

COTA 2026

Trackside F1 Weekend Itinerary

October 23–25, 2026

Austin, Texas | Central Time

→ Trackside Access

Trackside is a vetted experience. Interested guests must submit an application for consideration. Approved applicants will receive a private ticket purchase link by email.

→ F1 Weekend Access

Every Trackside pass includes three-day Formula 1 General Admission, covering the weekend's on-track sessions, fan-zone access, and performances by Maroon 5, Post Malone, and Alesso. General Admission viewing is unreserved and available on a first-come, first-served basis.

F1 Weekend Itinerary Summary

23 OCT

Friday

Practice
Welcome Reception
Maroon 5

↓ All Trackside Passholders

4:30–6:30 PM

Trackside Welcome
Reception

7:00 PM–End

Maroon 5 Concert*

24 OCT

Saturday

Trackside Hospitality
Qualifying
Evening Experiences

↓ All Trackside Passholders

12:30–3:30 PM

Trackside Hospitality

4:00–5:00 PM

Formula 1 Qualifying

↓ Standard Passholders

7:00 PM–End

Post Malone Concert*

↓ Dinner Passholders Only

7:30 PM–End

Private Dinner Experience

25 OCT

Sunday

Race Recovery Brunch
United States Grand Prix
Alesso

↓ All Trackside Passholders

10:30 AM–2:00 PM

Sunday Race Recovery
Brunch

3:00–5:00 PM

Formula 1 United States
Grand Prix

7:00 PM–End

Alesso Post-Race Concert*

**Concert times are tentative.
Performers are confirmed, but exact
start times remain subject to the official
COTA schedule.*

DAY 01

Welcome to Trackside

Trackside Hospitality, Qualifying & Evening Experiences

All Trackside Passholders

4:30–
6:30 PM

Trackside Welcome Reception

Ease into the weekend with:

- Guest check-in
- Handcrafted cocktails
- Light bites
- Introductions with fellow attendees
- Time to explore the Trackside space

7:00 PM–
End

Maroon 5 Concert*

Continue the evening at COTA with Friday's featured performance by Maroon 5.

**Concert times are tentative and subject to the official COTA schedule. Maroon 5, Post Malone, and Alesso are confirmed as the featured Friday, Saturday, and Sunday performers.*



DAY 02

Qualifying Day

Trackside Hospitality, Qualifying & Evening Experiences

All Trackside Passholders

12:30–
3:30 PM

Trackside Hospitality

Spend the afternoon connecting, dining, and enjoying:

- Premium lunch
- Handcrafted cocktails
- Facilitated introductions
- Moderated Operator Conversation
- Live DJ
- Race Simulator Challenge
- Pickleball Challenge
- Cornhole Competition

Operator Conversation

A focused 20–30 minute moderated conversation, followed by facilitated introductions.

Topics:

performance marketing, payments, offer scaling, AI, health/wellness, capital, exits, and partnerships.

4:00–
5:00 PM

Formula 1 Qualifying

Use your included General Admission access to experience Saturday's qualifying session at COTA.

Standard Passholders

7:00 PM–
End

Post Malone Concert*

Continue Saturday evening with Post Malone's featured COTA performance.

**Concert times are tentative and subject to the official COTA schedule. Maroon 5, Post Malone, and Alesso are confirmed as the featured Friday, Saturday, and Sunday performers.*

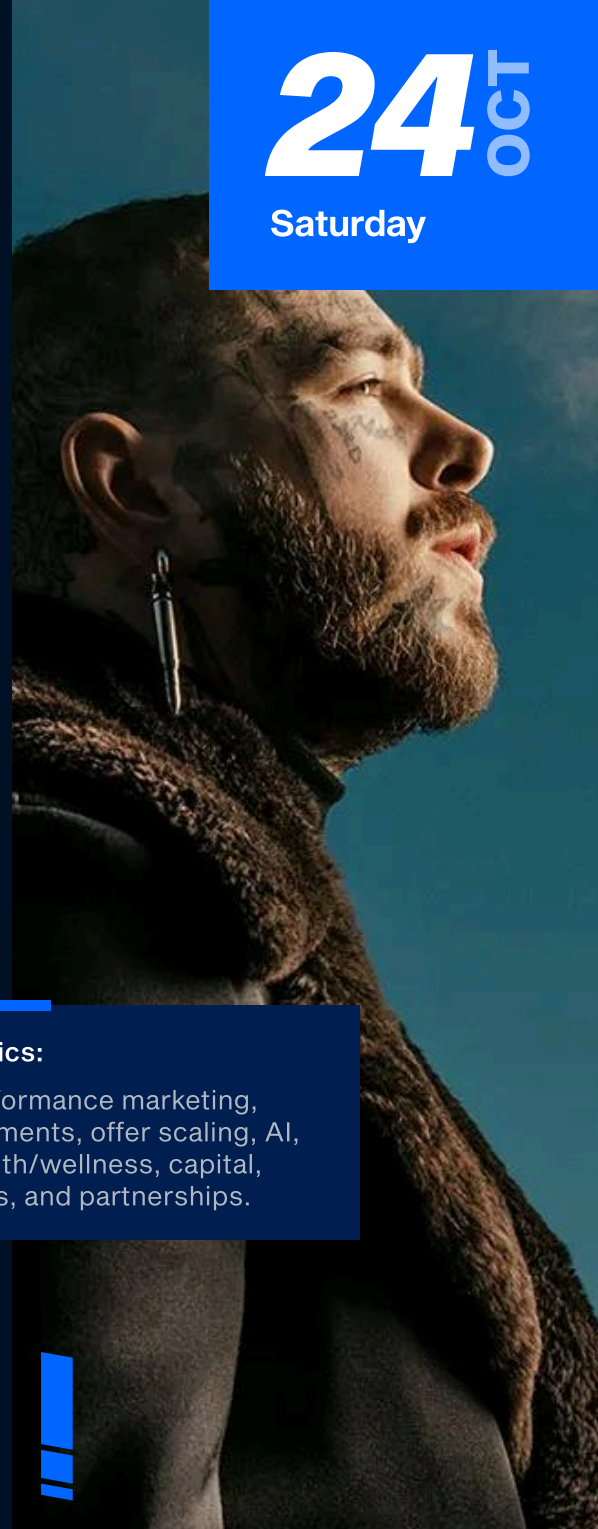
Dinner Passholders Only

7:30 PM–
End

Private Dinner Experience

Join approved Trackside guests, sponsors, executives, and industry leaders for a limited-capacity private dinner centered on exceptional dining, meaningful conversation, and stronger connections.

**Dinner Pass required.*



DAY 03

Race Day

Race Recovery Brunch, United States Grand Prix & Alesso

All Trackside Passholders

10:30 AM–
2:00 PM

Sunday Race Recovery Brunch

Reset and recharge before the Grand Prix with:

- Sunday brunch
- Coffee and Mimosa Bar
- Build-Your-Own Smoothie and Juice Bar
- IV hydration
- Vitamin shots
- Live DJ
- Race Simulator Challenge

3:00–
5:00 PM

Formula 1 United States Grand Prix

Use your included General Admission access to experience the United States Grand Prix at COTA. Guests should allow enough time to reach their preferred viewing area before lights out.

7:00 PM–
End

Alesso Post-Race Concert*

Close the weekend with Alesso's post-race performance at COTA.

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