

uhoda  
**TOWER**

**The new hospitality experience**  
Circuit de Spa-Francorchamps

# CONTENTS

**01** THE MOST BEAUFITUL  
TRACK ON EARTH  
Home to speed, rain, myth, and victory.

**02** THE BELGIAN LANDMARK  
IN MOTORSPORT HISTORY  
Born from the world's most mythical  
corner, forged for those who demand  
more.

**03** THE ICON - UHODA TOWER  
More than a viewing point,  
a new dimension of hospitality.

**04** FORMULA 1 BELGIAN GRAND PRIX  
3 packages : Premium, Elite, Signature

**05** PRIVATE TOWER YEAR-ROUND  
VENUE RENTAL  
Front row intensity. Elevated vantage point.  
A private universe above the track.

**06** AN ELEVATED EXPERIENCE - FOLKS  
Endurance, culture, wellbeing and power.  
Year-round moments at their peak.

**07** CONTACT & BOOKING  
Access reserved. Seats limited.  
The experience begins with one conversation.



# 01 THE MOST BEAUFITUL TRACK ON EARTH

## THE MYTH EAU ROUGE RAIDILLON

*The most demanding and breathtaking track.  
Where legends are born.*

### **SPA-FRANCORCHAMPS CIRCUIT**

7 km of track elevation, weather shifts, strategy and nerve.

A circuit that shapes legacies, lap after lap.

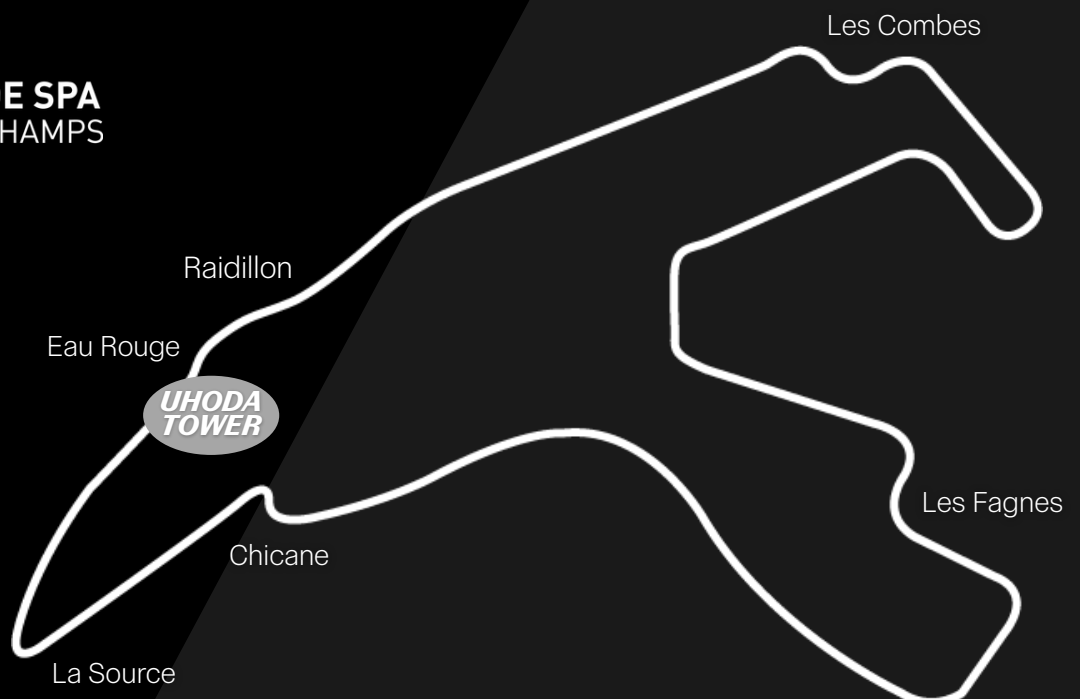
Senna. Schumacher. Räikkönen. Verstappen.

Champions defined by the road beneath them.

