European Accredited Ferrari™ Club



PRINTED ON: *November 7, 2026, 5:07 PM (EST)*

PUBLISHED ON: *July 1, 2022, 7:36 AM (EST)*

UPDATED ON: *May 30, 2026, 10:39 PM (EST)*

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GROSS REVENUE
$0

EBITDA
$0

BUSINESS TYPE
Automotive

COUNTRY
Italy

BUSINESS ID
L#20220309

Scuderia Ferrari Club Riga – Latvia is an official Ferrari club with a distinctly international mission and the ability to organise Ferrari events all over the world.

The events aim to highlight the cultural, gastronomic and natural excellences of the locations by creating videos such as: the Latvian Tour 2023 , and photography which constitute exceptional marketing tools for sponsors, partners and governments of the hosting countries.

The events benefit from the presence of exceptional testimonials by participants such as the former Ferrari F1 driver Mika Salo, and additional futures like fast driving courses. High quality video and photographic material, constitutes a precious means of acquiring worldwide visibility for the brand and partners.In addition to tourism and promotional purposes, the event's attendees can participate at track days in F1 circuits around the world.

The club is able, by virtue of their connections with the Scuderia Ferrari Clubs, Ferrari Owners clubs, and Ferrari dealers around the world to attempt feats with Ferrari cars and carry out exploits in areas of the world where Ferrari itself has not ventured yet.

The final goal is to become the Ferrari's number 1 worldwide event, in order to obtain an important yield necessary to increase greater visibility for all of club's participants.

In order to perform an international reference function, the club has created a very unique website , with high quality content.

The club is available to evaluate proposals from partners regarding the planning of events and is looking for the highest level partners who can finance and contribute to the success of that unique initiative.

SFC Riga was founded to be a global reference point in the world of Ferrari and F1.

The bet is that, both in the case of Formula 1 and Ferrari, the number of fans has grown exponentially and is growing faster than any other sports league in the world. This is due to the fact that F1 – and Ferrari, which is its queen – has transformed from a category of car racing that attracted only fans who followed it on the tracks in the absence of TV into a global phenomenon that attracts a general public that follows it through television and social networks and that is growing, especially in America and Asia where it did not actually exist. Neither F1 (which through Liberty Media mainly deals with organizing and managing the F1 world championship) nor Ferrari are absolutely capable of effectively managing the relationship with such a high number of people. In fact, Ferrari is primarily concerned with racing and selling its cars, leaving to its fan clubs (very few of the approximately 200 existing in the world, mainly located in Italy, are actually active and have an online structure capable of going beyond their narrow local boundaries) to maintain the relationship with its fans all over the world.

SFC Riga, a local club but with an international vocation and the ability to operate anywhere in the world using its official Ferrari brand, intends to remedy this lack by acting as a trait d'union between Liberty Media and Ferrari and the fans of both.

To this end, the club's activity is based on an informative function carried out:

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1) from its official website https://sfcriga.com/, which was conceived and created to represent a sort of encyclopedia of passion for Ferrari and Formula 1, through the provision of information related to F1 and Ferrari, currently fragmented and expressed in multiple languages, if not even in dialect, reorganized and expressed in English;
2) through the organization of events with Ferrari cars conceived to be unique and held in locations never even visited by Ferrari directly, as well as imagined to be public events, carrying out the function of promoting the territories crossed and their natural, cultural and gastronomic excellences.
And in a social function linked to inclusive motoring which is based on:
a) providing, in different languages and in collaboration with the National Unions of the Blind and Visually Impaired, audio description services of the Formula 1 Grands Prix;
b) inclusion of the visually impaired in our events wherever they take place.

Opportunity

This project consists in the creation of an entity that acts as a transversal interface between Ferrari and Formula 1 and the fans of both all over the world.

This body consists of a legal entity (i.e. under English Law), which has commercial purposes and which signs collaboration agreements with some "Scuderia Ferrari Clubs" to promote a various number of activities under the "Scuderia Ferrari Clubs". The commercial company would manage an exclusive international club linked to the world of Ferrari, in collaboration with the competent "Scuderia Ferrari Clubs" for the area.

This international Ferrari club will be allowed to register members by paying adequate annual fees and upgrading to subsequent levels (e.g. bronze, silver, gold, platinum).

The activities of the club will consist in the organization of an event a year with Ferrari cars, in the preparation of tourist packages to attend some of the most popular GPs (ex: Monte Carlo, Abu Dhabi, Miami, etc.) and in planning a few days with Ferrari cars in some of the most prestigious locations in Europe.

The annual event will be organized with the participation (for one day) of the "Scuderia Ferrari Clubs" competent for the area and all the most important institutions of the host countries. This event, located throughout Europe, provides for the participation of Ferrari cars, to be selected by involving local Ferrari dealers, requesting the participation of Ferrari owners from whom they can request money for participation in the event or by leasing them. Club customers will also be allowed to drive the cars during the tour.

The weekly annual event will have the task of guaranteeing visibility to the entire project. In fact, videos produced by the most important international bloggers will be made, to be used in the annual marketing campaigns of companies owned by the members of the club, the first of the weekly events will be the tour of Latvia in the third week of July 2023.

The tour packages to attend the Grand Prix, located all over the world, will be organized in collaboration with the competent Scuderia Ferrari Clubs for the area.

The days on the track with Ferrari cars will be carried out at prestigious circuits, such as Monza, Imola, Zandvoort, Mugello, Vallelunga and will allow the club's customers to make laps driving the Reds, breathing in the history of F1.

Ferrari Club

"Ferrari" is one of the 10 best known brands in the world and for this reason also the world of Ferrari fans' clubs had to be regulated in the right way.

A "Ferrari Club" is an independent body from "Ferrari S.p.a" with autonome decision power. The Club is composed by people who meet, share passions and feelings, discover the pleasure of being together and doing together, organize moments of

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aggregation and solidarity, get professional training and knowledge, become culture, we are together like a big family.

Becoming a Member of a Ferrari Club provides each Member an exclusive range of privileges:

– The partecipation to an annual event for one week;
– Some packages (preferably 3 a year) to see more exclusive Grand Prix;
– 2-3 days a year at historic Formula 1 circuits with Ferrari cars;

Each "Ferrari Club" has the capability to coordinate events, promotions, partnership, etc. on a global level in respect to the Ferrari S.p.a. Guidelines. This particular European Ferrari Club has already closed many partnership with institutional partners and middle-large corporation.

Revenue Breakdown

1. The annual membership fees for the club (could start from 100,000.00 – 150,000.00 euros per year per person)
2. The registration fees paid by the Ferrari owners for participation in the event with the their cars (10,000.00 euros per car for 20 cars)
3. Sponsors
4. Social and miscellaneous.

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