



MSA
BRITISH
RALLY
CHAMPIONSHIP



Sponsorship Proposal
prepared by the British Rally Championship

WORLDWIDE APPEAL

British Rally Championship

Established in 1958, the British Rally Championship (BRC) is the pinnacle of motorsport in the UK and renowned worldwide as one of the best national motorsport series. It provides a mouth watering mix of close and exciting competition, young up and coming talent, dramatic backdrops and unrivalled spectator access on the stages and in the paddock areas.

The British Rally Championship is the perfect medium for brand-building and promotion to the most dedicated of sports fans around the UK and the World. It provides fantastic TV, national media interest, a dedicated website, opportunity for national and local promotions as well as hospitality and exclusive client entertainment packages in the most dynamic and exciting arenas.

With an average age of just 24 years in 2011, competitors see the BRC as the place to develop their skills and raw speed. Up and coming talent from around the UK and Ireland are joined by the very best from as far away as Scandinavia, Eastern Europe and Australia.

The list of previous champions is a who's who of the rallying world, testament to the status of the championship crown including world rally champions Ari Vatanen, Hannu Mikkola, Stig Blomqvist, Richard Burns and Colin McRae.



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OPTIONS

How does it work?

- Brand building in a consumer related and dynamic sport with prestigious British title status. Title sponsorship of the entire championship including stand-alone television programme, high traffic website, competitors' cars and much more.
- Attendance at each event with display and sales operations permits direct interaction to a target audience of teams and their mechanics, marshals, organisers and motorsport enthusiasts whilst at the same time demonstrating commitment and support for the championship.
- On event corporate entertainment packages, exclusive access all area passes and standalone rally experience days.
- Promotion of association and endorsement of sponsors products via the championship to use in advertising and promotional campaigns.
- Opportunities to run sales incentives, build customer databases, run competitions and use leading drivers and their cars to enhance sponsor's presence at exhibitions, external shows and store promotions.

Over the past ten years the following clients have held the title rights to the British Rally Championship:



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TITLE SPONSORS

British Rally Championship

Dulux Testimonial "Dulux Trade's sponsorship of the British Rally Championship has been extremely successful, particularly in broadening our targeted communications and in further differentiating the brand from our competitors.

