



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 ABOUT ROB

BEHIND THE WHEEL

On track, Rob is an extremely fast and highly skilled driver, sealing 5 wins and 24 podiums during his time in the UK's top one-make saloon car series, the MINI CHALLENGE.

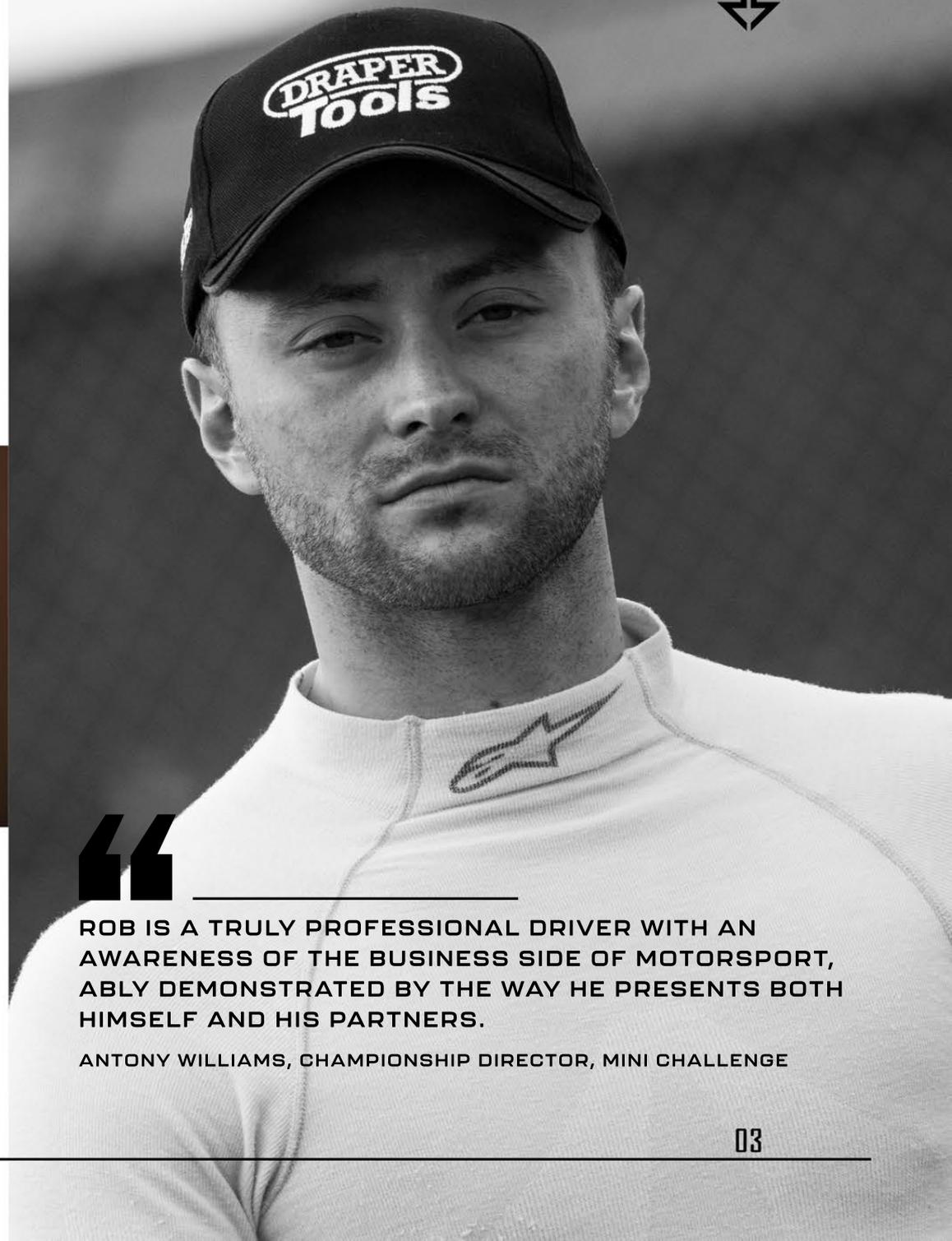
Holding two degrees in Automotive Engineering, his knowledge of the technical aspects of the sport make him a valuable asset to any team seeking to achieve success.



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 IS A TRULY PROFESSIONAL DRIVER WITH AN AWARENESS OF THE BUSINESS SIDE OF MOTORSPORT, ABLY DEMONSTRATED BY THE WAY HE PRESENTS BOTH HIMSELF AND HIS PARTNERS.

ANTONY WILLIAMS, CHAMPIONSHIP DIRECTOR, MINI CHALLENGE



03 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:



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.



