

Rally Italia Sardegna 2026

Event Overview and Focus on Hospitality Features



Rally Italia Sardegna

A world-class excellence

Rally Italia Sardegna is more than just a sporting competition; it is the only Italian event capable of bringing the adrenaline and prestige of the FIA World Rally Championship (WRC) to Italian soil.

Since 2004, this event has chosen Sardinia as its home, transforming its legendary dirt roads into the stage for a challenge that combines extreme technique and scenic beauty.

For the 2026 edition, which will be held from October 1st to 4th, the event will encompass much of the region, confirming its role as a pillar of tourism and the image of Sardinia around the world. The beating heart of the organization will beat in Alghero, a city that continues to be a strategic hub, hosting both the Headquarters and the Service Park.



Direction and Governance: an elite organization

Behind the success of the Rally Italia Sardegna lies a complex organizational structure led by the Automobile Club d'Italia (ACI). As a non-profit, public entity, the ACI is not only the organizer, but also the governing body, exercising—by delegation from the FIA (International Automobile Federation)—automotive sporting power in Italy.

This solid institutional foundation, strengthened by membership in the CONI (Italian National Olympic Committee), guarantees world-class safety and management standards. For operational execution and the management of specialized services, the ACI relies on the operational arm ACI Sport SpA, creating a perfect synergy between public authority and managerial agility.

The event is therefore not just a race, but a systemic project supported by the Sardinia Region, aimed at enhancing the region through the excellence of international sport.





An Experience Beyond Sport

Rally Italia Sardegna is an international stage of thrills, where the power of engines meets the wild beauty of Sardinia.

In this unique setting, the RIS Experience is designed for those seeking something more. It's a tailor-made trip that transforms the world's most challenging dirt tracks into a top-notch hospitality experience, providing unprecedented access to the beating heart of the WRC.



Ris Experience: an overview

The RIS Experience is the official hospitality program designed to put you at the absolute center of the action. It guarantees access to the most exclusive viewing areas, positioned at the most spectacular and technical points of the Special Stages, combining the thrill of the race with premium services, dedicated logistics, and comfort.

Gold Pass

The classic Rally Sardegna experience.

Includes access to the Experience areas along the special stages and a dedicated Welcome Box.

Daily Black Pass

The peak of Rally Sardegna, tailored for a single day.

Includes premium hospitality on your day of choice (Thursday to Sunday)

Black Pass

The ultimate Rally Sardegna experience.

Includes premium hospitality during the race and access to exclusive RIS side events.

Pass Black Daily

The ultimate level of exclusivity, packed into an unforgettable day.

The **Black Daily Pass** is designed to fit perfectly into any spectator's schedule. The pass guarantees access to the exclusive services and privileges of the Black level for a **single day** of your choice:

- ❖ **Thursday**: The excitement of the start, the first Special Stage viewed from the Ittiri Arena Hospitality Lounge, and the first Team Tour.
- ❖ **Friday**: Long day in the heart of the Sardinian dirt roads and the second Team Tour.
- ❖ **Saturday**: The adrenaline of the Special Stages viewed from the comfort of the second Hospitality Lounge and the third Team Tour.
- ❖ **Sunday**: The tension of the grand finale, the Power Stage, and the podium ceremony.

The Gala Dinner and the Meet & Greet are excluded from the Black Daily Pass.

Hospitality Lounges Schedule:*

- ❖ **Ittiri (Thursday)**: Lounge with full hospitality
- ❖ **Alà dei Sardi (Friday)**: Lounge with light hospitality
- ❖ **Pattada (Saturday)**: Lounge with light hospitality
- ❖ **Argentiera (Sunday)**: Lounge with full hospitality

Full Hospitality = lunch and drinks included

Light Hospitality = drinks included

*Provisional schedule subject to change

"Black Pass" activities during the Rally

HOT SEAT EXPERIENCE (SOLD SEPARATELY)

Hot lap on board with a professional driver: pure adrenaline along the official Rally Shakedown

SKY TRANSFER (SOLD SEPARATELY)

Fast and private helicopter transfers between the rally headquarters and the Special Stages for maximum convenience

MEET & GREET WITH RALLY DRIVERS

Exclusive meet-and-greets with World Rally Championship teams and professional drivers

SHUTTLE BUS TRANSFERS

Private transfers via Shuttle Bus (9-seater) to reach the Special Stages without the hassle of parking

SKIP-THE-LINE AT AUTOGRAPH SESSION

Wait times to get an autograph from your favorite driver will be eliminated thanks to the dedicated Pass.