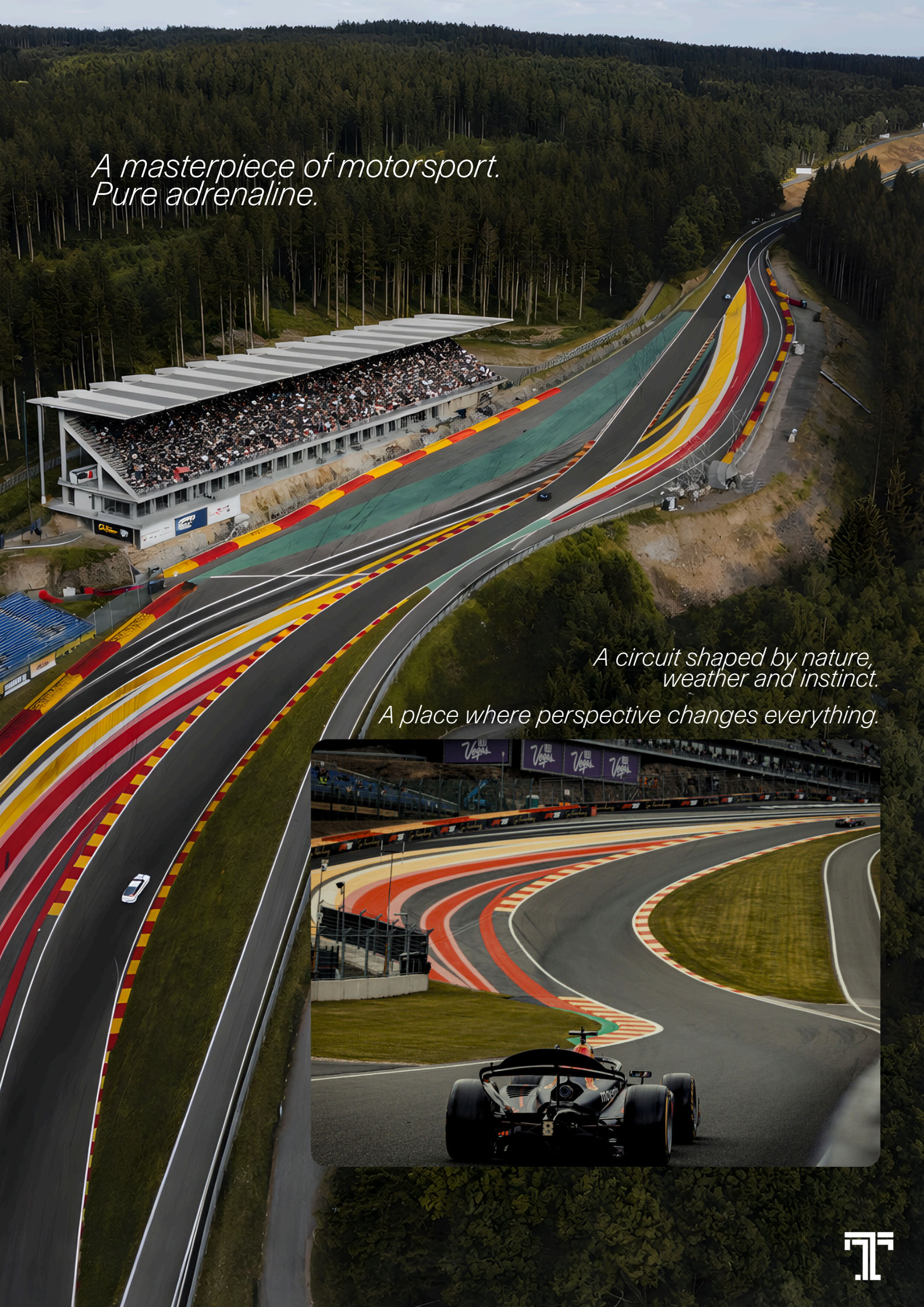
And today, Spa evolves : new structures, new ambition, new skyline.



**CIRCUIT DE SPA  
FRANCORCHAMPS**



*A masterpiece of motorsport.  
Pure adrenaline.*



*A circuit shaped by nature,  
weather and instinct.*

*A place where perspective changes everything.*



# 02 THE BELGIAN LANDMARK IN MOTORSPORT HISTORY

## ***EVOLUTION VS REVOLUTION***

Spa-Francorchamps carries a century of legends. The Uhoda Tower rises where the iconic Uniroyal Tower once stood : a historic symbol reborn with contemporary excellence. Created to uphold heritage with elegance, and to welcome the next generation of motorsport hospitality.