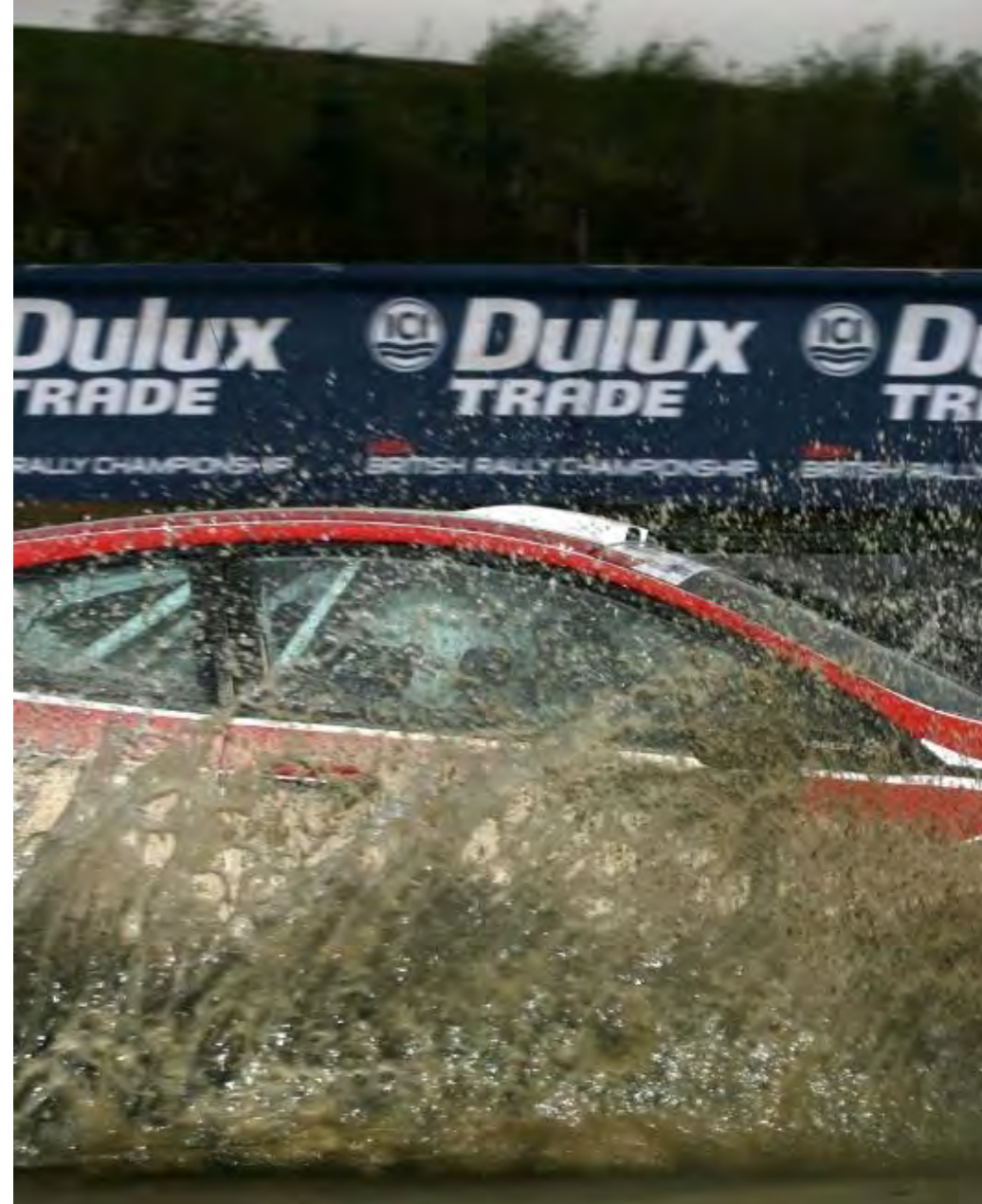
At all times the championship and its staff have exceeded our expectations and have consistently delivered professionally organised hospitality events, high quality branding presence and a value for money return on our investment.

Our two year programme has been extremely well received in the marketplace, tying together some of our activities, creating an emotional link to the brand and increasing not only customer awareness, but engaging and motivating staff at all levels.

May I take this opportunity to wish the championship the very best for the future."

Stephen Snaith
Marketing Director

ICI Paints AkzoNobel, Decorative Paints UK, Ireland and South Africa



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DEMOGRAPHICS

British Rally Championship

The British Rally Championship provides access to the most sophisticated and dedicated of sports fans:

- 6 International events covering the whole of the UK, catering for 150+ teams, each has 4-6 mechanics and over 800 marshals
- 40,000 per event attendance (circa 200,000 per season)
- Generates £3.3m to local economy over the rally weekend
- Fan Club of over 4000 members
- Most dedicated of sports fans, young 45% aged between 16 and 30, 33% between 31 and 45
- 73% male and 27% female
- Affluent 83% are ABC1s, with high disposable income



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MEDIA STATISTICS

UK and Worldwide Coverage

- **UK Television coverage** — UK audience 6.3 million via satellite Sky Sports and terrestrial TV via regional news.

