

# Opportunities For You and Your Business

There are various techniques available for businesses to market their products and services. Sports advertising has become an artform in itself and now features in everyone's daily life. Sidecar racing offers a huge commercial advertising potential, receiving prime time television and extensive media exposure. The team approach, the sidecar, the transporter and the race personnel provide opportunities for advertising on a large scale, that is guaranteed to reach a huge audience, whatever the product.

Organisations involved in sponsorship find added benefits through association. Suppliers and prospective clients discover that they can enhance their own image and gain recognition by becoming part of a successful team. Sponsorship often creates reciprocal trading, leading to opportunities for diversification and providing your customers with an added value product, against that of your competitors.

The spectacle of the sport and publicity that it receives, provides an ideal opportunity for a mixture of both direct and indirect marketing. Illustrations have been provided in the following chapter as to how a sponsorship package could be tailored to suit your company's requirements and some of the benefits that you will receive. Sponsorship can be at whatever level you decide, with an endless combination of advertising techniques. It could even involve a part contribution or just simply providing a product or service to the team.

The team would be pleased to entertain your organisation as a prospective sponsor at one of the events, so that you can experience for yourself, with no obligations, what involvement would be like as part of an International Sidecar Racing Team. You may alternatively prefer to meet and discuss issues with the team, which we would be only too happy to arrange, or speak directly with any of our current sponsors.

We are certain that you will not be disappointed with this professional, friendly package and that by working in partnership, together we can develop a winning formula that provides success and extensive business opportunities.

"It is always good to be associated with a winning formula like Team Founds Racing"

..... Stephen Dawe of Morris

Lubricants

# Advertising and Marketing Benefits

## **8.1 *Media Coverage inc. BBC, CH 5, SKY TV, Tabloid Press and the Internet***

All events enjoy detailed coverage in weekly tabloids and monthly magazines, with full colour pictures and interviews. All events are covered live by both terrestrial tv and Satellite, commanding prime time viewing, with figures suggesting European viewers at around 7 million people. The team have a regular column in two regional papers (Liverpool Echo, Chester Chronicle) and have featured in company magazines and specialist press. The team also produce regular newsletters on progress, with articles posted on international motorsport web pages.

## **8.2 *The Corporate Approach***

The sidecar and race transporter are professionally presented incorporating the sponsor's own requirements for names, colours and logos. The transporter is fully converted and fitted with a purpose made awning, which is used for hospitality and as a workshop at circuits where garages are not provided. The space on the articulated lorry race transporter and the sidecar provide massive advertising opportunities which will not fail to attract attention. The race awning would carry sponsor names and all race personnel would wear matching shirts, trousers and jackets. This epitomises the teamwork philosophy and presents a fast moving, truly corporate image. Extra publicity with caps, flags, stickers and posters, all carrying sponsor logos and names would be distributed to fans and enthusiasts at all events and wherever the team travelled.

## **8.3 *Hospitality and Functions***

All race circuits have hospitality suites and function boxes, which offer the opportunity for sponsors to entertain prospective clients and guests in comfortable trackside facilities. The team will provide additional hospitality and complimentary sponsor tickets for all meetings, with the riders and team available for informal chats with guests as required. The sidecar, transporter and team would be available at the sponsor's request for public relation exercises, product launches, exhibitions or other functions. This would provide unique added-interest and excellent photo opportunities at an otherwise specialist event.

#### **8.4 Company and Employee Days**

The team can provide the opportunity for superb staff and family entertainment.

Staff attending these events will not fail to be inspired by the many fine examples of team building, motivation and the desire to be part of a winning formula, that are common on the racing circuit. We also welcome the involvement of sponsor employees and their families and can provide the ultimate "hands on experience" for the more adventurous, by attendance in the pit lane or as a sidecar passenger for a demonstration lap. The professional presentation and conduct of the team will always uphold the public image of our sponsors both on and off the circuit. The team would also actively partake in any open days, charity events and festivals, working alongside and in support of your staff as required.

#### **8.5 Community Involvement**

Most circuits across the UK have good access and group facilities, which can provide the opportunity to introduce less abled members of society to an exciting sport and a great day out. Linking the team and the corporate branding of your organisation with local initiatives, will generate additional publicity and demonstrate your support for the community. The team can promote safety campaigns and heighten awareness of local sports, leisure and community facilities. This could be extended to attending schools, colleges and charity events, throughout the whole year.

#### **8.6 Inland Revenue Tax Relief**

Sponsorship of any form can feature as part of company promotion and marketing activities and can therefore be classed as an overhead. Any sponsorship contributions are eligible for 100% tax relief under Inland Revenue legislation. This can be seen as an ideal opportunity to reduce the amount of tax payable on company profits, whilst receiving real benefits from advertising. The team are financially, fully accountable and independently audited, and can provide documented receipts for product or sponsorship assistance as required for tax purposes.

"The sport needs young talent like Chris and Pete to develop into the possible World Champions of tomorrow" ..... Jack Muldoon, Team Manager, Clark Grand Prix

# Sponsorship Profile Proposal for 2002 Season

## Proposal

The following Chapter provides an outline of the associated cost to the Team, in order to compete in the 2002 World Championship. This covers all the major elements, such as Registration Fees, Logistics and Travel, Tyres and Running Cost. The reason behind the proposal is to breakdown and spread over the season, any Partner contributions, which would otherwise usually be required in one item or lump sum at the beginning of the season. This would provide the Partner with some assurance of the meetings attended by the Team and enable the Team to demonstrate and fulfil commitments for advertising and promotions. The Team will also be able to budget for the whole season and therefore provide better results on the track, in turn bolstering Partner profile and recognition.