GALA DINNER

Opportunity to attend the prestigious Rally Gala Dinner, a premier networking event with the key stakeholders and influencers of the Motorsport industry.

HOSPITALITY LOUNGE

Exclusive and privileged vantage point along the Rally route, where you can admire the cars racing past with unparalleled comfort and service.

OFFICIAL CERIMONIES

Guaranteed front-row seats for the Opening Ceremony and the Awards Ceremony

PADDOCK TEAM TOUR

An experience that offers an up-close, behind-the-scenes look at a World Rally Championship Team.

EXPERIENCE AREAS

Front-row Rally views within reserved areas with exclusive access

Welcome Box RIS Experience

The guest Experience begins with a distinctive gesture: the delivery of the RIS Experience Welcome Box. This isn't just a gift, but a true sign of belonging to an exclusive club. Every detail of this kit has been carefully crafted to reflect the prestige of a global event, offering our guests superior technical equipment.

Beyond Merchandising: A line of Limited Edition products, not purchasable at official stores or by the general public.

What you'll find in the kit*:

- ☐ Technical Backpack
- ☐ T-shirt
- ☐ Technical Vest
- ☐ Special Surprises: additional exclusive surprises designed for the 2026 edition.

*The contents of the kit are not definitive and may be subject to changes and additions



HOT SEAT Experience



The HOT SEAT Experience is designed to offer Rally Italia Sardegna spectators an unprecedented experience. The activity consists of taking a seat inside the cockpit of a rally car during the official Shakedown.

POSITIONING:

Top-tier hospitality.

ENGAGEMENT:

Real co-driving session on dirt tracks with professional drivers

VISIBILITY:

On board video available

Sky Transfer

Definitive time-optimization and exclusive perspectives from above

FAST FLIGHT: Average transfer time of just 15 minutes, avoiding traffic and the ruggedness of the terrain.

PRIVILEGED VIEW : the opportunity to fly over the race routes, offering a unique overview

PRODUCTIVITY AND COMFORT: An essential tool to maximise the number of Special Stages attended in a single day.

[At this link](#) an overview of the Sky Transfer is available





Meet & Greet with Drivers

Fully experiencing the Rally also means getting to know the personalities who push their limits on every Special Stage.

The Meet & Greet allows you to go beyond the Paddock barrier to meet top drivers in a professional yet authentic setting.

EXCLUSIVE ACCESS :

A dedicated moment for photos, autographs, and exchanging views

STORYTELLING:

An opportunity to hear race strategies and emotions directly from the protagonists

Hospitality Lounge

The hospitality area is not simply a VIP zone: it is a privileged stage overlooking the action, designed to create unique moments in a context of pure adrenaline, combined with premium-level hospitality.

- Strategic position with a close-up view of the Special Stages
- Maximum safety with guaranteed excitement
- Personalized service and exclusive atmosphere

[At this link](#) an overview of the Hospitality Lounge is available





Experience Areas

The Experience Areas are spots for watching the Rally located at the most spectacular and technical points of the Special Stages. Reserved exclusively for hospitality pass holders, these zones guarantee a privileged view of the cars as they pass.

- Exclusive access to the most spectacular points to watch the Rally
- Delimited and protected zones, separate from the general public crowds

Official Ceremonies

Front-row seats during the event's key moments

From the excitement of the start to the glory of the final podium, partners enjoy privileged access to the most iconic and media-covered moments of Rally Italia Sardegna.

Front-row presence guarantees unfiltered visibility and direct witness to the competition's official protocols.



Rally Italia Sardegna 2026 | RIS Experience

Closer. Faster. More Exclusive.

Ready to elevate your Rally experience? Join us for an unforgettable journey where luxury meets the thrill of the WRC. Our team is at your complete disposal to customize your hospitality package and ensure every detail exceeds your expectations. Don't just watch the race, be part of it!

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