardcore sailing enthusiasts to sports fans and those simply in awe of the sights and spectacle of the race boats in action, taking place in one of the most iconic cities in the world.

The event offers a unique fusion of athleticism and innovation. The impressive race machines, crafted exclusively by their representing countries, contribute to the competition's uniqueness, with an emphasis on cutting-edge technological advancement.

The AC37 Club Official Hospitality Programme has been created to take your America's Cup experience to the next level. With a special emphasis placed on gastronomy and race entertainment, The AC37 Club has been designed to cater to your home comforts, while offering maximum enjoyment throughout the competition.

THE TEAMS



Emirates New Zealand are the reigning America's Cup holders (known as the Defender) and will orchestrate a series of races involving five teams from other countries (the Challengers).

The ultimate winner from all the Challengers will take on the Defender in the hope of winning the most prestigious trophy in all of sailing, the America's Cup.

DEFENDER

EMIRATES TEAM NEW ZEALAND



ROYAL NEW ZEALAND
YACHT SQUADRON



CHALLENGER OF RECORD

INEOS BRITANNIA



ROYAL YACHT
SQUADRON



CHALLENGER

NYYC AMERICAN MAGIC



NEW YORK
YACHT CLUB



CHALLENGER

ORIENT EXPRESS RACING TEAM



SOCIÉTÉ NAUTIQUE
SAINT-TROPEZ



CHALLENGER

ALINGHI RED BULL RACING



SOCIÉTÉ NAUTIQUE
DE GENÈVE



CHALLENGER

LUNA ROSSA PRADA PIRELLI



CIRCOLO DELLA
VELA SICILIA



AUGUST–OCTOBER 2024

MAIN CALENDAR

 37TH
AMERICA'S
CUP
LOUIS VUITTON

REGATTA CALENDAR

AUGUST–OCTOBER 2024

AGOST
AGOSTO
AUGUST

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SETEMBRE
SEPTIEMBRE
SEPTEMBER

OCTUBRE
OCTUBRE
OCTOBER

PRELIMINARY REGATTA BARCELONA

20–25 AUGUST 2024

LOUIS VUITTON CUP ROUND ROBIN

29 AUGUST – 11 SEPTEMBER 2024

LOUIS VUITTON CUP SEMI FINAL

14–23 SEPTEMBER 2024
FIRST TWO TO WIN 5 RACES

LOUIS VUITTON CUP FINAL

26 SEPTEMBER – 7 OCTOBER 2024
FIRST TO WIN 7 RACES

UNICREDIT YOUTH AMERICA'S CUP

10–26 SEPTEMBER 2024
FINAL

PUIG WOMEN'S AMERICA'S CUP

28 SEPTEMBER – 13 OCTOBER 2024
FINAL

AMERICA'S CUP E-SERIES GRAND FINAL

28 SEPTEMBER 2024

LOUIS VUITTON 37TH AMERICA'S CUP MATCH RACE FINAL

12–27 OCTOBER 2024
FIRST TO WIN 7 RACES

////// RESERVE DAYS
/// PRACTICE DAYS

Note that all race days are subject to change due to weather conditions. Reserve Days are built into the programme to prepare for these scenarios.

See page 16 for Cancellation and Re-scheduling terms.

A Guaranteed Race Day means a race day that will take place irrespective of the sporting result. A Non-Guaranteed Race Day is one that will only take place dependant on the sporting result.

LOUIS VUITTON 37TH AMERICA'S CUP BARCELONA RACE STAGES



22-25 AUGUST

**FINAL PRELIMINARY
REGATTA**
BARCELONA

The Preliminary Regatta has no bearing on the result of the America's Cup but provides a look at the form of the boats and the approach of the different teams.

Enjoy seeing the brand new AC75's and all 6 AC teams racing for the very first time!