**1957**  
**ENGLEBERT TOWER**

**1985**  
**UNIROYAL TOWER**



**2026**  
**UHODA TOWER**

*A legacy preserved.  
An experience elevated.  
A privilege reserved.*



# 03 THE ICON THE UHODA TOWER

*A landmark built for those who  
don't just watch motorsport,  
they live it.*

A new tower overlooking the world's most iconic circuit :  
a private theatre of speed, sound and adrenaline.

Across four contemporary, design-driven levels, the  
Uhoda Tower offers a full 360° view from the highest  
vantage point at Spa-Francorchamps. Sleek lounges,  
panoramic terraces and immersive hospitality spaces  
create an architectural statement, built to experience  
racing in its most elevated form.

**The Iconic Hospitality Experience.  
Premium. Immersive. Unmatched.**

spa



# 04 FORMULA 1 BELGIAN GRAND PRIX

17-18-19 JULY 2026



**BE THE FIRST TO EXPERIENCE SPA FROM THE HIGHEST POINT,  
360° VIEW, EXCLUSIVE ACCESS.  
WE'RE NOT SELLING TICKETS, WE'RE CURATING MEMORIES.**

From the Uhoda Tower, Eau Rouge and Raidillon don't just pass by. They transform into theatre. Below you, cars dive into the corner, surge up the rise, every engine roar and every gear shift magnified from above.

Inside, every detail is an experience : gourmet cuisine, flowing champagne, lounges that shift seamlessly from breakfast to twilight cocktails. Comfort meets pulse : an atmosphere curated to blend elegance, adrenaline and premium hospitality. Every moment feels orchestrated, every space a work of art.

Between laps : exclusive access, morning grid-walks, a stroll through the paddock, a photo with the Championship trophy. Moments reserved for insiders. Live commentary on screens, panoramic terraces, the energy of the circuit under open skies, the spray of Ardennes rain.



**YOU DON'T SIMPLY WATCH  
THE GRAND PRIX.  
YOU BECOME PART OF IT.**



# F1

## CHAMPIONS CLUB BUSINESS TOWER

17-18-19 JULY 2026

  
**Experiences**  
Authorised Sales Agent

### FRIDAY

Opening day experience

**990 €**

VAT INCL.

#### I-DAY ACCESS

#### NON-NOMINATIVE TICKET

- FIA Formula 3 Practice Session & Qualifying
- FIA Formula 2 Practice Session & Qualifying
- Porsche Supercup Practice Session
- Formula 1 First & Second Practice sessions
- Guided F1 Paddock Tour
- Support Paddock Access
  
- View on turn 2 : Raidillon
- Parking and Shuttle VIP
- Gastronomic Lunch
- Open Bar (8.30 AM - 6.30 PM)
- Champagne welcome
- Barista - candy corner
- Photobooth
- Live broadcast of the race



# F1

## CHAMPIONS CLUB BUSINESS TOWER

17-18-19 JULY 2026

  
**Experiences**  
Authorised Sales Agent

### SATURDAY

Qualifying day experience

**1-DAY ACCESS**

**NON-NOMINATIVE TICKET**

**1.500 €**

VAT INCL.

- FIA Formula 3 Sprint Race
- FIA Formula 2 Sprint Race
- Porsche Supercup Qualifying
- Formula 1 Third Practice Session & Qualifying
- Grid Walk
- Trophy Picture
- Support Paddock Access
  
- View on turn 2 : Raidillon
- Parking and Shuttle VIP
- Gastronomic Lunch
- Open Bar (8.30 AM - 6.30 PM)
- Champagne welcome
- Barista - candy corner
- Photobooth
- Live broadcast of the race



F1

# F1

## CHAMPIONS CLUB BUSINESS TOWER

17-18-19 JULY 2026

  
**Experiences**  
Authorised Sales Agent

### SUNDAY

Race day experience

## 3.200 €

VAT INCL.

**1-DAY ACCESS**

**NON-NOMINATIVE TICKET**

- FIA Formula 3 Feature Race
- FIA Formula 2 Feature Race
- Porsche Supercup Race
- Formula 1 Drivers' Parade & Grand Prix
- Q&A F1 Insider
- Support Paddock Access
  
- View on turn 2 : Raidillon
- Parking and Shuttle VIP
- Gastronomic Lunch
- Open Bar (8.30 AM - 6.30 PM)
- Champagne welcome
- Barista - candy corner
- Photobooth
- Live broadcast of the race



# F1

## CHAMPIONS CLUB BUSINESS TOWER

17-18-19 JULY 2026

  
**Experiences**  
Authorised Sales Agent

CHOOSE THE EXPERIENCE THAT FITS YOUR GUESTS AND YOUR OBJECTIVES.