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





SPECIFICATION

- 3.8-litre flat-six engine, 425 bhp
- Six speed PDK gearbox
- Switchable ABS, ESC and TC
- Adjustable brake bias
- Integrated air jack system
- Quick-release carbon fibre
- Porsche racing steering wheel

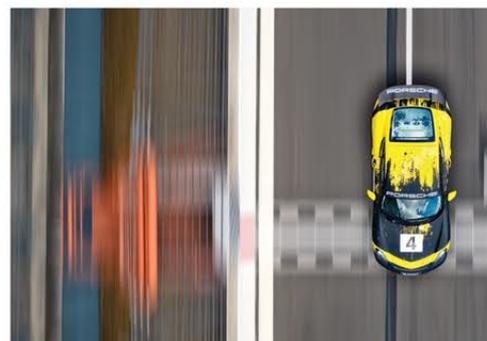
04 PORSCHE SPRINT CHALLENGE GB

Few automotive manufacturers can boast the desirability, marketability and motorsport pedigree of Porsche, and for 2020 the legendary marque will add a new tier to its UK motorsport pyramid.

The Porsche Sprint Challenge GB will feature the 718 Cayman GT4 Clubsport, powered by a mid-mounted 3.8-litre flat-six engine and delivering 425 bhp to the rear wheels through a six-speed PDK gearbox.

Competitors and their partners will benefit from a dedicated Porsche race centre, which will provide VIP hospitality for their guests across six weekends, each featuring two races at some of the UK's finest venues.

With rounds supporting BTCC and British GT - which bring national television coverage and live streaming respectively - the championship is certain to feature at the forefront of UK motorsport right from the start.





05 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.





06 MARKETING & PROMOTION

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

Between January and October 2019, the series enjoyed overall cross-platform reach of in excess of 90 million people from almost 1,000 broadcast, print and online sources worldwide.

TV COVERAGE

In keeping with its perennial appeal the BTCC has forged strong creative partnerships with Britain's top broadcasters, and the current relationship with ITV set to continue until at least 2022.

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



DIGITAL MEDIA

Social media 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.

- **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
- **12 million** social media video views
- **5 million** visitors to btcc.net

SPECTATOR APPEAL

The BTCC has a dedicated and loyal fanbase, and alongside the on-track action there are a plethora of off-track activities and initiatives which can bring a brand to life and appeal to people across the board.

- **384,800** ticket sales in 2019
- **15th successive** increase
- 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 fans





07 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.





08 THE PACKAGES

Below are some examples of our standard partnership packages. These are infinitely flexible and can be tailored to suit your needs.

2020: PORSCHE SPRINT CHALLENGE GB

	£100,000	£50,000	£25,000	£10,000	£5,000
Branding on Car	150cm	100cm	50cm	25cm	15cm
Branding on Suit	Yes	Yes	Yes	Yes	Yes
Branding on Helmet	Yes	Yes	Yes	Yes	Yes
Branding on Clothing	Yes	Yes	Yes	Yes	No
Branding in Garage	Yes	Yes	Yes	Yes	No
Hospitality	10 VIP Passes*	8 VIP Passes*	6 VIP Passes*	4 VIP Passes*	2 VIP Passes*
Garage/Car Tour	Yes	Yes	Yes	Yes	No
Corporate Events	Rob: 5, Car: 5*	Rob: 4, Car: 4*	Rob: 4, Car: 2*	Rob: 2, Car: 2*	Rob: 2, Car: 0*
Trade Stand	2 BTCC Events*	1 BTCC Event*	No*	No*	No*
Social Media Support	Yes	Yes	Yes	Yes	Yes
Press Releases	Yes	Yes	Yes	Yes	Yes
Photo Packages	Yes	Yes	Yes	Yes	Yes
Website Branding	Yes	Yes	Yes	Yes	Yes

*Additional passes or events available to purchase



Monthly and staged payment options available. 10% discount available when signing up for 2020 and 2021.

2021: BRITISH TOURING CAR CHAMPIONSHIP

	£100,000	£50,000	£25,000	£10,000	£5,000
Branding on Car	50cm	30cm	20cm	10cm	No
Branding on Suit	Yes	Yes	Yes	Yes	Yes
Branding on Helmet	Yes	Yes	Yes	Yes	Yes
Branding on Clothing	Yes	Yes	Yes	No	No
Branding in Garage	Yes	Yes	Yes	No	No
Hospitality	10 VIP Passes*	8 VIP Passes*	6 VIP Passes*	4 VIP Passes*	2 VIP Passes*
Garage/Car Tour	Yes	Yes	Yes	Yes	Yes
Grid Walk	Yes	Yes	Yes	Yes	Yes
Corporate Events	Rob: 5, Car: 5*	Rob: 4, Car: 4*	Rob: 4, Car: 2*	Rob: 2, Car: 2*	Rob: 2, Car: 0*
Trade Stand	2 BTCC Events*	1 BTCC Event*	No*	No*	No*
Social Media Support	Yes	Yes	Yes	Yes	Yes
Press Releases	Yes	Yes	Yes	Yes	Yes
Photo Packages	Yes	Yes	Yes	Yes	Yes
Website Branding	Yes	Yes	Yes	Yes	Yes





ROB SMITH



CONTACT US NOW

Get in touch to boost your marketing beyond your wildest expectation:

Rob Smith

T: 07867 745132

E: rob@robsmithmotorsport.com

Paul Smith

T: 07768 681415

E: paul@robsmithmotorsport.com

www.robsmithmotorsport.com