29 AUGUST-7 OCTOBER

LOUIS VUITTON CUP
THE CHALLENGER
SELECTION SERIES

The Louis Vuitton Cup decides which team will go forward to face the most recent holders of The America's Cup, Emirates Team New Zealand. Emirates Team New Zealand will race in the Round Robin stages of the Louis Vuitton Cup meaning all 6 teams will be competing in this stage.

17-26 SEPTEMBER

**THE UNICREDIT
YOUTH AMERICA'S
CUP**

The UniCredit Youth America's Cup has 12 teams competing and aims to nurture the next generation of sailing talent by offering a platform for development, fostering teamwork, and introducing, for the first-time, participants to the complexities of high-performance yacht racing.

5-13 OCTOBER

**THE PUIG WOMEN'S
AMERICA'S CUP**

Held in conjunction with the traditional America's Cup, for the first time ever, the women's competition provides a platform for 12 women's teams to showcase their sailing skills and compete at the highest level in the world of yacht racing.

12-27 OCTOBER

**LOUIS VUITTON 37TH
AMERICAS CUP**
MATCH RACE FINAL

The emerging winner of the Louis Vuitton Cup goes up against the Defender, Emirates Team New Zealand, in the main event of the competition, the America's Cup 'Match, the Louis Vuitton 37th America's Cup Barcelona.