**FRIDAY** 990 €

**SATURDAY** 1.500 €

**SUNDAY** 3.200 €

**FRIDAY &  
SATURDAY** 2.100 €

**SATURDAY  
& SUNDAY** 3.900 €

**ALL WEEKEND** 4.500 €



# 05 365 DAYS EVENT VENUE

**2000 € / FLOOR**

VAT EXCL.

## **A year-round iconic venue on the greatest circuit.**

Rising four floors above the legendary Raidillon and Eau Rouge, the Uhoda Tower commands a sweeping, all-around vantage point over one of the world's most iconic circuits. Fully reimaged, this state-of-the-art landmark becomes a prestige corporate venue available for partial or full privatization.

From a single level to the entire tower, every floor adapts to your ambitions. Spaces can be rented individually or combined, delivered as a blank canvas or fully furnished and event-ready. Modular layouts, an integrated professional kitchen, a built-in sound system and premium technical capabilities transform the Tower into a bespoke stage for high-level meetings, exclusive events, and immersive brand storytelling.

Whether you prefer to manage your event independently or with the support of the Folks team, the experience remains entirely yours to shape.

When engines fall silent, the Tower becomes your domain.



# DESIGNED FOR EXPERIENCES

A refined environment shaped for exceptional moments.

Contemporary and refined, the interiors of Uhoda Tower are designed to deliver a seamless blend of comfort, performance, and aesthetic excellence. Bathed in natural light and offering exceptional views over the track and the iconic Raidillon, each space creates a unique and immersive atmosphere.



Every level is fully equipped with its own bar, cloakroom, private sanitary facilities, and integrated kitchen, ensuring complete autonomy and smooth event operations. Large LED screens, built-in audiovisual systems, and high-end finishes complete the experience, transforming each floor into a premium setting for unforgettable moments.





## FACILITIES

- Professional sound & lighting systems
- LED screens
- Fully equipped in-house kitchen
- Catering
- Bar
- Wi-Fi



## EVENTS

- Board meetings & executive offsites
- Product launches & high-end receptions
- Private dinners
- Content production, photo & film
- Networking events
- Private celebrations
- Cycling and sports events



## SERVICES

- Hotel booking
- Michelin restaurant
- Transfers : helicopter, car, plane, ...
- Driving experiences
- Virtex pro simulators
- Nature workshop
- Wellness & spa
- Rally & off-road

# THE VENUE AT A GLANCE

From intimate meetings to grand celebrations, each floor of the Uhoda Tower is designed to adapt seamlessly to your vision. Flexible layouts, stylish furnishings, and panoramic views make every event unforgettable.

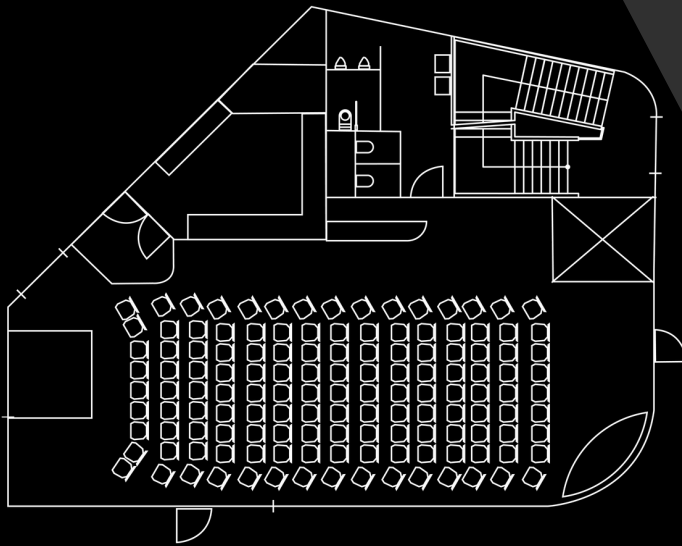
FLOOR NAME	LEVEL	CAPACITY MAX	CONFIGURATIONS	INDOOR SPACE	OUTDOOR SPACE
PIT LANE	Second floor	180	Walking dinner : 120 Dinner : 100 Boardroom : 120	197 m <sup>2</sup>	147 m <sup>2</sup>
STARTING GRID	Third floor	120	Walking dinner : 120 Dinner : 100 Boardroom : 120	197 m <sup>2</sup>	184 m <sup>2</sup>
VICTORY LAP	Fourth floor	120	Walking dinner : 120 Dinner : 100 Boardroom : 120	197 m <sup>2</sup>	160 m <sup>2</sup>
POLE POSITION	Rooftop	85		60 m <sup>2</sup>	Raidillon : 185 m <sup>2</sup> Source : 45 m <sup>2</sup>



# DESIGNED TO ADAPT

One structure. Endless configuration.

