



ROB SMITH  
PARTNERSHIP  
PROPOSAL



BRITISH TOURING CAR CHAMPIONSHIP



## 01 Welcome

In 2019, Rob Smith and Excelr8 Motorsport will be competing in the UK's most popular motorsport series, the British Touring Car Championship.

This partnership proposal will provide a brief introduction to Rob and Excelr8, as well as outlining the unrivalled marketing and brand activation opportunities available to each and every business that forms a partnership with them in the BTCC.

If the opportunities presented are of interest, please do not hesitate to contact us to request a copy of our more detailed proposal, or to arrange a meeting to discuss in person.

Thank you for your time, we hope to hear from you.





## 02 Partnership Benefits

We work closely with our partners to develop an integrated marketing strategy and deliver a return on investment via:

- Exposure and identification through team branding, generating visibility to an audience of millions via TV and trackside audiences.
- Supporting, endorsing and enhancing the credentials of the brand or product via the excitement and pedigree of the BTCC.
- Corporate hospitality, providing networking and business-to-business opportunities to develop new and existing relationships.
- Brand activation via exciting marketing material and social media content. Unique photography and videography opportunities.
- Access to car and driver for corporate events, product launches and track days.

# BTCC

## 03 British Touring Car Championship

Over the course of the last six decades, the BTCC has seen some of the most recognisable road cars go up against each other in the battle for on-track supremacy.

The combination of popular, relatable cars racing around Britain's premier motorsport venues with the very best in touring car talent behind the wheel has proven to be irresistible, and is undoubtedly key to the championship's ongoing success.

The bumper to bumper, thrill a minute racing is a real crowd pleaser, reaching a huge audience through ITV's unprecedented live TV coverage, trackside ticket sales, and online and print media.

With current grids the largest and most competitive ever seen, the BTCC has undoubtedly shown its ability to adapt and evolve, ensuring its place as the most attractive, relevant, popular and commercially successful championship in the country.

## 04 Rob Smith



### About

Rob Smith is one of the most exciting young talents in British motorsport, with a combination of driving ability and marketing skills that have set him on a trajectory to the very top.



### Behind the Wheel

Rob's combined speed, racecraft and car control have consistently delivered wins and podiums, whilst his skills as an engineer allow him to assess and develop the setup of the car.



### Marketing Skills

Whether addressing the camera or invited VIP guests, Rob's skills as a public speaker mean his partners and their brands are always well represented both in the paddock and the media.



## 05 Excelr8 Motorsport

Excelr8 Motorsport was formed in 2007 by Antony and Justina Williams, who are both long-term motor racing enthusiasts and experienced racing drivers, but who also have extensive business management experience.

The team was rewarded with their first MINI CHALLENGE championship in 2010, and another 7 titles have followed since.

Excelr8 Motorsport are solely responsible for the development and production of the MINI CHALLENGE JCW class car, producing over 70 examples for the UK, Japan and China, establishing the championship as a global phenomenon.

Always in pursuit of a new challenge, the team has also developed the world's most advanced racing MINI for use in endurance racing, which has been campaigned successfully alongside an Audi RS3 LMS TCR in the Creventic 24 Hour Series.



## 06 MG6 NGTC

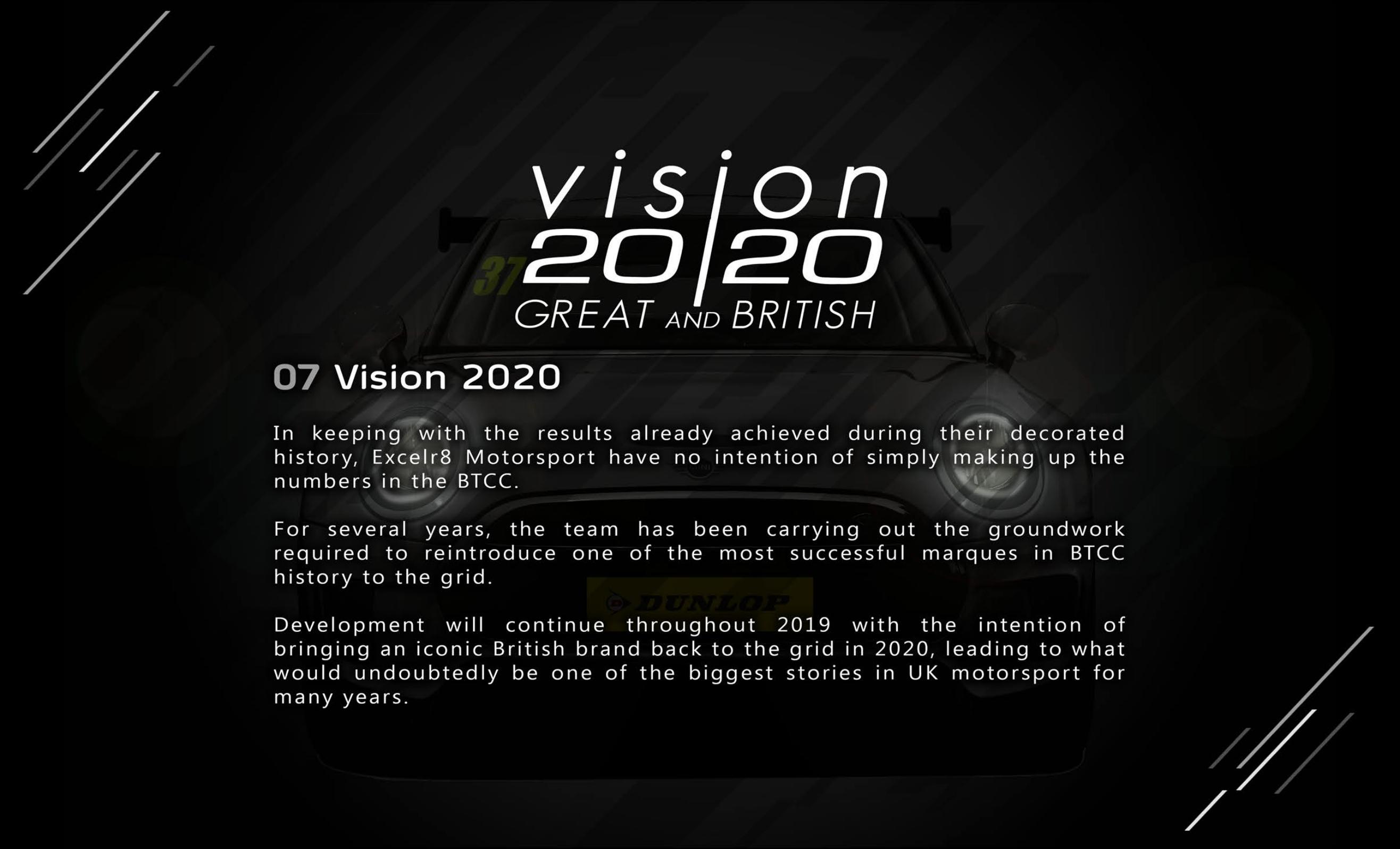
For 2019, Excelr8 Motorsport will make their debut in the BTCC with the MG6 Next Generation Touring Car.