37th America's Cup Official Hospitality

37TH
AMERICA'S
CUP
LOUIS VUITTON



Louis Vuitton 37th America's Cup
Official Hospitality Area



AC37 CLUB

LOUIS VUITTON 37TH AMERICA'S CUP BARCELONA

OFFICIAL HOSPITALITY AREA

 37TH
AMERICA'S
CUP
LOUIS VUITTON

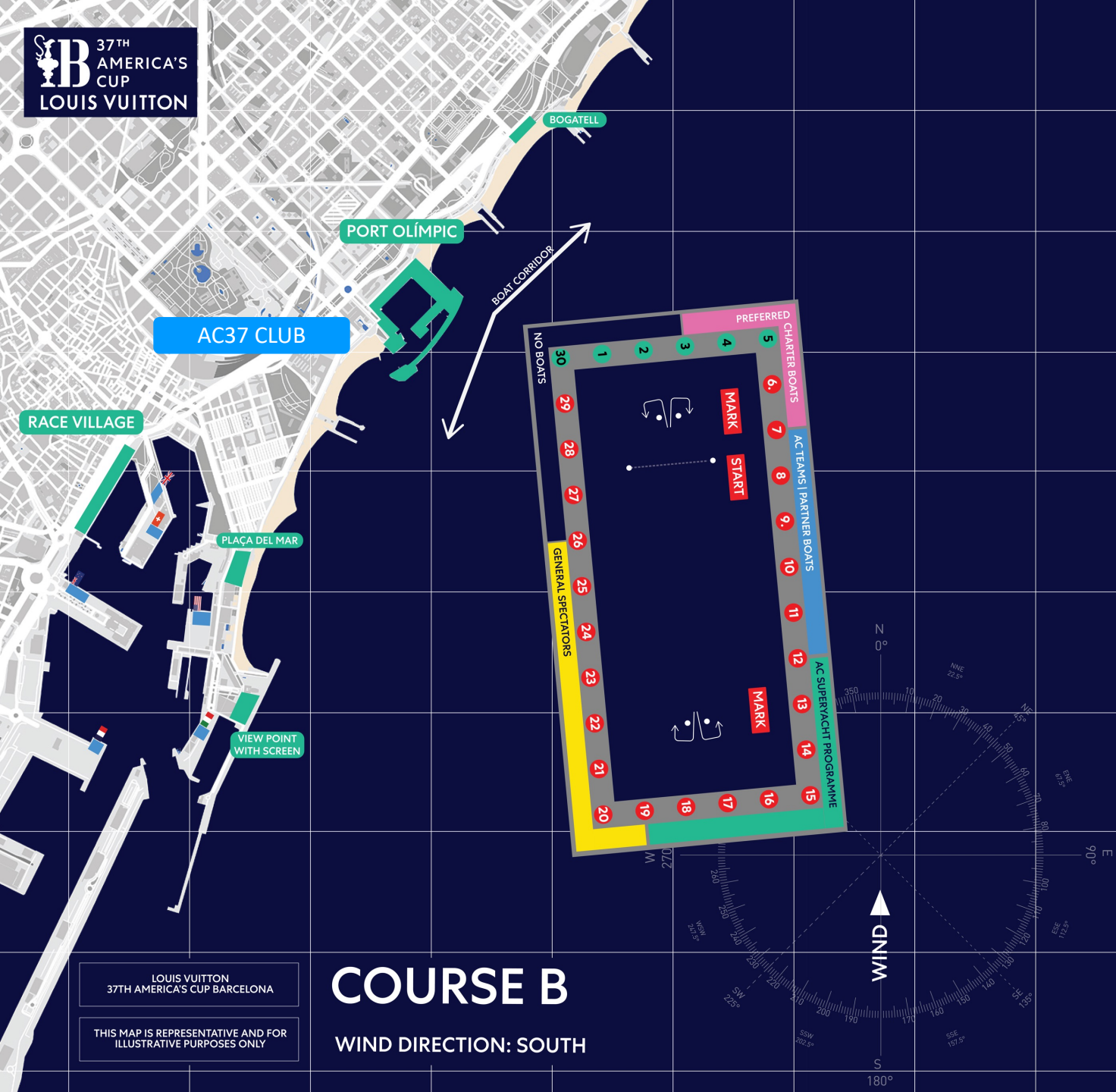


The Louis Vuitton 37th America's Cup Official Hospitality Village is positioned at the heart of Port Olímpic, overlooking the race area and the vibrant atmosphere of UniCredit Youth & Puig Women's America's Cup Team Bases.

The hospitality guests buying tickets through this offer will be situated on the 'Xaloc' level of the AC37 Club, with direct views to the race area and offering a premier experience.

Ideally situated between the race area and the stunning backdrop of the Barcelona skyline, this is the 'Place to Be' throughout the competition.

RACE
AREA



LOUIS VUITTON 37TH AMERICA'S CUP BARCELONA

OFFICIAL RACE MAP

This is an indicative racecourse layout only, which shows a South wind direction. The racecourse orientation may be subject to change depending on the weather conditions each day of racing. As you can see in this wind direction, the AC37 Club has a perfect position directly opposite the start and finish lines and turning marks.

COURSE B

WIND DIRECTION: SOUTH

LOUIS VUITTON
37TH AMERICA'S CUP BARCELONA

THIS MAP IS REPRESENTATIVE AND FOR
ILLUSTRATIVE PURPOSES ONLY



37th America's Cup Official Hospitality



37TH AMERICA'S CUP
LOUIS VUITTON

TYPICAL HOSPITALITY JOURNEY

12:30

GUESTS WELCOME TO ARRIVE AT AC37 CLUB

13:00–16:00

LISTEN TO EXPERT COMMENTATORS WHILST INDULGING IN THE GOURMET EXPERIENCE & SAVOUR PREMIUM BEVERAGES

14:00 – 16:00/16:30/17:00*

WATCH THE LIVE RACING IN FRONT OF THE AC37 CLUB AND ON ALL THE LARGE SCREENS, AN EXCLUSIVE VANTAGE POINT WITH PANORAMIC VIEWS

16:00/17:00 – 18:30

UNWIND AFTER RACING IN A LAID BACK ATMOSPHERE WITH CHILL OUT MUSIC AND POST RACING CHATTER

19:00

CLOSURE OF AC37 CLUB. AN UNFORGETTABLE EXPERIENCE AWAITS!

*TIMELINE & CONTENTS OF HOSPITALITY JOURNEY SUBJECT TO CHANGE



Beautiful terrace with Mediterranean & Barcelona City views



Live streaming of races across the full hospitality facility



Sailing experts and commentators during the race



Amazing sights of the AC racing and direct views into the AC40 Youth & Women's base



Prime location in the Hospitality area at the heart of Port Olímpic



WORLD CLASS HOSPITALITY EXPERIENCE

Book into the 'AC37 CLUB' space, where thrilling action meets luxury, in an immersive race viewing and gastronomy experience at the Louis Vuitton 37th America's Cup Barcelona.

