

Wheeling and Dealing: Rounding up COTA's glitziest parties



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Austin, it's time to put on your sharpest business-development hat. Lines of Lamborghinis, champagne flowing for \$10,000 a bottle and hand-shake deals that could yield billion-dollar windfalls are a few of the things this city can look forward to Friday through Sunday when the Formula 1 crowd roars into town.

It's a marketing bonanza for those who cater to the rich and famous, and for local professionals it's a chance to get their business, real estate or face in front of deep-pocketed people who may be interested in investing in [this booming city](#).

We've been chronicling the buzz on the business level for months. Those who own property near the Circuit of The Americas race track — [including the State of Texas](#) — have put big "for sale" signs up. Companies such as Entertainment Marketplace LLC from Hollywood, Calif., are [investing six figures to bring parties to town](#).

There are no shortage of parties, but some of the alluring ones that have popped up on my radar screen are:

- [Amber Lounge](#), known for hosting outrageous F1 after-parties in cities such as Monaco, is bringing its Dom Pérignon-fueled show to the Copper Tank venue off Fifth Street for three nights. Taboo of the Black Eyed Peas is one of the performers on the schedule, and tickets and tables start at \$380 and run up to \$34,850.
- [Blu at the W](#), where guests pay from \$100 to \$16,000 to party at the W Hotel when the cars aren't racing.
- My Yacht Club will again turn Ballet Austin into a nightclub for [its three-day party](#). Visitors will spend between \$300 and \$50,000 to get their groove on there.
- There are still tickets available to the ["Best of Texas" concert](#) at the ACL Live theater.



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Last year's race yielded some big parties. Here, a line of Lamborghinis 10 cars thick is displayed outside a rented venue that was flooded with Patron tequila and Comte De Mazeray champagne. To see more photos from last year's extravaganza, click the link at the bottom of the article.

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