



TOTAL ENERGIES

ENERGY2WIN – VIP HOSPITALITY

AT FIA WEC SÃO PAULO & AUSTIN



TotalEnergies America, a global leader in the energy sector, has long used motorsport partnerships to engage top-tier partners and strengthen relationships. In 2024 and 2025, they entrusted The Vibe Agency (VIBE) with executing their Energy2Win VIP hospitality program at two major motorsport events: the FIA WEC Rolex 6 Hours of São Paulo (July 13 of this year) and the Lone Star Le Mans at Circuit of The Americas in Austin (September 1 of 2024).

THE ASK

The brief wasn't just about booking hotels and race tickets—it was about creating a once-in-a-lifetime experience for an audience of high-value partners, C-level clients, and international executives. The main hurdles:

- **Two Groups, Two Realities (São Paulo):** TotalEnergies had two separate divisions attending the same race in São Paulo, each with unique objectives and slightly different programs. Managing these groups simultaneously without diluting the guest experience required precision.
- **Formula 1-Level Access at WEC:** While WEC is prestigious, gaining Formula 1–style paddock and VIP access is rarely granted. Negotiating these privileges for TotalEnergies' guests meant navigating motorsport politics, sponsor hierarchies, and international event organizers.
- **Cross-Continental Continuity:** Executing back-to-back events in Brazil and the U.S., two months apart, meant maintaining a consistent luxury standard while adapting to two very different cultural and logistical landscapes.

THE ANSWER

VIBE delivered a comprehensive, tailored program that blended motorsport adrenaline with cultural immersion:

- **Dual-Team Execution (São Paulo):** We deployed two operational teams on-site, each dedicated to one group but centrally coordinated. This ensured both divisions received seamless, premium service without overlap or conflict.
- **Exclusive Access:** Through strategic relationships, VIBE secured VIP paddock access, private hospitality lounges, and behind-the-scenes race experiences normally reserved for Formula 1–level sponsors. Guests enjoyed a true “insider” view of the sport.
- **Tailored Guest Journey:** From curated welcome gifts to multilingual guides, fine dining at São Paulo and Austin's top restaurants, and cultural city tours, every detail was designed around the guest profile.
- **Branded Celebration:** In São Paulo, we staged the Sales Award Dinner, transforming a private space into a scenographic environment that celebrated achievement while amplifying TotalEnergies' brand presence.

THE VIBE



- **Memorable Experiences:** VIPs consistently described the program as “exceptional” and “beyond expectations,” with highlights being the exclusive track access and the mix of motorsport and local culture.
- **Operational Excellence:** Despite managing two separate groups in São Paulo, logistics ran seamlessly — a testament to VIBE's project design and on-site team coordination.
- **Strengthened Relationships:** The events reinforced TotalEnergies' reputation as a partner who invests in world-class experiences, ultimately strengthening loyalty and future collaboration.
- **Long-Term Partnership:** This marks over two years of successful collaboration with TotalEnergies, with discussions already underway for future activations.

KEY TAKEAWAY

What began as a logistical challenge—two groups, two cities, two different sets of expectations—became a showcase of how strategic event design can transform motorsport sponsorship into a powerful relationship-building tool. By combining exclusive access, tailored hospitality, and cultural immersion, VIBE helped TotalEnergies turn a corporate hospitality program into an unforgettable brand experience.