Come and enjoy a carefully curated sporting atmosphere that combines big screen race viewing, expert commentary with pre and post-race insights, accompanied by an exceptional all-inclusive food and drinks offering.

This hospitality offering is located on the 'Xaloc' level of the AC37 Club with direct views across to the race area, make yourself at home in this premier space. The space has been designed to make you feel at home. Covering all your needs across a variety of different areas with a focus on gastronomy and race entertainment.

Begin your journey with a unique Michelin-quality experience, presenting a pre-race feast that will set the tone for an exceptional day of racing. Next, move towards the viewing terraces or watch on the big screens to capture the electrifying sailing action. Then once the victorious cheers echo through the air, celebrate in the relaxed social areas with fellow sailing enthusiasts and hospitality guests. Treat yourself to a selection of sweet delights paired with signature America's Cup cocktails, all set against the breath-taking backdrop of Barcelona and the Mediterranean.

This is the place to be during the Louis Vuitton 37th America's Cup Barcelona, where top-class service and sporting entertainment converge to create the finest rendezvous of maritime elegance.





WHAT'S INCLUDED IN YOUR PACKAGE

ACCESS

12:30–19:00

Exclusive access to
AC37 CLUB

The official on-land hospitality
experience of the Louis Vuitton
37th America's Cup Barcelona

THEME

Nautical class meets luxurious
Elegant atmosphere crafted for
passionate sailing and sports
fans

FACILITIES

Air conditioning
Wheelchair accessible
Onsite security
Wi-Fi

HOSPITALITY AREA

Refined and stylish dining areas
Chic and laid-back lounges
Immersive race viewing zones
Light and airy terraces

FOOD

Locally inspired Michelin quality
cocktail dining experience
Finest quality ingredients
Menu curated by world class
Catalan Chefs

BEVERAGES

Signature AC37 cocktails
prepared by experienced
mixologists
Premium Corpinat, Cava,
selected beers, wine and soft
drinks

ENTERTAINMENT

Immersive big screen
race viewing
Commentators offering
expert race insight
Live music and DJ outside
of race timings

SELL IT TO ME IN 3 WORDS

Thrilling
Spectacular
Prestigious

LOUIS VUITTON 37TH AMERICA'S CUP BARCELONA

PURCHASING PROCEDURES



37TH
AMERICA'S
CUP
LOUIS VUITTON

Choose your single day or multiple days and number of hospitality tickets you want to buy plus about hosting your own private events :

BOOK HOSPITALITY TICKETS FOR A SINGLE DAY/DATE OR MULTIPLE DAY OPTIONS

Select your single day or multiple days/dates where you would like to book for one or multiple Hospitality guest tickets—check the Race Schedule on page 4 of this brochure to help you pick the dates. Gather your information and send your booking enquiry by email to: officialhospitality@americascup.com.

Our AC37 Club Hospitality team will then:

- Confirm receipt of your email
- Assess availability on your day or multiple days enquiry
- Email you back with your options:
 - . Yes we have availability, confirm costs and send you final booking form
 - . Sorry but no, we do not have full availability for your request but can offer you these options
- Finalise with you the booking details and complete the booking form
- Send you an invoice which will need to be paid within 7 days for the booking to be confirmed
- For any bookings made during the event, they will have to be fully paid at the time of booking
- Once payment is made, the AC37 team will send you joining instructions with QR code access details

ENQUIRY ABOUT HOSTING A PRIVATE EVENT

If you would like to enquire about hosting a private event on non-race days or evenings (private dinner/business breakfast/presentation event etc), please send your enquiry with full details of your proposal to: officialhospitality@americascup.com.

