

BRITISH GT4 CHAMPIONSHIP PROSPECTUS 2008



Michael Broadhurst





**2007
BRITISH GT3
CHAMPIONS!**



• Contents

- Introduction
- What is British GT?
 - Why RPM?
 - Why Ginetta?
- Why Michael Broadhurst?
 - Driver Profile
 - Media Coverage
 - Brand Awareness
 - Hospitality
 - Corporate Entertainment
 - Promotions
 - Exposure
 - Publicity
 - Case Study Development
 - Business-to-business Networking
 - Community Involvement
 - Sales Incentives
 - Product Sampling
 - Recruitment



• Introduction

Dear Sir/Madam,

Thank you for taking the time to look over our new and exciting partnership proposal for the 2008 season. Having spent the last two and a half years racing in Single Seaters, we decided to look into the GT and Sportscar arena as a more beneficial platform for sponsors with greater long-term prospects for success.

The arrival of the new GT4 class in the British GT Championship has opened a new door for teams and drivers, with a host of new cars eligible to compete in the UK's premiere series.

RPM Motorsport were the first to see the potential of the stunning Ginetta G50 GT4 car and shall be fielding three cars to claim the GT4 crown in 2008 and defending their GT3 Driver's Title with the rapid Vipers.

This prospectus outlines the main benefits on offer to potential partners although packages can be tailored to meet your corporate requirements and expectations.

All the best,



Michael Broadhurst



• What is British GT?

Created in 1993, the British GT Championship is the UK's most prestigious series, featuring mouth-watering racing cars including Aston Martins, Ferraris, Porsches, Ascaris, Dodges, Marcos, Moslers, and Lotuses, plus other exotic Supercar machinery.

Over 30 cars compete at every race, attracting crowds of over 20,000 people.

The Championship features GT3 as its top class. Racecars are close to their road car equivalents. They have their interiors stripped out to save weight and safety enhancements are fitted. Limited, and strictly policed, modifications can be made to the suspension, engine and bodywork.

Competing in the new GT4 class, we will be fighting for class victories and the championship. Each of these events will feature either one 2-hour race, or two 1-hour races for the headlining British GT series.

2008 calendar:

- 22-24th March – Oulton Park – 1&2
- 12-13th April – Knockhill – 3&4
- 25-26th May – Rockingham – 5&6
- 7-8th June – Snetterton – 7&8
- 28-29th June – Thruxton – 9&10
- 12-13th July – Brands Hatch – 11&12
- 17th August – Silverstone – 13
- 12th October – Donington Park – 14

The UK's most prestigious series



• Why RPM?

RPM Motorsport was founded by team owner and manager Robin Peter Mortimer. Hailing from a background of motorsport as the son of well known Brooklands racer Charles Mortimer and brother of 1972 125cc runner up in the world championship and 8 times TT winner Chas Mortimer; Robin has had a lifetime in the industry competing at the highest level of both cars and bikes as a competitor and a manager.

Robin himself competed in motorcycle Grand Prix and won many titles himself including the 1979 BMCRC 500cc Championship. Robin then turned his attention to racing cars in 1989 with highlights including twice being Ferrari British Champion and Twice being on the Podium at the Macau Supercar Grand Prix in the early 90's. Having retired from racing himself he turned his eye to management as the owner of the Old Spice Ducati Team in 1996 giving a first opportunity of a superbike ride to Chris Walker and Scott Smart as well as running Terry Rymer. He also worked in collaboration with Mike Rutter over the 1995 season.

All of this experience coupled with dedicated, motivated and highly skilled staff with a burning desire to win is what has made Team RPM the successful team that it is today and is what drives it to win in the future.

Recent Success:

- 2007 British GT3 Drivers Championship winners
- 2007 British GT3 Teams Championship runners-up
- 2007 Radical Enduro SR3 Championship winners

Created by passion, driven by success



• Why Ginetta?

Ginetta Cars Limited was founded in 1958 producing post-war specials with other British marques such as TVR, Marcos and Lotus. The company based its chassis' around Ford components, aiming largely at the enthusiast and club level markets throughout the sixties and seventies.

