

Fever Named Founding Partner of the FORMULA 1 TAG HEUER GRAN PREMIO DE ESPAÑA 2026

Fever deepens its role at the FORMULA 1 TAG HEUER GRAN PREMIO DE ESPAÑA 2026 as a Founding Partner, expanding on its existing partnership to deliver ticketing, marketing, and fan experiences for MADRING

Fever, the world's leading technology platform for culture and entertainment, has been named Founding Partner of the **FORMULA 1 TAG HEUER GRAN PREMIO DE ESPAÑA 2026**, expanding its role in bringing Formula 1 racing and entertainment to Madrid.

As a Founding Partner, Fever will have a prominent presence throughout the Spanish Grand Prix, bringing the brand to life across the circuit and creating new opportunities to engage with fans throughout the race weekend.

Alongside visibility across official race materials, circuit signage and wayfinding, Fever will have a presence across selected grandstand areas and on-site screens. The partnership will also include a dedicated fan engagement space, the Fever Lounge, extending Fever's presence across key touchpoints throughout the event.

Fever will also leverage its global platform and international network to amplify the Spanish Grand Prix to audiences worldwide, driving awareness and helping attract fans from across the globe to Madrid for race weekend.

"We're proud to become a Founding Partner of the FORMULA 1 TAG HEUER GRAN PREMIO DE ESPAÑA 2026 and to expand our commitment to Formula 1" said Rocío Trujillo, Southern Europe General Manager at Fever. "Madrid has established itself as one of the world's most dynamic destinations for culture, entertainment and live experiences, and the arrival of F1 presents a unique opportunity to bring that energy to a global audience. As a Founding Partner, we're excited to combine Fever's technology,

global reach and expertise in entertainment to create new ways for fans to experience the race and everything the city has to offer.”

Fever has been a strategic partner since the very beginning of this project, and its appointment as a Founding Partner reflects the confidence in the potential of the FORMULA 1 TAG HEUER GRAN PREMIO DE ESPAÑA 2026. Its ability to connect with global audiences and create innovative experiences will play a key role in establishing Madrid as a leading international destination for sport, culture, and entertainment” said José Vicente de los Mozos, President of the Executive Committee of IFEMA MADRID.

The new agreement builds on Fever's existing role as the organization responsible for ticketing, marketing and advertising, and the operation of fan entertainment at the **FORMULA 1 TAG HEUER GRAN PREMIO DE ESPAÑA 2026**. Fever's partnership with IFEMA MADRID was first announced in August 2025 under a separate agreement running through 2035.

The announcement also comes as Fever expanded its relationship with Formula 1 on a global scale earlier this year. From 2027, Fever will be **Formula 1 's official ticketing provider for races worldwide**, developing a new global ticketing platform designed to make it easier for fans to discover, access and experience races around the world.

Together, the Madrid partnership and global ticketing appointment mark a significant evolution of Fever's relationship with F1, combining Fever's technology, global audience and expertise in live entertainment with one of the world's most high-profile sporting properties.

About Gran Premio de España de F1 2026-2035

The FORMULA 1 TAG HEUER GRAN PREMIO DE ESPAÑA 2026 will take place from September 11 to 13 at MADRING, a new 5.4 km, 22-corner hybrid circuit designed to deliver an unparalleled spectacle. One of its standout features is La Monumental, set to become the track's iconic point: a 550-metre corner with a 24% banking, presenting drivers with a unique challenge.

It will also be one of the best-connected circuits on the calendar. Located within the city and just five minutes from the airport, it has a metro stop at its main entrance, a train station, and multiple urban bus routes. It is estimated that at least 80% of attendees will travel by public transport, reducing the event's carbon footprint.

About Fever

Fever is the world's leading tech platform for discovering culture and live entertainment, inspiring over 300 million people last year to discover the best experiences in over 40 countries. With a mission to democratize access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events—from immersive exhibitions and sports to interactive theatrical performances, concerts, and festivals—while empowering its partners with data and technology to develop and expand new experiences worldwide.

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