Our AC37 Hospitality team will then:

- Confirm receipt of your email
- Assess availability with regard to your private event
- Email back with your options
 - . Yes we have availability, confirm costs and send you final booking form & payment details
 - . Sorry but no, we do not have full availability for your request but can offer you these options
- Finalise the booking details with you and complete booking form
- Send you an invoice which will need to be paid within 7 days
- Once payment is made, the AC37 Club team will send you all details of your private event

KEY DETAILS

PURCHASING PROCESS

AC37 CLUB PRICES PER PERSON

PRICING TABLE

AC37 HOSPITALITY PRICES

Code	*Guaranteed hospitality race days	Stages of the AC37 event	Range of dates for this stage of the competition	Package price per person per day (ex. VAT)
ACPLR	4 DAYS OF RACING	AMERICA'S CUP PRELIMINARY REGATTA	22 nd August – 25 th August 2024	500 €
LVRR 1 & 2	8 DAYS OF RACING	LOUIS VUITTON CUP 2 X ROUND ROBINS	29 th August – 11 th September 2024	550 €
UCYAC	6 DAYS OF RACING	UNICREDIT YOUTH AMERICA'S CUP	17 th – 26 th September 2024	550 €
LVACSF*	3* - 5 DAYS OF RACING	LOUIS VUITTON CUP SEMI FINALS	14 th – 23 rd September 2024	650 €
PWAC	6 DAYS OF RACING	PUIG WOMEN'S AMERICA'S CUP	5 th – 13 th October 2024	550 €
LVACF*	4 *– 7 DAYS OF RACING	LOUIS VUITTON CUP FINALS	26 th September – 5 th October 2024	950 €
LVACM*	4* – 7 DAYS OF RACING	LOUIS VUITTON 37TH AMERICA'S CUP MATCH	12 th – 27 th October	1 100 €

* These stages of the event are 'first team to win 5 races' (LV Cup Semi Finals) and 'first team to win 7 races' (LV Cup Final and AC Match) so the final number of race days is subject to the final score (e.g., can be 5:0 or 5:4 or 7:0 to 7:6) which affects number of race days.

Prices not inclusive of Spanish VAT (21%).
Refunds are subject to a 10% administration fee.

LOUIS VUITTON 37TH AMERICA'S CUP BARCELONA

BOOKING & PAYMENT PROCEDURE



 37TH
AMERICA'S
CUP
LOUIS VUITTON



ENQUIRE OR PURCHASE BY EMAIL

For your initial enquiry or booking request, please email your details as days/dates and number of hospitality tickets you would like to buy or ask for information on:

officialhospitality@americascup.com



EMAIL RESPONSE

Our Hospitality team will confirm receipt of your enquiry or booking request, they will confirm whether or not that we have availability, they will then send you to the booking form requesting all details and payment details.



PAYMENTS

Once we have received your booking form, we will send you an invoice which needs to be paid within 7 days from your enquiry in order to have a confirmed booking.

Bookings made once the event has started will need to be paid in full at the time of booking.

Once paid, we will send you confirmation of your booking and payment, the hospitality guide and joining instructions and details our our Guest Management APP, through which you will receive the QR access codes for you and your guests.



CANCELLATION OF ORDER

ACE Barcelona, S.L. reserves the right to cancel the booking and/or not to issue tickets or provide services where payment has not been made in full when due.



GROUP BOOKINGS / EVENTS

For group booking enquiries, bespoke events or tailored experiences, for non race days & not during race hours, please contact us at officialhospitality@americascup.com and we will be happy to assist you with your request.



FREQUENTLY ASKED QUESTIONS

TICKETS & HOSPITALITY

WHAT'S INCLUDED IN THE OFFICIAL HOSPITALITY PROGRAMME?

All hospitality products include the following as standard: Exclusive access to AC37 Club, live race streaming, all-inclusive food & beverage offering.

WHAT TIME DOES THE OFFICIAL HOSPITALITY OPEN AND CLOSE?