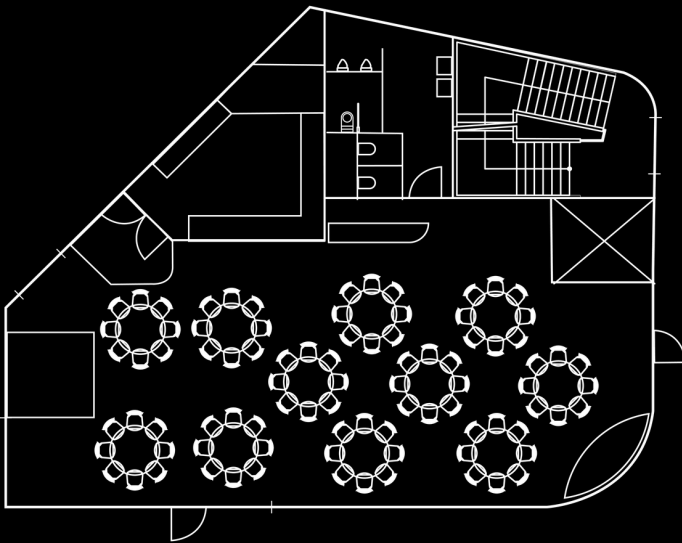
Each floor of the Uhoda Tower offers a flexible layout designed to adapt to your event format. Whether hosting a conference, a seated dinner or a cocktail reception, the space can be configured to match your vision.



## Plenary - Conference Setup

Ideal for presentations, conferences and keynote sessions, with the possibility to integrate a stage, screen and full audiovisual setup.

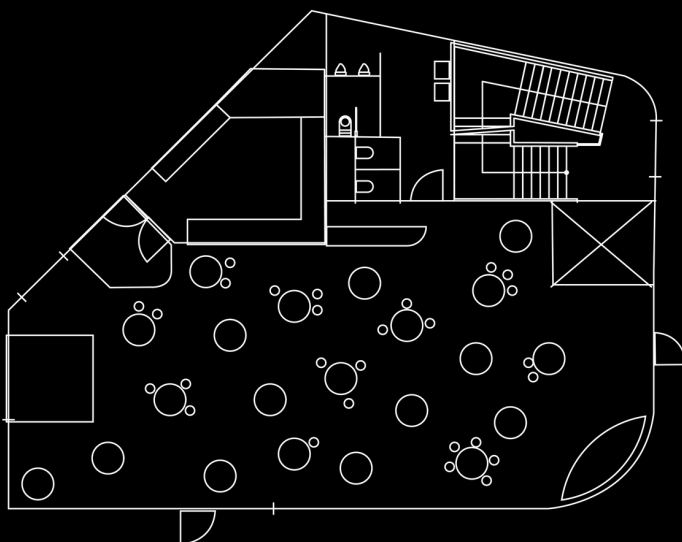
- Theatre-style seating
- Stage & screen integration
- Optimal visibility for all guests



## Seated Dinner Setup

A refined setting for gala dinners and exclusive dining experiences, combining comfort, elegance and proximity.

- Round or banquet tables
- Premium dining experience
- Ideal for high-end events