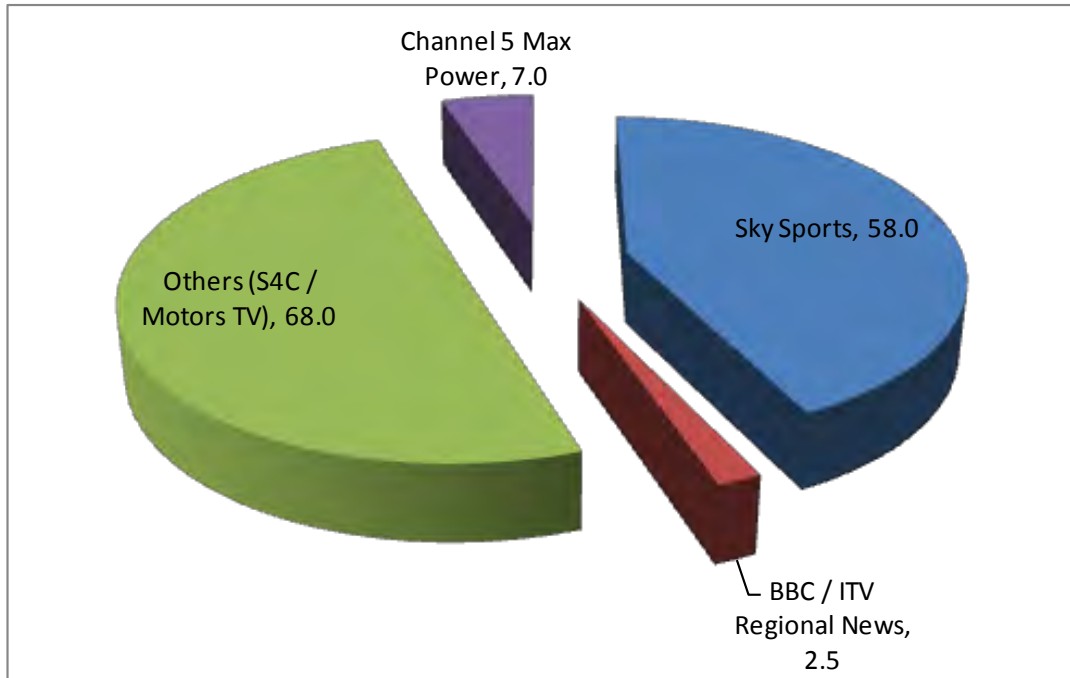
UK Programme	Hours	Adult Audience
BBC / ITV Regional News	2.5	5,817,500
Sky Sports	58.0	307,666
Others (S4C / Motors TV)	68.0	130,243
Channel 5 Max Power	7.0	59,400
	133.0	6,314,809
Non UK	234	(564,000,000 homes)

- **Worldwide TV Coverage** — 580 million homes via via stand alone satellite TV in Australia, New Zealand, Europe via Motors TV, Africa, America and Asia via ESPN and Planet Speed as well as other worldwide sports channels
- **Official website** — 297K website visitors, over 9m hits annually
- **Youtube Channel** — over 100,000 views
- **Facebook, Twitter and RSS feeds**