AC37 Club will open at 12:30 and close at 19:00. Where is a cross over in the calendar between the Louis Vuitton Cup or the Louis Vuitton 37th America's Cup Match and the UniCredit Youth / Puig Women's America's Cup, then the facility will open from 11:00 and close at 19:00. The hospitality offering will remain unchanged.

WHERE IS THE OFFICIAL HOSPITALITY FACILITY LOCATED?

AC37 Club address is: Carrer de La Marina s/n, Ciutat Vela, 08005 Barcelona, Spain

WHO CAN PURCHASE OFFICIAL HOSPITALITY?

This Official Hospitality programme welcomes fans, families, individuals and corporates from all over the world to come and enjoy the spectacle of the Louis Vuitton 37th America's Cup.

WHEN IS THE BEST TIME TO PURCHASE?

As soon as possible! AC37 Club has a set capacity, so once all tickets are gone, that's it!

WILL I FIND OFFICIAL ON LAND HOSPITALITY ELSEWHERE?

No, the AC37 Club hospitality programme is the only on-land official hospitality offering in Barcelona. There are others on offer but they are not officially endorsed by ACE Barcelona SL. Purchasing directly through our website and official email is the safest way to obtain your ticket. Doing this will ensure you pay no higher than market price, that your ticket is 100% valid and you are well serviced in the likely case of cancellations and rescheduling of race days due to bad weather. Please contact officialhospitality@americascup.com if you have any doubts regarding your purchasing source.

CAN I RESELL MY TICKETS?

Tickets are not permitted for resale. Tickets can be gifted to friends or family or further guests, but once your ticket is scanned upon entrance it will not be valid for additional use. There is no official resale platform for the Official Hospitality to the Louis Vuitton 37th America's Cup.

ARE GENERAL ADMISSION TICKETS FOR SALE?

No. General admission is free to the AC Race Village and AC Fanzones at Moll de la Fusta, Plaça del Mar and Bogatell. AC37 Club is the only official ticketed on-land hospitality option available.

I WANT TO ATTEND AS A LARGE GROUP, WHAT IS THE BEST WAY TO PURCHASE?

For larger groups we are happy to discuss your requirements further and look at tailored hospitality packages. Please email us at officialhospitality@americascup.com

CAN I CANCEL MY PURCHASE?

No. Once a purchase has been confirmed by us, all sales are final.

OPERATIONAL GUEST CANCELLATION POLICY

POSTPONEMENTS & CANCELLATIONS

CANCELLATION 24 HOURS BEFORE RACE DAY

All stakeholders and guests will be notified via official communication channels. Alternative plans or rescheduling options will be offered, or an 80% refund will be provided.

CANCELLATION THE EVENING BEFORE RACE DAY

All stakeholders and guests will be notified via official communication channels. Alternative plans or rescheduling options will be offered, or an 80% refund will be provided.

CANCELLATION ON RACE DAY MORNING, BEFORE DOORS OPEN

All stakeholders and guests will be notified via official communication channels. Alternative plans or rescheduling options will be offered, or a 50% refund will be provided.

CANCELLATION ON RACE DAY MORNING, AFTER DOORS OPEN

All stakeholders and guests will be notified via official communication channels. No refund will be provided once the venue is open but guests will enjoy high-quality hospitality, an exceptional experience, insightful commentators, premium drinks and Michelin-star dishes.

GUEST CANCELLATION POLICY:

Tickets are non-refundable in the event of a guest cancellation.

CONTACT US



FOR MORE INFORMATION ON THE AC37 CLUB OFFICIAL HOSPITALITY PROGRAMME, OR TO PLACE YOUR BOOKING, PLEASE EMAIL US USING THE EMAIL ADDRESS BELOW:

officialhospitality@americascup.com



TO FIND OUT MORE ABOUT THE
LOUIS VUITTON
37TH AMERICA'S CUP, BARCELONA

WWW.AMERICASCUP.COM

 37TH
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LOUIS VUITTON



37th America's Cup Official Hospitality

BARCELONA
22 AUGUST –
27 OCTOBER 2024

37TH
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