In 2005, Ginetta was acquired by Lawrence Neil Tomlinson's LNT Group and run under the LNT Automotive banner. With a successful racing history in GT racing in the UK and at Le Mans, LNT put its experience to good use by investing heavily in the Ginetta brand, including a brand new purpose built 72,000 square foot premises to consolidate all activities under one roof.


In 2008 launches the Ginetta G50, the first car to be designed and built under the LNT name. The car hit the track in Europe in 2007 with instant success, taking numerous podium finishes despite still being in early development.

RPM Motorsport shall be running three GT4 spec G50s in British GT this year, effectively as a works team, as the project will be receiving extensive support and development throughout the year from LNT.

- **Engine:** Front-mid mounted Ford 3.5 litre V6 delivering 300 bhp
- **Transmission:** Sequential gearbox. Rear wheel drive
- **Weight:** 800kg
- **Safety:** FIA approved fuel cell, FIA approved roll cage, Fire extinguisher




• Why Michael Broadhurst?




"Not only has Michael shown us that he has the raw speed and talent to be successful, he has a maturity and calm attitude which is rare to see"

- Mick Maggio (Formula Palmer Audi)




"To put in the times that Michael was doing in his first test in a Formula Renault was quite frankly, amazing!"

- Nick Streatfield (Falcon Motorsport)




"Michael is absolutely fearless and has a great understanding of the car; incredible!"

- Danny Watts (Sportscar star)



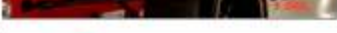
"Michael is a very natural and talented racing driver; he has a very smooth style and exceptionally fast learning ability"

- Neil Cunningham (Sportscar Star)



"For Michael's level of experience, he is one of the most naturally talented drivers I have ever worked with"

- Mark McLoughlin (Falcon Motorsport)



"Despite Michael's lack of track time, he has a fantastic understanding of the car and is able to relay back to us exactly what's happening. He works extremely hard both in and out of the car and as a result, is incredibly quick"

- Richard Ollerenshaw (Hillspeed)



• Driver Profile



1997-2003 - Club karting championships: including Cadets (60cc), Junior TKM and Intermediate TKM (100cc), finishing 3rd in the championship.



2004 - Set new lap record at Whilton Mill kart circuit during winter testing (unofficial), results included 3rd, 2nd, 1st and finished 4th in the championship at Little Rissington despite missing the second half of the season.

- Tested a Formula Palmer Audi car for the first time at Bedford Autodrome, setting a best time of 1:07:190. Had a second test, posting a best time of 1:06:578 in much less favourable conditions to go fastest comfortably.



2005 - Took part in the BRDC single seater scholarship, setting a number of fastest times in various different categories. Entered the four day course at Silverstone to gain more experience and track time and tested a Van Diemen Formula Ford car.

- Stars of Silverstone Championship, Formula First- **Champion**, taking 4 wins, 2 seconds, 2 thirds from 10 starts.



- Stars of Silverstone Championship, Formula Zeus- Maximum points scored in opening round with two wins from two races.



- Tested with 'Falcon Motorsport' in a Formula Renault 2.0 litre BARC car for the first time at Donington Park, setting a best time of 1:11:440 (quickest all winter) only 7 tenths off the lap record set in 2005 in more favourable conditions.

2006 - BARC Formula Renault Championship with Falcon Motorsport and Hillspeed. Best qualifying- 3rd, best result- 4th finished 10th in championship despite missing final 2 rounds.

2007 - Ginetta Winter Series- 2 races, fastest lap, 3rd place and 1st place



Name: Michael Broadhurst

Date of birth: 24th July 1988

Nationality: British

Height: 185cm

Weight: 70kgs

Occupation: Racing Instructor



• Media Coverage

In 2007, 'Channel 4' doubled the British GT viewing figures with a more comprehensive package, including a dedicated Sunday morning program of the previous weekend's racing and a mid-week highlights edition.

The move from a 7:30am schedule to 8am has alone attracted a further 100,000 viewers.

In 2002, terrestrial viewing figures reached nearly 4 million and have continued to rise over the last five years.

