

Tobias Thormann

**Lotus Exige Challenge. Konzeption eines
fiktiven Motorsportevents**

Studienarbeit

Lotus Challenge Konzeption Fiktiven Motorsportevents

Yan Bai



Lotus Challenge Konzeption Fiktiven Motorsportevents:

Lotus Exige Challenge. Konzeption Eines Fiktiven Motorsportevents Tobias Thormann, 2015-06-02 Studienarbeit aus dem Jahr 2013 im Fachbereich Medien Kommunikation Medienökonomie management Note 1,0 Hochschule Fresenius Hamburg Veranstaltung Angewandtes Event Management Sprache Deutsch Abstract Die Stadt Hamburg scheint langsam ihren Glanz als Welt und Sportstadt zu verlieren. Es besteht also dringender Nachholbedarf, das Image sowie den Bekanntheitsgrad zu steigern, um international wieder an Aufmerksamkeit und Reputation zu gewinnen. Als passende Massnahme bietet sich ein aussergewöhnliches Event an, welches im Sommer das sportbegeisterte Publikum in die Hamburger Innenstadt locken soll. Es soll ein Autorennen um die Binnen und Aussenalster ausgetragen werden. Als Hauptsponsor ist der Sportwagenhersteller Lotus denkbar, da die Marke Lotus und die verschiedenen Modelle der Marke in Deutschland noch an Bekanntheit gewinnen können. Als Name der Veranstaltung wäre somit Lotus Exige Challenge denkbar. Motorsport soll der breiteren Masse leichter zugänglich gemacht werden und ohne hohe Kosten für das Publikum erlebbar werden. Die Hauptattraktionsplätze der Veranstaltung sind die Monckebergstrasse, der Rathausmarkt, der Jungfernstieg sowie die Binnen und Aussenalster. Auf der Monckebergstrasse soll mit Lotus Sportwagen von erfahrenen Rennfahrern auf Höchstgeschwindigkeit beschleunigt werden. Plätze als Beifahrer werden vor dem Event versteigert. Am Jungfernstieg werden eine Videoleinwand, mehrere Tribünen, die Zielgerade und die Boxengasse aufgebaut, um für die entsprechende Motorsportatmosphäre zu sorgen. Die Siegerehrung findet auf dem Balkon des Heine Hauses statt. Die Rennstrecke wird knapp zehn Kilometer lang sein und um die Aussen sowie Binnenalster führen. Auf dem Rathausmarkt werden mit einer Bühne und einer weiteren Videoleinwand sowie verschiedenen Ständen der Nebensponsoren die Hauptattraktionen des Events stattfinden. Auf der Bühne wird das Rennen moderiert, verschiedene Shows inklusive Gewinnspiele und Showacts durchgeführt. Ausser

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