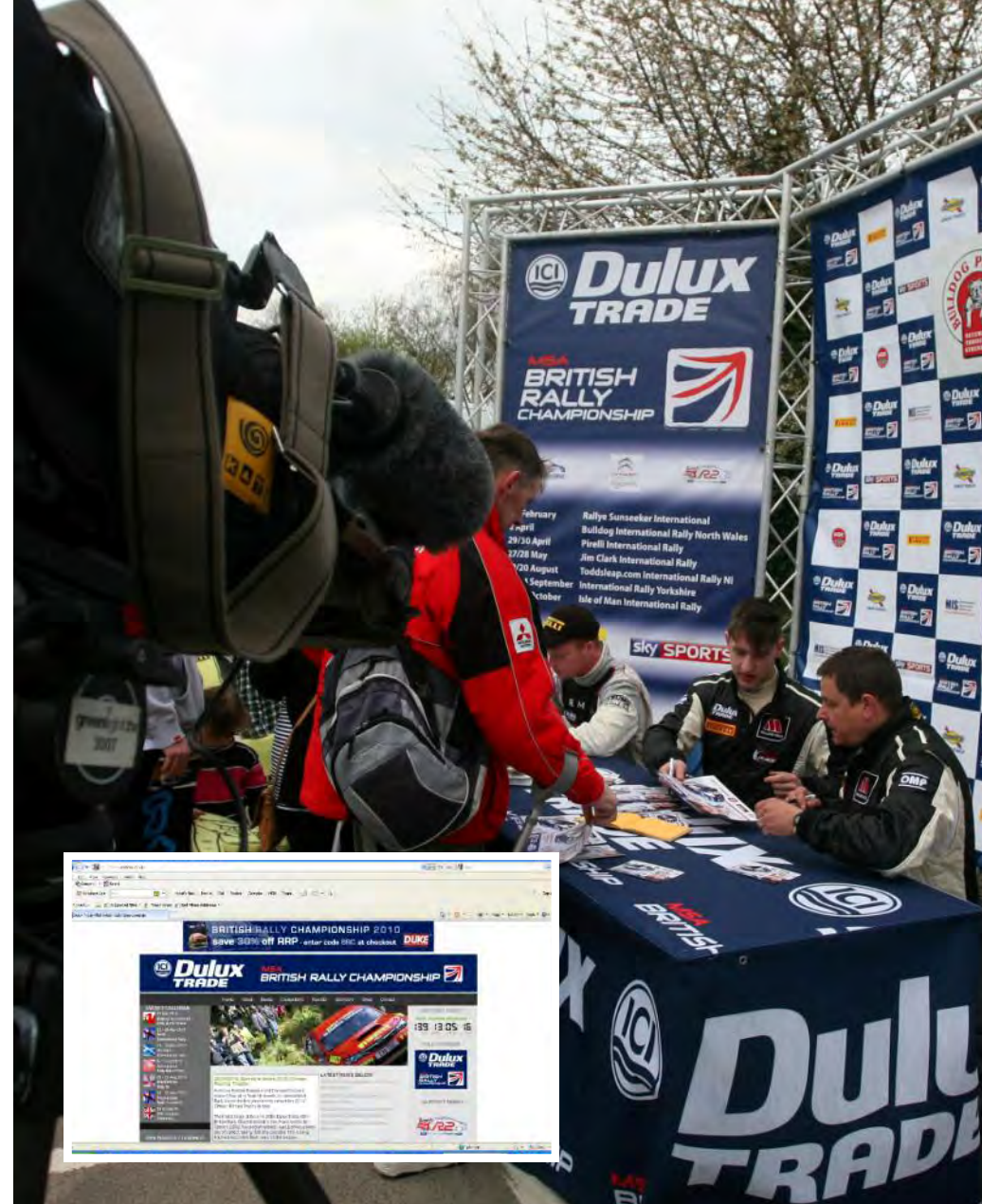
MEDIA EVALUATION

UK Television (broadcast hours)



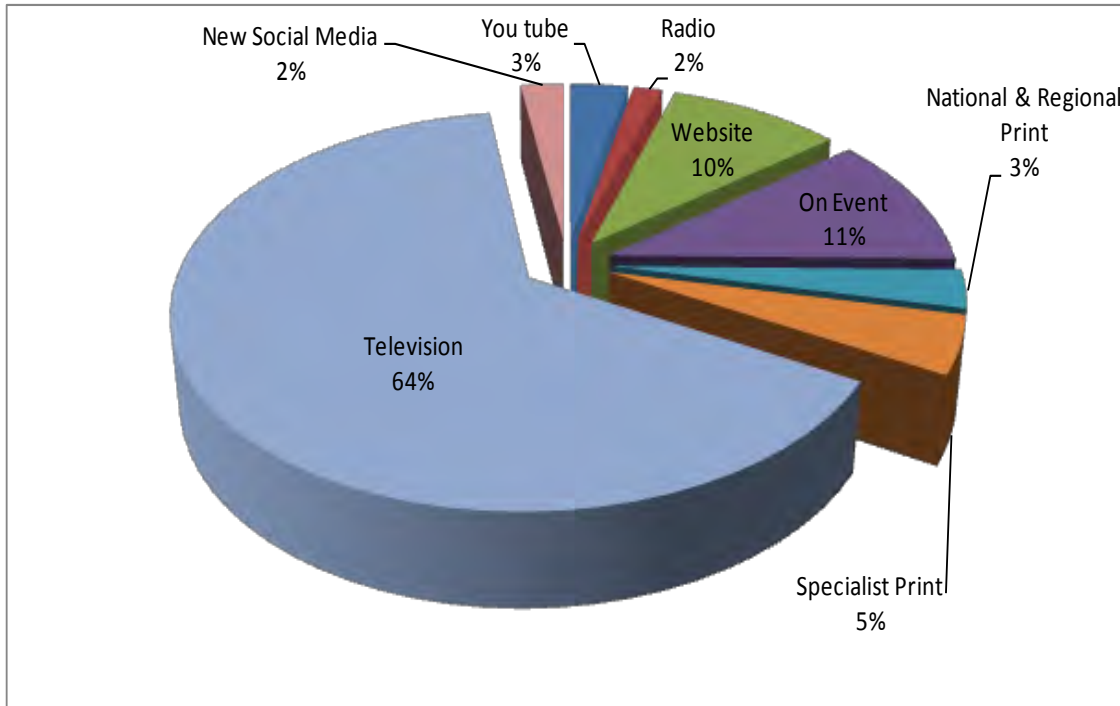
135.5 hours of UK Television Coverage in 2011

