



ROB SMITH



MOTORSPORT MARKETING: PARTNERSHIP PROPOSAL





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Thank you for taking the time to find out about my racing career and the marketing services and partnership benefits I am able to offer.

Motorsport is not only more exciting and powerful than other marketing streams, it is also more accessible than you might think.

I hope this brochure will help to demonstrate this and show that a motorsport marketing programme can deliver meaningful value for your business.

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01 INTRODUCTION

Given the current climate it is more important than ever for any marketing activity to deliver a return on investment in the most cost effective manner possible.

Marketing through motorsport offers a unique platform which is as powerful and exciting as it is varied, and one which has seen significant changes in recent years.

It is about far more than the placement of a logo. Instead, it is about brands strategically connecting with their audiences through an authentic consumer journey to drive results.

Motorsport has a passionate fan base that recognises the value sponsors provide, making them the most brand loyal fans above any other forms of sport and entertainment.



Imagine getting your brand image in front of millions of highly receptive TV viewers.

What would it mean to engage with hundreds of thousands of potential customers at events spread across the country?

How much could a unique networking environment help to grow and strengthen your relationships?





02 THE BENEFITS

Motorsport can provide business-to-business opportunities, employee engagement, customer hosting platforms, unique content for marketing campaigns and once-in-a-lifetime experiences.

Unique to motorsport is the flexibility for sponsorship investments. Rob works closely with his partners to develop an integrated marketing strategy and deliver a return on investment via:



WE HAVE ALWAYS BEEN SCEPTICAL ABOUT THE VALUE OF THIS KIND OF SPONSORSHIP, BUT THE TV AND SOCIAL MEDIA COVERAGE HAVE SEEN OUR BRAND PROFILE AND RECOGNITION INCREASE CONSIDERABLY.

RICHARD LAMBERT, MANAGING DIRECTOR, EVOLUTION SECURITY



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 motorsport.



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, shows and exhibitions, product launches and track days.





03 ABOUT ROB

BEHIND THE WHEEL

On track, Rob is an extremely fast and highly skilled driver, sealing 7 wins and 24 podiums during his time in the UK's top one-make saloon car series, the MINI CHALLENGE.

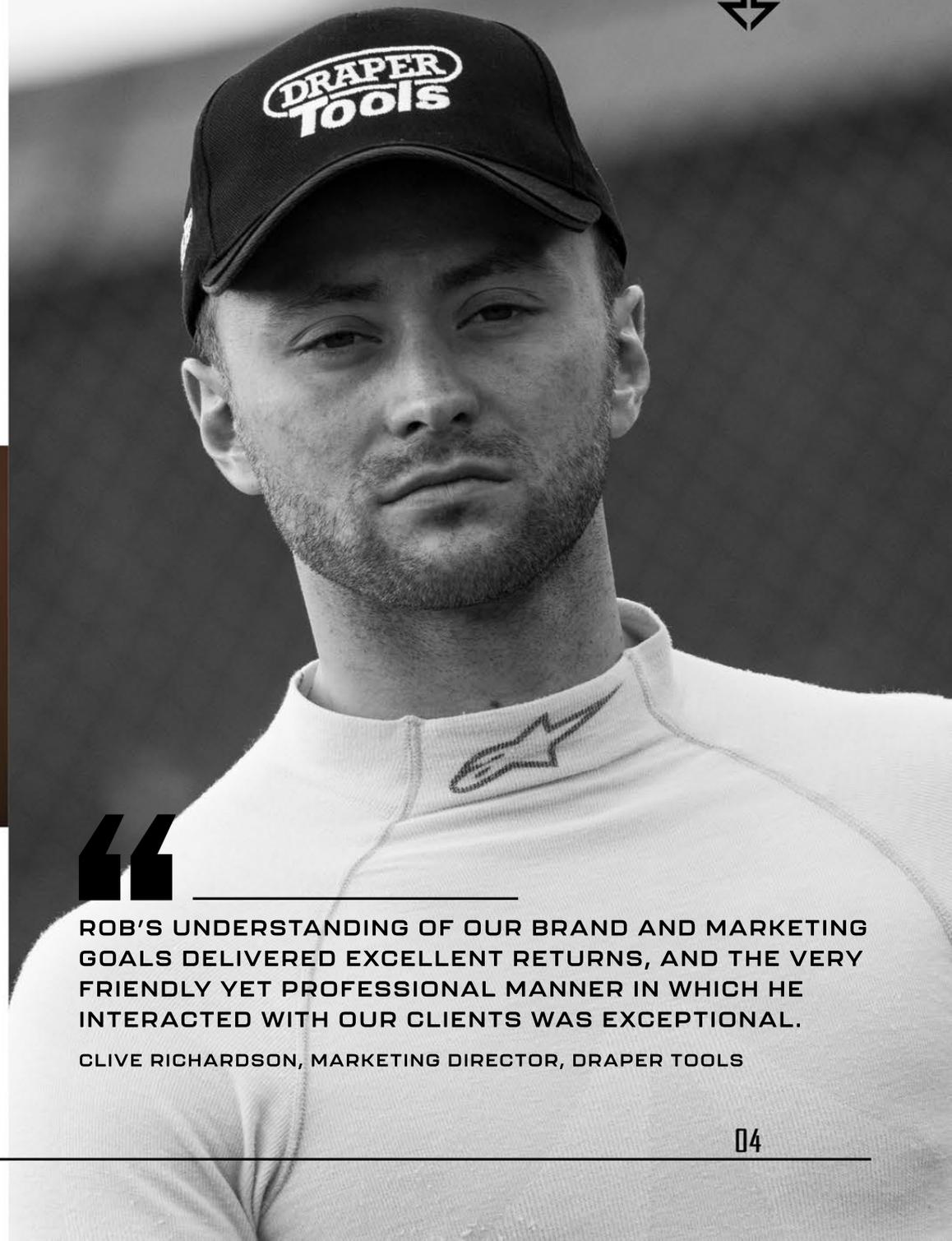
Holding two degrees in Automotive Engineering, his knowledge of the technical aspects of the sport make him a valuable asset to any team seeking to achieve success.