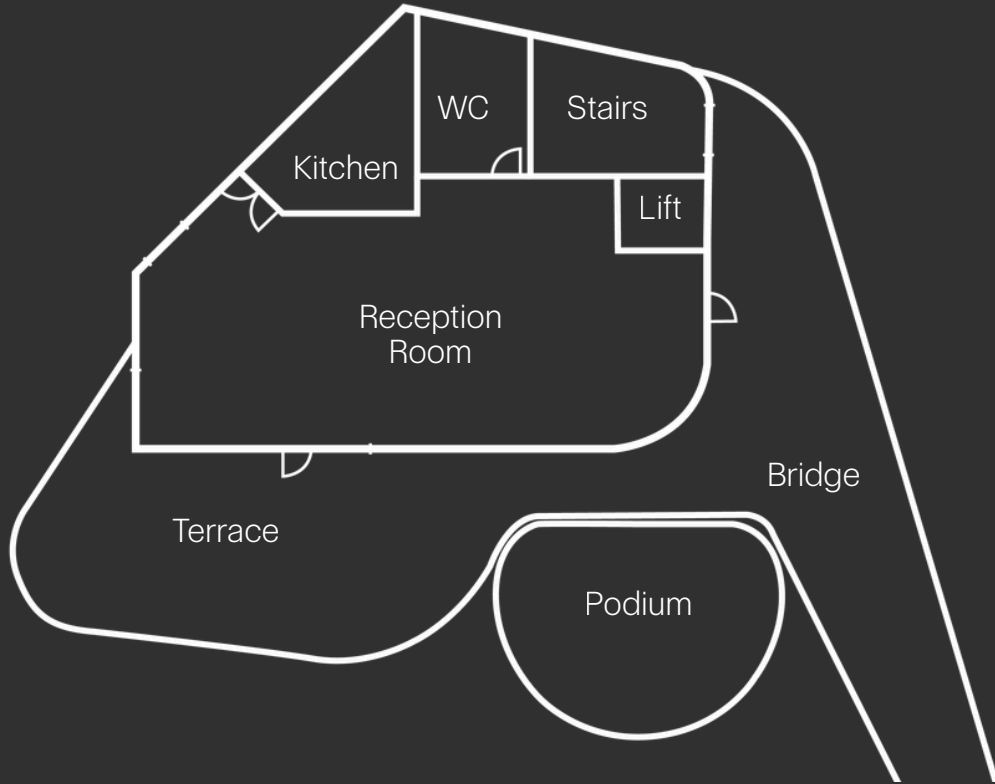
## Walking Dinner - Reception Setup

A dynamic and social layout, perfect for networking, product launches and informal gatherings.

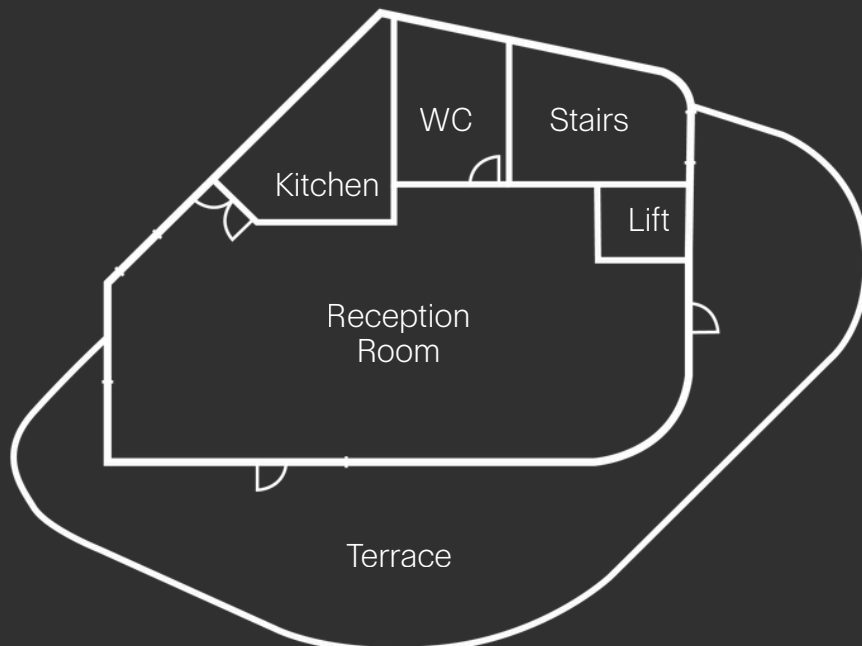
- Open circulation
- Cocktail tables & lounge areas
- Flexible guest flow