EAV: £405,000



MEDIA EVALUATION

Total Estimated Advertising Value



TOTAL EAV: £663,000



THE EVENTS

Host locations and 2012 calendar



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BRANDING

Maximising sponsors' presence

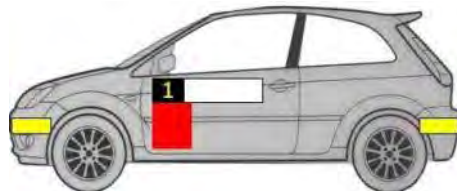
Maximising brand awareness and association, the Championship provides a fully prescribed and managed branding resource for its partners throughout the season.

The Title Sponsor's logo will feature:

- incorporated into the Championship logo
- as the windscreen header on each Championship car
- on the door panel of each Championship car
- on the race suits of all Championship competitors
- on the winners podium used at the end of the event for TV
- a 3 metre banner in front of each TV camera
- in the start and finish areas of each event
- in the service area paddock of each event
- on Championship clothing, vehicles and official paperwork
- clients logo used as the theme for the official championship website including a full company profile and appropriate web links

An Associate Sponsor's logo will feature:

- on the door panel of each Championship car
- on the winners podium used at the end of the event for TV
- in the service area paddock on each event
- in the official website including company profile and web links



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RALLY EXPERIENCE DAYS

Unique — money can't buy!

Provide business clients, staff and competition winners with an interactive experience of a lifetime which money cannot buy.

The Championship can organise an exclusive Rally Experience Day, offering a thrilling high speed passenger ride of a lifetime for clients and their guests on a real forest special stage providing opportunities for:

- B2B client networking with a difference
- Staff incentives for managers, sales teams etc
- Customer promotions or competition prizes

The day's activities include:

- Arrival and welcome to a fully branded exclusive stage rally venue suitable for the purposes and access
- A brief introduction to the sport, professional drivers and the rally cars being used on the day
- A safety briefing, before being fitted with safety clothing and helmet ahead of their ride of a lifetime experience
- Full hospitality facilities, arrival drinks, a two course lunch and afternoon tea and cakes
- A range of other related activities including, driving a rally car, off road map reading and competitions



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HOSPITALITY

Reinforcing the association

The Championship offers a unique experience at the very top level of a dynamic and exciting sport. This is a perfect opportunity to entertain corporate clients, provide staff incentives, competitions or customer/sales promotions.

Underlining the association with the British Rally Championship, hospitality packages can be arranged to suit sponsors' requirements providing a choice of:

- **VIP Guest Passes**— for each round of the Championship
- **VIP Guest Passes & Catering** — in addition to the passes, this package includes dedicated hospitality based at the service area on the event, providing guests with breakfast, lunch and afternoon tea.
- **VIP Guest Hosting**—this includes expert hosting by the Championship in dedicated branded vehicles, taking guests on an informative tour and getting them close to the trackside action
- **Trackside Hospitality**— in addition to the above, guests will enjoy an exclusive trackside lunch in a dedicated, fully branded area providing guests with a ringside seat

The Championship can offer a fully managed service including co-ordination of travel and accommodation requirements.