As one of the most successful cars of the NGTC era, the car is a well established package offering the team a fantastic platform from which to develop.

Having taken Jason Plato to 20 of his record-breaking 96 race wins, the car has also been campaigned by BTCC champions Andrew Jordan and Ashley Sutton.

It has also helped to launch the BTCC careers of drivers such as Sam Tordoff, Jack Goff and Josh Cook, all of whom have gone on to claim multiple race wins.





# vision 20/20 GREAT AND BRITISH

## 07 Vision 2020

In keeping with the results already achieved during their decorated history, Excelr8 Motorsport have no intention of simply making up the numbers in the BTCC.

For several years, the team has been carrying out the groundwork required to reintroduce one of the most successful marques in BTCC history to the grid.

Development will continue throughout 2019 with the intention of bringing an iconic British brand back to the grid in 2020, leading to what would undoubtedly be one of the biggest stories in UK motorsport for many years.



## 08 Marketing

The BTCC offers a unique marketing opportunity - combining exciting brand values with a passionate and expansive fanbase, both trackside and via unparalleled live TV coverage.

Participation grants a powerful opportunity to bring a brand to life for an audience of millions. Many imaginative and perceptive businesses are already taking full advantage of an involvement in the BTCC.

The high-profile, high-drama, big-crowd backdrop makes the BTCC the perfect platform for teams and their partners to entertain guests in their bespoke hospitality facilities, and the paddock is a hive of networking and business-to-business opportunities.

With such a successful track record when it comes to delivering results for its partners, the BTCC's profile and pole position pedigree cannot be ignored by proactive businesses.

## 09 2019 Calendar

The BTCC tops the bill at each of the nation's premier circuits, which offer up their own unique propositions and characteristics - challenging teams, drivers and engineers alike.

The series' broad geographical reach yields an extensive audience for teams, drivers and their partners. Each race weekend also offers the opportunity for targeted, regional marketing activities.

Wherever fans hail from, they won't have to travel far to see the BTCC in the flesh. Trackside attendances have seen strong long-term growth and nearly 400,000 watched first hand in 2018.

There is also a focus on the next generation, with a key pillar being free admission to children under the age of 16 years of age.



## 10 Exposure



**19+ million**

total UK  
TV audience

**230:20**

hours of UK  
TV airtime

**150+ countries**

broadcast BTCC  
highlights shows

**TV Coverage**



**400,000**

total ticket sales  
during 2018 season

**>40%**

purchased team  
merchandise

**85%**

earn over £30,000  
per annum

**Crowd Stats**



**88.76 million**

total print & broadcast  
media audience

**10 million**

social media reach  
per month

**240,000**

visitors to BTCC.net  
per month

**In the Media**



**68 hours**

of airtime on 182 BBC &  
independent stations

**60.2 million**

potential UK audience  
reach

**2.1 million**

podcast downloads  
during 2018

**Radio Airtime**

## 11 Packages

Partnership packages start at £5,000 and are infinitely flexible in order to meet the requirements of all marketing campaigns and budgets. Examples of three of our standard packages are below.

### Team Partner

from £10,000 (2 cars £18,000)

- Small logos on car and selected team equipment.
- 2 paddock/hospitality passes
- Food and beverages
- Grid access
- Website/social media features

### Major Partner

from £25,000 (2 cars £40,000)

- Large logos on car, team wear, race wear, truck etc.
- 6 paddock/hospitality passes
- Food and beverages
- Garage and grid access
- Website/social media features

### Primary Partner

from £80,000 (2 cars £140,000)

- Most prominent branding
- 10 paddock/hospitality passes
- Food and beverages
- Access all areas
- Use of car for corporate events
- Website/social media features



*Size and location of logos for illustrative purposes only.*



For more information, please contact us:

**Rob Smith,**  
BTCC Driver, Excelr8 Motorsport

T: 07867 745132  
E: [rob@robsmithmotorsport.com](mailto:rob@robsmithmotorsport.com)

**Paul Smith,**  
Commercial Manager, Rob Smith Motorsport

T: 07768 681415  
E: [paul@robsmithmotorsport.com](mailto:paul@robsmithmotorsport.com)