### **THE 2002 CALENDAR (ALL ROUNDS ARE COINCIDENTAL WITH THE WORLD SUPERBIKE CHAMPIONSHIP)**

Mar	10 <sup>th</sup>	Spain	Valencia
Apr	7 <sup>th</sup>	South Africa *	Kyalami *
May	12 <sup>th</sup>	Italy	Monza
May	26 <sup>th</sup>	Great Britain	Silverstone
June	9 <sup>th</sup>	Germany	Lausitzring
June	30 <sup>th</sup>	San Marino (I t)	Misano
July	28 <sup>th</sup>	European, GB	Brands Hatch
Sept	1 <sup>st</sup>	Germany	Oschersleben
Sept	8 <sup>th</sup>	Netherlands	Assen
Sept	29 <sup>th</sup>	Italy	Imola

For the purposes of this document, individual topic areas are identified and the season has been split into three calendar sections as follows, with the first funding element required at the start of each Section :

Section 1 : March to the end of May includes Valencia, Monza and Silverstone

Section 2 : June to the end of July, includes Lausitzring, Misano and Brands Hatch

Section 3 : August to the end of September, includes Oschersleben, Assen and Imola

- \* The South Africa round at Kyalami is treated separately due to the overseas air freighting costs. This has been omitted from Section 1. For this event, the organisers of the championship Air freight the bikes in shipping crates, with equipment between home base and circuit. Individuals are required to make their own way to the event and sort out accommodation, transfers etc.

### *PART A : Championship Entry Fee*

2002 Entry Fee and affiliation to Championship and FIM Federation		£ 3000
International competition insurance and licences	2 @ £ 540	£ 1080
	<b>Total</b>	<b>£ 4080</b>

### *PART B : Logistics and Travel*

#### *Section 1 : Valencia, Monza and Silverstone*

Ferry Cost	Dover / Calais (return)2 @ £ 160	£ 320
Fuel Cost	Total mileage 4000km ( £950+£800+£400 )	£ 2150
Tolls	Includes Payage and Tunnels (France/Spain/I taly)	£ 350
Miscellaneous	Maintenance of vehicle / incidentals	£ 200
	<u>Sub Total</u>	<u>£ 3020</u>

#### *Section 2 : Lausitzring, Misano and Brands Hatch*

Ferry Cost	Dover / Calais (return)2 @ £ 160	£ 320
Fuel Cost	Total mileage 4200km ( £900+£950+£400 )	£ 2500
Tolls	Includes Payage and Tunnels (France/Germany/I taly)	£ 300
Miscellaneous	Maintenance of vehicle / incidentals	£ 200
	<u>Sub Total</u>	<u>£ 3320</u>

#### *Section 3 : Oschersleben, Assen and Imola*

Ferry Cost	Dover / Calais (return)3 @ £ 160	£ 480
Fuel Cost	Total mileage 3800km ( £750+£600+£800 )	£ 2150
Tolls	Includes Payage and Tunnels (France/Germany/I taly)	£ 300
Miscellaneous	Maintenance of vehicle / incidentals	£ 200
	<u>Sub Total</u>	<u>£ 3130</u>

**Grand Total for Logistics and Travel £ 9470**

### *PART C : YOKOHAMA Racing Tyres*

Based on previous experience, the Team require 1 new set ( 3 No. ) tyres every 1.5 events. Translated this means that a new set of tyres is put on the machine prior to

the race, at every round. The set of tyres will then do the 26 lap race and all the practice session (approx 35 laps) of the following round, before being replaced. Some circuits are more demanding than others and may require additional tyres or possibly during wet conditions, rain tyres will be required. The Team has a respected agreement with the tyre manufacturer and supplier to enable accounts to be settled monthly, rather than immediately after fitting.

*Section 1 : Valencia, Monza and Silverstone*

3 No tyres @ £ 150/tyre	x3 Rounds	£ 1350
-------------------------	-----------	--------

*Section 2 : Lausitzring, Misano and Brands Hatch*

3 No tyres @ £ 150/tyre	x3 Rounds	£ 1350
3No rain tyres @ £150/tyre		£ 450

*Section 3 : Oschersleben, Assen and Imola*

3 No tyres @ £ 150/tyre	x3 Rounds	£ 1350
-------------------------	-----------	--------

<b>Total</b>	<b>£ 4500</b>
--------------	---------------

***PART D : INDIVIDUAL COST FOR ROUND 3 AT KYALAMI, SOUTH AFRICA***

Air Freightng costs (part covered in Entry Fee)		£ 350
Collection and delivery of Team equipment	2 No @ £ 150	£ 300
Carnet, Visa and Shipping Crate Insurances	1 No @ £ 300	£ 300
Air Fares for Riders and 1 mechanic	3 No @ £ 600	£ 1800
Accomodation, transfer and foods	3 No @ £ 100	£ 300
Tyres for Sidecar	3 No @ £ 150/tyre	£ 450
<b>Total</b>		<b>£ 3500</b>

NOTE :

All contributions would be required by the 5<sup>th</sup> day of the initial month in each section. The Team remain fully auditable for any partner contributions and would operate open book trading accounts as required.