BRAND AMBASSADOR

Personable, marketable and engaging, Rob is the perfect ambassador for any business whether addressing the TV cameras, hosting VIP guests or interacting with the public.

In addition, he is a talented graphic designer who almost single handedly crafted the brand image of the EXCELR8 Motorsport BTCC team for their debut in the series during 2019.



ROB'S UNDERSTANDING OF OUR BRAND AND MARKETING GOALS DELIVERED EXCELLENT RETURNS, AND THE VERY FRIENDLY YET PROFESSIONAL MANNER IN WHICH HE INTERACTED WITH OUR CLIENTS WAS EXCEPTIONAL.

CLIVE RICHARDSON, MARKETING DIRECTOR, DRAPER TOOLS



04 THE BTCC

In 2019 Rob achieved his dream of racing in the British Touring Car Championship, the UK's most prestigious and popular motorsport series, and he is determined to return in 2021.

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 venues with the very best in driving talent behind the wheel has proven to be irresistible, and is key to the championship's status as an unrivalled marketing platform.

The thrill a minute racing is a real crowd pleaser, reaching a huge audience through ITV4's unprecedented live coverage, trackside ticket sales, and online and print media.

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

Imagine the leverage delivered for your brand by the high drama on-track action, capacity crowds and unparalleled live ITV television coverage of this iconic championship.





FACTS & FIGURES

- 230 hours** ITV coverage
- 19 million** UK TV audience
- 14% increase** during 2019
- 27.4% female** TV audience
- 20% increase** in BBC regional news features
- 150+ countries** show BTCC highlights

05 TV & MEDIA COVERAGE

As the UK's biggest and most famous motorsport series, the BTCC attracts world class media coverage, from unrivalled race day television exposure to copious column inches, regular radio slots and enviable engagement figures across the social media spectrum.

Between March and October 2020, the series enjoyed an overall cross-platform news reach of in excess of 93 million people from over 1,000 broadcast, print and online sources worldwide.

In keeping with its perennial appeal, the BTCC has consistently forged strong creative partnerships with Britain's premier broadcasters, who have made an indelible contribution towards ensuring the series is always fresh and dynamic.

The current multi-year relationship with ITV stretches back to 2002, and in 2020 a fresh agreement was reached which will see the network continue to screen the BTCC until at least 2026.





06 SOCIAL MEDIA & ONLINE

Social media presence is central to the BTCC's broader media package, and mirrors the championship's core values by offering fans the opportunity to get as close to the sport and their heroes as possible.

A proactive strategy focuses on building engagement through captivating, shareable content for an audience of over 300,000 fans. Follower figures, however, are only a small part of the picture. The BTCC regularly reaches up to fifteen million people per month across social media – a highly engaged audience that competes with and indeed outnumbers comparable series worldwide.



Almost 180,000 fans like the championship's Facebook page, while 85,000 follow on Twitter. Additionally, more than 50,000 fans now take a look behind-the-scenes' via Instagram to watch BTCC stories unfold and enjoy the best photography of the season.

In addition some five million people visit btcc.net each season, while the BTCC's YouTube channel acts as a video archive for the best of the championship action, hosting all of the series' broadcast-quality pieces produced by ITV. The 2019 season saw the BTCC's digital video output reach almost 12 million people via Facebook, Twitter and Instagram.