**PIT LANE**  
Second Floor  
Up to 120 guests



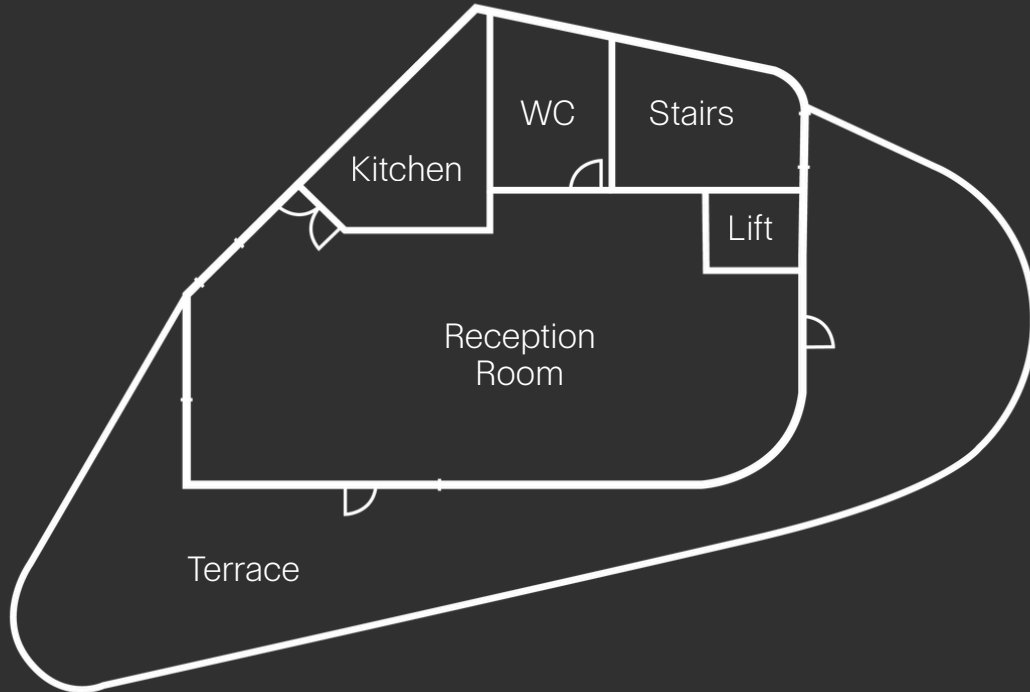
**STARTING GRID**  
Third Floor  
Up to 100 guests



# VICTORY LAP

Fourth Floor

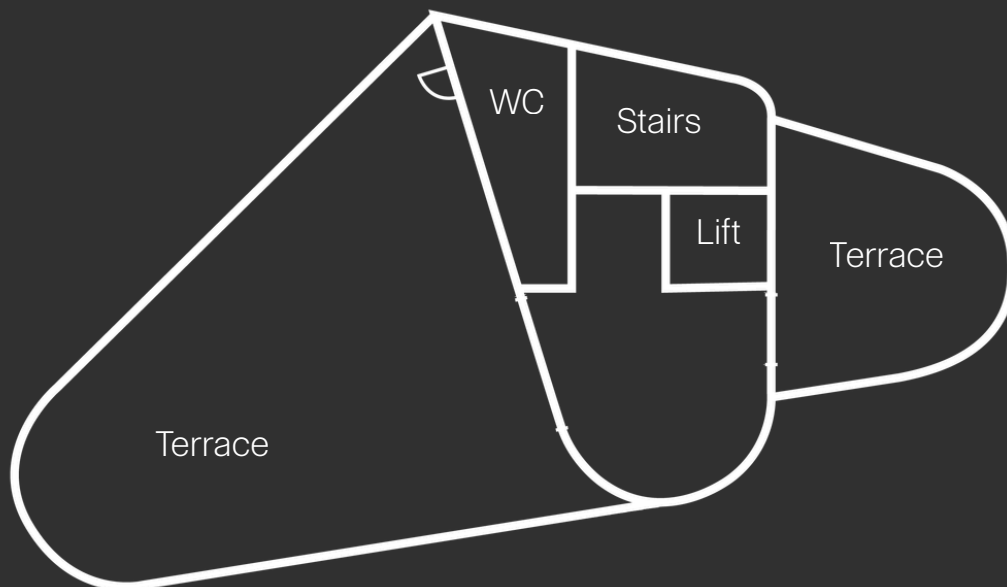
Up to 100 guests



# POLE POSITION

Rooftop

Up to 80 guests



THE  
TOWER



# 06 AN ELEVATED EXPERIENCE BY FOLKS

Designed to bring people together through immersive experiences, our incentives and teambuilding packages go beyond traditional activities. Competitive, creative or experiential, these tailor-made programs turn your event into a powerful collective moment where teams connect and create lasting memories.