Live coverage of every race is provided by 'Motors TV', a dedicated motorsport channel which is shown on 'SKY' (reaching over 15 million homes across the UK and Europe) and at the venues on giant plasma televisions around the circuit.

The action can also be viewed across the Channel on German and European feeds.

For 2008, the championship is set to receive even more air time on both Channel 4 and Sky across more stations to boost ratings even further.

Motors TV reaches 15 million homes across Europe



• Brand Awareness

The Ginetta G50 is a fantastic advertising board for companies. The large surface area is perfect for logos and lettering. This means that names and logos can be positioned anywhere on the vehicles to generate as much exposure and awareness for partners as possible.

Advertising on a racing car is a fantastic way of strengthening your **brand value** i.e. when the public is exposed to conventional advertising on television, in magazines etc. it will mean more to them because they can associate it with motorsport, therefore your message will have more of an impact.

The driver race suit and helmet can be designed to incorporate all partner names and logos, to match car livery. For testing and every round of the 2007/8 British GT Championship, RPM shall be using their high-tech transporter, pit set-up and private hospitality area for guests and partners to relax. All of which can be liveried up with your company name and logos.

RPM offer one of the most professionally presented operation in the paddock; a truly spectacular showcase for partners who wish to attract attention in style!

Full team clothing can be made to order for the team, partners and guests with complete livery. Merchandising at this level is a very effective and inexpensive way to increase brand awareness and can be a successful PR tool, as caps, t-shirts, flags etc can be distributed throughout the crowds where they are guaranteed to be on show.

Strengthening your brand value



• Hospitality

Paddock hospitality offers fantastic **networking** opportunities.

Dedicated hospitality can be arranged for teams and sponsors through SRO to ensure your weekend at the track is as enjoyable and memorable as possible.

The team are able to offer a private hospitality area within their pit setup for guests and partners to relax.

Use the hospitality area as a base, while exploring the rest of the paddock.

RPM are able to accommodate large numbers; ideal for bringing along guests, partners and all the family!

VIP passes shall be issued to all new partners prior to the opening round at Oulton Park (22-24th March) which grant paddock transfer, pitlane access, SRO hospitality and VIP parking. Additional passes will be available throughout the year for a small charge.

Fantastic networking opportunities



• Corporate Entertainment

As an ARDS MSA qualified Racing Instructor, Michael is able to entertain your guests, clients and staff at any venue, anywhere in the world.

Track and Media days are a fantastic way of highlighting your dedication to partners and cliental, giving them an unforgettable, once in a lifetime experience.

Use the track days as part of a **sales incentives** package, rewarding staff for loyalty and hard work.

Corporate days are a fantastic opportunity to meet personnel from other companies in a low pressure environment, who may be of interest to your own business activities.

Corporate days can be arranged any time during the year and can be more cost effective than you may think.

Experience the thrill of driving at over 130mph at some of the most famous circuits in the World!

Compare times and data at the end of the day to see who's fastest!

Putting your business in the driving seat



**EXCLUSIVE
FREE TWO-DAY
CORPORATE EVENT
FOR NEW PARTNERS**



• Promotions

The RPM team and Michael will be available throughout the year for any shows or presentations where you may wish to exhibit your motorsport involvement.

These types of display have proved extremely successful in gathering large crowds and raising awareness for motorsport and all companies involved.

Show cars are an excellent conversation starter and introduction into your company and involvement with the team.

An exhibition of this nature is a fantastic way of boosting your **community involvement**, as a well organised and professional display emphasises your dedication to your clients and the public.

Displays of any size, from stand-alone cars to full pit setups can be arranged to meet your needs.

Michael and the team will be on hand to field any questions your clients or members of the public may have.

Competitions, prize-giving, workshops and activities can be organised to offer entertainment for the whole family.

Showcase support



• Exposure

In 2004, over 170,000 spectators filed through the gates to watch the British GT action which shares the same weekend as the British Formula 3 Championship. That figure rose by 15% in 2005, taking in over 200,000 spectators across the country.