FACTS & FIGURES

Over 300,000 followers

15 million reach per month

20 million Twitter impressions

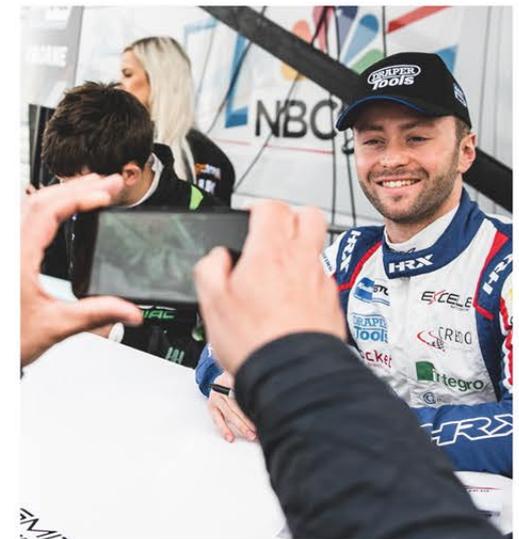
100% rise in Instagram reach

92% increase in engagement

Engagement rate **5x greater** than sports industry average

240,000 monthly website hits

Official BTCC app launched in 2019, 450,000 monthly hits



07 SPECTATOR APPEAL

Over 60 years the BTCC has established a dedicated and loyal fanbase, enticed by the fundamental promise of action packed racing, high quality entertainment and access to some of the UK's foremost racing drivers.

2019 saw a 15th successive season of increased spectator numbers, with each of the ten BTCC events attracting a physical audience of around 40,000, greater than those seen at many Premier League football matches.



In addition to the thrilling on-track action there is a range of commercial opportunities off-track, with activities and initiatives which put fans front and centre of the championship and fully immerse them in the sport.

It's an ideal way for teams and sponsors to engage directly with an audience that is broad and diverse, making the BTCC commercially attractive in the way it can bring a brand to life and appeal to people across the board.



FACTS & FIGURES

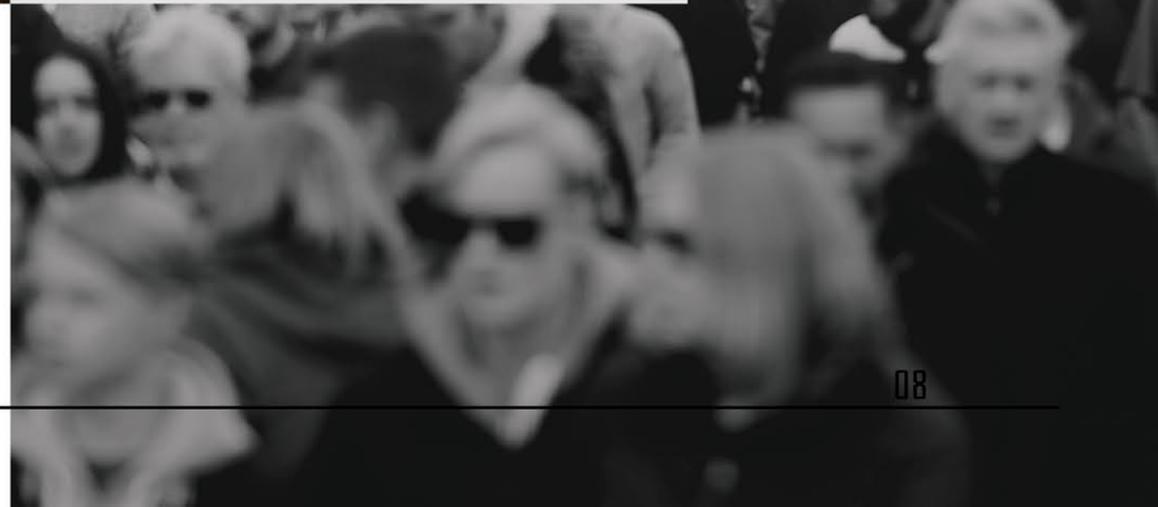
384,800 ticket sales in 2019

Demographic spread evenly over all socio-economic groups (AB, C1, C2 and DE)

85% of fans earn over £30,000 per annum

>40% of fans purchase team merchandise

Motorsport fans have highest levels of brand loyalty and consideration among all sport





08 VIP HOSPITALITY

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HOSPITALITY HAS RESULTED IN NOT ONLY HAVING A GREAT DAY OUT WITH OUR CUSTOMERS, BUT ALSO GAINING A BETTER UNDERSTANDING OF THEIR NEEDS AWAY FROM THE PRESSURES OF THE WORKING DAY.

PETER JONES, MANAGING DIRECTOR, THIRD MILLENNIUM SYSTEMS



Hospitality is a cornerstone of motorsport marketing and sponsorship offerings, and provides the perfect backdrop for teams, sponsors and partners to entertain guests with a wealth of corporate activities on offer at any given race weekend to meet all requirements.

The paddock is a hive of networking and business-to-business opportunities, with many key figures from various industries in attendance throughout the season.

Watching first-rate racing in fully branded hospitality surroundings is the perfect environment for companies to strengthen business ties and reward staff with a unique weekend experience.

Hosts are able to deliver experiences that rise above the offerings available elsewhere. The best food, entertainment, insight and Q&A sessions with drivers, live TV feeds, timing and commentary ensure the experience at the circuit is without parallel.





ROB SMITH



CONTACT US NOW

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