## I-DAY PACKAGES



### SERENITY

Recharge your batteries while staying close to the action. For those who love motorsport... but without the noise.



### CULTURE

An immersive day combining history, exclusive behind-the-scenes footage and cultural experiences.



### GREEN

Discover Spa from a new angle, combining motorsport and environmental responsibility.



### RACE

Pure speed, thrilling challenges and conviviality, for the greatest pilots.



### FOLKS & FURIOUS

Experience the ultimate in high-intensity track baptisms and spectacular drift sessions.



## ***2-DAYS PACKAGE***



### **LOCAL TOUR**

Two intense days mixing discovery, adrenaline, and exclusive moments — from behind-the-scenes access to gourmet pleasures.

## ***TAILORMADE PACKAGE***



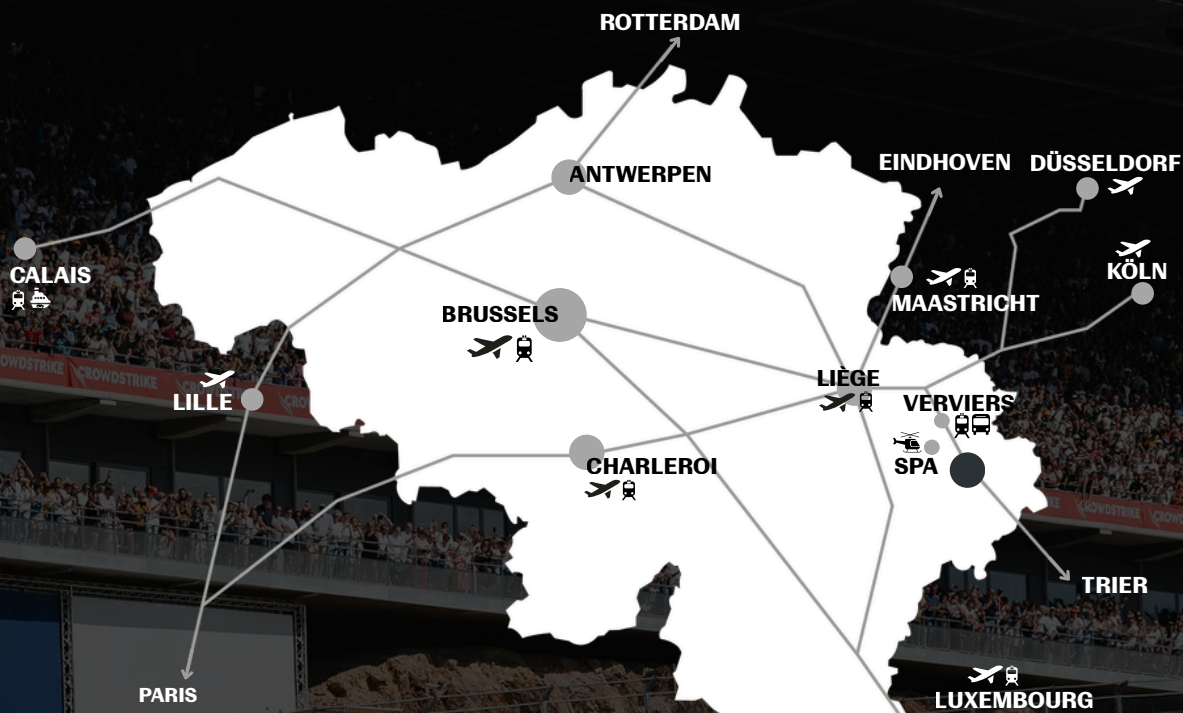
### **FOLKS EXCLUSIVE**

Sunrise hot air balloon flights, helicopter baptisms, extreme driving sessions... Anything is possible to turn your event into a unique and memorable adventure!



# 07 CONTACT & BOOKING

**BOOK YOUR EXPERIENCE.  
LIMITED ACCESS. BOOKINGS NOW AVAILABLE.**



## INFOS & BOOKINGS

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## OFFERED BY Folks



[www.wearefolks.be](http://www.wearefolks.be)



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Entrance 37  
1030 Brussels

LIÈGE

Rue Léon Frédéricq 14  
4020 Liège

CIRCUIT DE SPA-FRANCORCHAMPS

Route du Circuit 55  
4970 Stavelot

**Folks**  
People creating events.

**uhoda**  
group

 **CIRCUIT DE SPA**  
**FRANCORCHAMPS**