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PROMOTIONAL

Maximising the opportunities

PROMOTIONS

The team has expertise in organising product promotions and staff/customer incentive competitions centred around the Championship. Previous title sponsors have exploited the pull of this dynamic property to great effect by including the presence of rally cars and drivers from the Championship and their association at store promotions, trade exhibitions and public shows

AFFINITY MARKETING

Sponsors can fully utilise their association through involvement with the competitors and teams. We can also offer access to our growing fan club database and website activities. Previously relationships via other partners have also been used to enhance presence at shows, deliver competition prizes and provide B2B opportunities.

COMPETITIONS

Using a direct relevance to the partnership, the British Rally Championship can deliver a selection of prizes and incentives using activities and opportunities included within the range of services listed in this proposal. A very recent competition run by a title sponsor delivered a ten fold increase in the response compared to their usual rate of activation.

MERCHANDISING

A branded range of clothing, hats, pens, brollies can be used to further enhance the association and provide a corporate identity. Experience shows adopting a range of branded merchandise for staff, clients and customers can further enhance their association and loyalty.



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Properties	Title Sponsor	Category Partner	Associate Partner	Option Costs
Brand incorporated into Championship Title	✓	-	-	
Branded Competitor's Windscreen Decal	✓	-	-	
Branded Competitor's Door panel Decals (2)	✓	✓	o	£15,000
Branded TV interview backdrop	✓	✓	-	
Branded TV titles	✓	-	-	
Branded Start Ramp	✓	✓	✓	
Branded Winners podium backdrop	✓	✓	o	£10,000
Branded banners on-stage with full TV line-of sight	✓	o	-	£25,000
Branded Letterhead / Media materials / external communications	✓	✓	✓	
Branded Press release service	✓	✓	✓	
Branded BRC Website	✓	-	-	
Branding on Event Websites	✓	-	-	
Branding on all Championship Clothing	✓	✓	-	
Branding on all competitor's race suits	✓	✓	-	

Brand Identification:

continued on next page

MENU OPTIONS

British Rally Championship

	Properties	Title Sponsor	Category Partner	Associate Partner	Option Costs
Media:	Championship TV broadcast	✓	✓	✓	
	iTunes / YouTube video collection	✓	✓	✓	
	Specialist Press Coverage	✓	-	-	
	Local Press	✓	-	-	
	Rally Radio Service	✓	0	0	£6,000
	Radio "vignettes" to national broadcasters	✓	-	-	
	Local Radio	✓	-	-	
	Access to newsletter recipients (5000)	✓	✓	✓	
	Branded, dedicated, live results website	✓	✓	0	£10,000
	Championship website banner ads	✓	0	0	£150 pcm
Hospitality:	Championship website profile pages and relevant links	✓	✓	✓	
	On-event hospitality - Level 1	✓	-	-	
	On-event hospitality - Level 2	-	✓	0	£175pp
	Dedicated Table at RAC MSA Awards Ceremony	✓	0	0	poa
Events:	End of season Championship Competitor's dinner	✓	✓	✓	
	Access to use the Championship Trophy for PR / Media events	✓	-	-	
	Autograph / Photo Session	✓	✓	✓	
	Rally Day Event	✓	0	0	poa
	Promotional Events / Competitions	0	0	0	poa



RETURN ON INVESTMENT

British Rally Championship

Full Title Sponsorship

Full title sponsorship, including all of the Branding Rights and benefits across Television, the Championship website and all related printed media, plus hospitality for 20 guests (or prize winners) on each of the 6 events (including hotels, food, and hosting) plus a dedicated VIP rally day for 12 with the chance to drive and be driven in the latest championship rally machinery, would be a maximum of £297,750. The EAV of the media package alone (i.e. excluding the hospitality benefits) is £663,000.

Partner Category Sponsorship

Category sponsorship, including all the branding across all media plus hospitality for 10 guests per event would be a maximum of £104,000 (including the trackside TV banner option).

Associate Partner Category Sponsorship

Associate partner sponsorship is available from £11,000 through to £54,600 if all the elements of hospitality and on-event engagement are required.



**Proposal for title sponsorship of the British Rally Championship (BRC)
Prepared by UK Rally Limited**

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