An incredible 280,000 people were at the tracks in 2006 to watch the drama unfold; a whopping 70% increase on 2005 with a staggering 33,000 fans attending the season finale at Silverstone in October!

(Audience numbers still being calculated for rest of 2007 championship)

FOTA's demographics show that about 85% of people in attendance at a race weekend are male with 50% of all the people asked being aged 25-40, proving that motorsport is very much a family orientated activity.

With large audiences attending every meeting, there is a huge opportunity to increase **brand strength** and **awareness** through **product sampling, displays, live shows** etc. giving members of the public the chance to experience your company on a more informal level.

Forging new alliance



• Publicity

Michael's official website (www.michaelbroadhurst.co.uk) will be the first to publish the latest news, results and pictures after every test sessions and race meeting.

The website has dedicated pages where 'Links' and 'Partners' can be displayed with a logo, website link and description about the company. Official partners are displayed on every page of the website with direct links to their own sites to maximise exposure.

With the website receiving over 500 hits a day (14,000 hits a month on average), it is an ideal advertising space for companies with **brand awareness** in mind.

News articles can be placed in your local papers (including ours- 'Gloucestershire Echo' and 'The Citizen') emphasising the support of partners.

All race results and news articles will have a dedicated slot in the weekly 'Autosport Magazine' and 'Motorsport News' which are read by thousands of people all over the world.

We can keep you posted not only with the website, but a dedicated, formal news letter can be sent out to you every month, including race reports, photographs, results, championship table etc. or by our monthly email newsletter, which will also display all partners with links to your website; this will be sent out to hundreds of people, offering further exposure for your company.

Putting your name in the spotlight



• Case Study Development

Illustrate how a motorsport partnership with us has helped your company achieve its objectives and benefited from increased **exposure** and **promotion**. Alternatively, show how your company skills have helped us operate more efficiently and effectively.

Project the qualities associated with motorsport such as glamour, speed, skill and ingenuity to your own company through effective **image transfer**.

Enhancing company stature



• Business-to-Business Networking

Motorsport is a fantastic industry for networking. Already over the last two years we have been able to establish new business relationships between our partners and other prospective companies.

Organised track days and media days are a fantastic opportunity to get your clients together and meet personnel from other companies who may be of interest to your own business activities.

Expanding opportunities



• Community Involvement

This can be an effective tool in building a good relationship with the local community, which can be productive in terms of **recruitment** and may even maintain a good working relationship with local councils and organisations that could prove vital in future developments and applications.

Putting something back

• Sales Incentives

Use us as part of a **reward scheme** for employees' hard work; we can provide unforgettable packages such as full VIP access to high profile events throughout the year, fantastic memorabilia, organised track days and many more.

Employee satisfaction



• Product Sampling

The motorsport paddock is a fantastic opportunity to test the market with new products through static displays in our pit and hospitality area or we can organise a team to spread awareness in the paddock. For example, sponsored raffles and on-going competitions are a great way to involve all age groups and create a positive image for your company.

Taking your product to the public



• Recruitment

Why not use a motorsport partnership to advertise recruitment within your company. For the past few seasons, 'Team Halfords' have famously carried the 'Computeach' name on their cars in the BTCC, promoting the company's I.T courses. This is another fantastic use of **image transfer** to attract the next generation of potential students or employees. A superb **case-study** opportunity, as you could show that through a partnership with us, you were able to increase your recruitment figures and supply industry with more qualified workers, possibly even into the motorsport industry!

Building for the future



• The Cost

Packages can be catered to how ever big or small your requirements may be. We can tailor a package to meet your needs and particular objectives. For example, we can offer associate partnerships and official suppliers i.e. you could become the tyre or fuel supplier, spreading the cost over the course of the season. To date we have already negotiated deals to cover insurance and accident damage! (Actual figures available on request).



• Contact

For more information of exactly how a partnership can benefit your company and business activities, please do not hesitate to contact us.

Telephone number : 01242 691585
Mobile number : 07904 855886
Website address : www.michaelbroadhurst.co.uk
E-mail address : michael@michaelbroadhurst.co.uk



Created by:

