

JOSH BENSON

2009 BRITISH FORMULA FORD



MARKETING OPPORTUNITIES

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I N T R O D U C T I O N

Josh Benson is regarded as one of the most promising British drivers in single seater racing. Tipped for a great future, he is looking for sponsorship to support his participation in the 2009 British Formula Ford Championship.

His career path is clearly mapped out for the next 3 years. Last year he competed in one of the most competitive single seater formula: The Carphone Warehouse Formula Ford Championship with multiple class wins. His medium to long term objective is to compete in the highly prestigious GP2 series.

British Formula Ford is one of the leading series in the UK and throughout Europe. Races are televised on Terrestrial and satellite Television and additional media exposure provided by radio, print, promotion and the internet. Spectator numbers reaching 85,000 at Brands Hatch on an average Easter weekend.

Once shown on UK channels, this coverage is then syndicated around the world via International Motorsports News which is broadcast on ESPN Star Sports TV. Sponsorship of Josh Benson offers a range of opportunities, from extensive brand exposure to the creation of new sales opportunities and Hospitality. If recruitment, education or your Chosen charity is your main focus then we will incorporate this into your package..

This document provides background information on many of these opportunities and benefits. It also includes details on Josh's racing career and the 2009 British Formula Ford Championship. While a number of partnership opportunities are provided for consideration, the objective of this document is to provide an insight into what can be achieved.

www.joshbensonracing.co.uk

COMMERCIAL OPPORTUNITIES

Any partner in the program will benefit from the image and exposure of motor sport, and the professionalism and pedigree of the Team working with Josh Benson.

We know too often that sponsors don't get what they should. Many embark on a sponsorship for the wrong reasons. Few set clear business objectives or use it to positively affect their bottom line.

We will explore your needs and create a specific proposal and will provide an object-driven and measurable plan which will be managed with regular meetings and reports and a project conclusion debrief & analysis.

To optimise the benefits, we seek a complete understanding of your brand and business objectives and will work hard to achieve this.

We like to develop medium - long term partnerships to develop, understand and implement a successful campaign from concept to completion.

THE FACTS & STATS

The UK is home to the world's biggest motor sports industry

£4.6 billion annual turnover
4,800 companies involved
58,000 employees

The principle demographic group of motor sport followers is **ABC 1 males**, aged 16-44 with a high disposable income

Motorsport has the **fastest following of any major sport**. Attendance figures grow steadily year by year

British Formula Ford at Brands Hatch attracted **80,000 spectators** in its Easter weekend

Supports British F3

Supports British GT Series

Supports DTM



MARKETING BENEFITS

By becoming one of Josh's partners in the 2009 British Formula Ford Championship, your company would be able to integrate racing into their existing marketing programs. A well structured marketing program with Josh would serve as a platform for a variety of new marketing initiatives.

Some of the benefits that a partner could expect to receive are as follows:

Major Brand Exposure

Motor racing is a high profile sport and the British Formula Ford Championship is one of the leading racing series in the UK and throughout Europe. Motorsport and UK business is currently reaping the benefits of such British talents as Lewis Hamilton.

With races televised on terrestrial and satellite television in the UK and with additional media exposure provided by radio, print, promotion and the internet, the British Formula Ford Championship reaches a huge audience. In addition to the fans who follow the Championship through the media, each race attracts an ever increasing number of spectators.

Given the level of attention that the Championship attracts, partners can expect to receive a very high level of exposure. Few other mediums can reach so many people so regularly for a fraction of the cost of traditional television and media advertising.

Image Building

Both racing and Josh are the right image for a partner. Partners can use racing to help build, develop and enhance their image and then use that image in product advertising and promotion.

Partners will be regarded as having the same qualities that the sport projects: hi-tech, fun, glamorous, fast, sporting, quality, excellence, integrity, etc. Josh also has the right image for a partner. He is young, eloquent, good looking and extremely personable & appealing to both teenagers and adults. He is also a winner and a future Champion.

Target Audience

Motor racing fans and spectators are an ideal target audience for partners. They are extremely brand loyal and sympathetic to the companies and brands that support their favourite drivers and teams. Partners are therefore presented to a receptive target audience with a quality demographic.

Advertising Campaigns

Partners can use their involvement with racing as a basis for advertising campaigns. They can use the image they create in racing in product advertising in both consumer media and in specialist publications. Most race car sponsors use their association in advertising campaigns both on and off site.

Corporate Hospitality

Partners have an opportunity to entertain guests at every race. A variety of hospitality options are available, including access to the team's garage in the Paddock and to the hospitality facilities at each circuit. Partners have unprecedented access to Josh and to the team, which helps build loyalty to those entertained. No other sporting event offers this level of access for guest hospitality. Having an association with a driver provides an important emotional tie for guests.

Opportunities for New Business

Participation in motor racing often provides opportunities to develop business to business relationships with other team and series sponsors. Motor racing provides an excellent environment in which to develop commercial and technical relationships.

Personal Appearances

Race car drivers attract attention whenever they make public appearances. Partners can therefore use Josh both at races and at other venues, such as conferences, exhibitions, employee open days, etc. to make appearances.

Promotions and advertising campaigns could be run featuring Josh and explaining why he uses their products. He would become their sporting ambassador



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MEDIA EXPOSURE

The 2009 Formula Ford Championship will have rounds televised on **Sky Sports 1, 2, 3** and Extra. Each round is typically broadcast 4 times.



Average viewing figures for each showing are 150,000. Across the course of the year, this results in very significant viewing figures. It is worth noting that the Motors TV coverage of Formula Ford has such excellent exposure, that some other championships viewing does not come close to this sort of audience.

Once shown on UK channels, this coverage is then syndicated around the world via **International Motorsports News**, which is broadcast on ESPN Star Sports TV. **Star Sports TV, the Far East subscribers total 64,799,720**



At least one transmission of each programme was at **prime time viewing** (18:00-22:00)

The Formula Ford Festival which is held at Brands Hatch each October attracts approx. 7000 spectators and is aired several times on Motors TV



British Formula Ford at Brands Hatch attracting **80,000 spectators** in its Easter Weekend

Various National publications such as **Autosport, Motorsports News** and Regional & National newspapers



PROMOTIONAL POSSIBILITIES

Additional Marketing Opportunities

A sports marketing program with Josh could serve as a basis for a wide range of additional marketing activities:

- media activities
- product endorsements
- sales promotional campaigns
- 40ft support truck advertising campaign
- staff motivation programs
- merchandising
- media campaigns
- track days
- consumer/employee incentive programs
- conferences/exhibitions
- printed materials
- Internet
- Circuit signage
- Text & email competitions
- Exhibition features



Competition

Partners can stay one step ahead of their competitors by getting involved in racing. As competition intensifies in their respective marketplaces, companies need to look for points of difference from their rivals.

While everyone is able to use traditional advertising mediums, sports marketing campaigns and in particular racing, provide an effective alternative marketing solution.



Josh is looking for a variety of partners so therefore four distinct marketing packages have been created offering partners a wide range of benefits commensurate with their level of support.

- **Primary Partner**
- **Major Partner**
- **Support Partner**
- **Technical Partner**

Primary Partner

One Primary Partner will be sought to become the title sponsor of Josh's car. The Primary Partner will receive a variety of marketing benefits from Josh and his team, with the emphasis being on major brand identification on the race car allowing for exposure in all types of media - TV, spectator and print.

Partnerships would start from £40,000

Major Partner

Josh will seek one Major Partner who will have the same emphasis as the Primary Partner but with a reduced level of identification on the race car. The Major Partner will benefit from prominent brand identification to give selected exposure on TV and a high level of exposure for spectator and print.

Partnerships would start from £25,000

Support Partner

There will be a number of Support Partners introduced to the program. They will have selective exposure on the race car and suit to provide good photographic and spectator exposure. The main emphasis of a Support Partner's program will be using the association with Josh in promotional activity.

Partnerships would start from £5,000

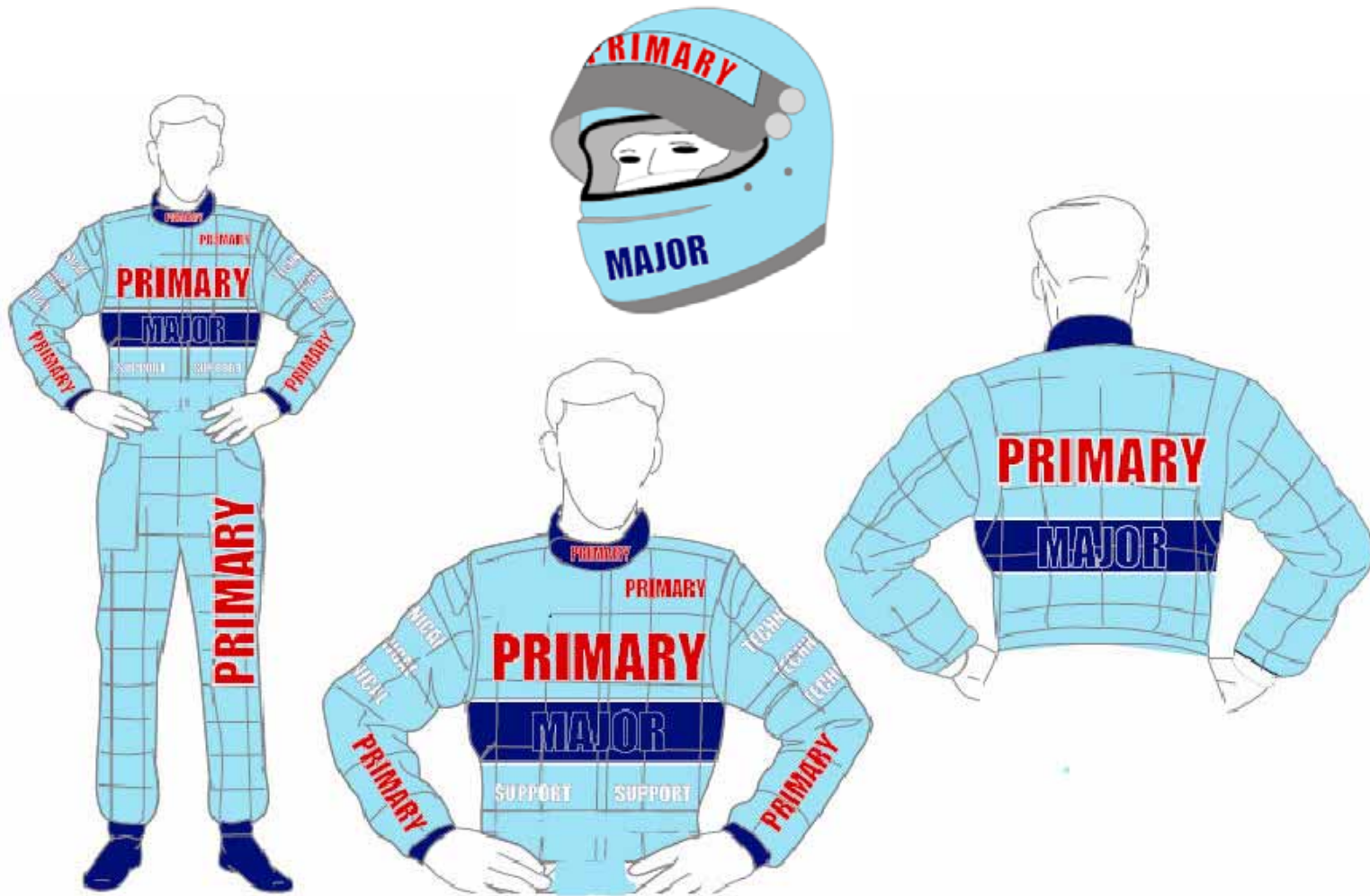
Technical Partner

Technical Partners will play an important role in Josh's racing activities. Josh will be seeking companies who are able to supply their goods or services in kind, ranging from racing-related products through to clothing



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Naming rights to Josh's car

The Primary Partner will have the exclusive commercial naming rights to Josh's race car. The car would therefore be known as the "**Partner Name/Formula Ford Duratec**" in all official media references.

Base paint scheme on car

The Primary Partner's corporate colors will be used in the design of the paint scheme of Josh's race car. Josh's car will therefore be instantly recognised as being supported by a particular partner.

Brand identification - race car

The level of brand identification received by a Partner depends on their level of support. The Primary Partner and Major Partner receive a high level of brand identification on the race car to provide TV, photographic and spectator exposure, while the Support Partners and Technical Partners receive identification that provides for photographic and promotional exposure.

Brand identification Josh's Race Suit

Josh's race suit will be designed to coordinate with his race car providing all partners with additional brand identification, particularly useful for TV interviews.

The colour scheme will be based on the Primary Partners corporate colors and both the Primary Partner and Major Partner will receive prominent identification on key surface of Josh's suit.

The Support Partners and Technical Partners will receive secondary identification.

Brand identification - Helmet & Cap

Identification on both Josh's helmet and official team cap is restricted to just the Primary Partner and to the Major Partner.

Additional branding

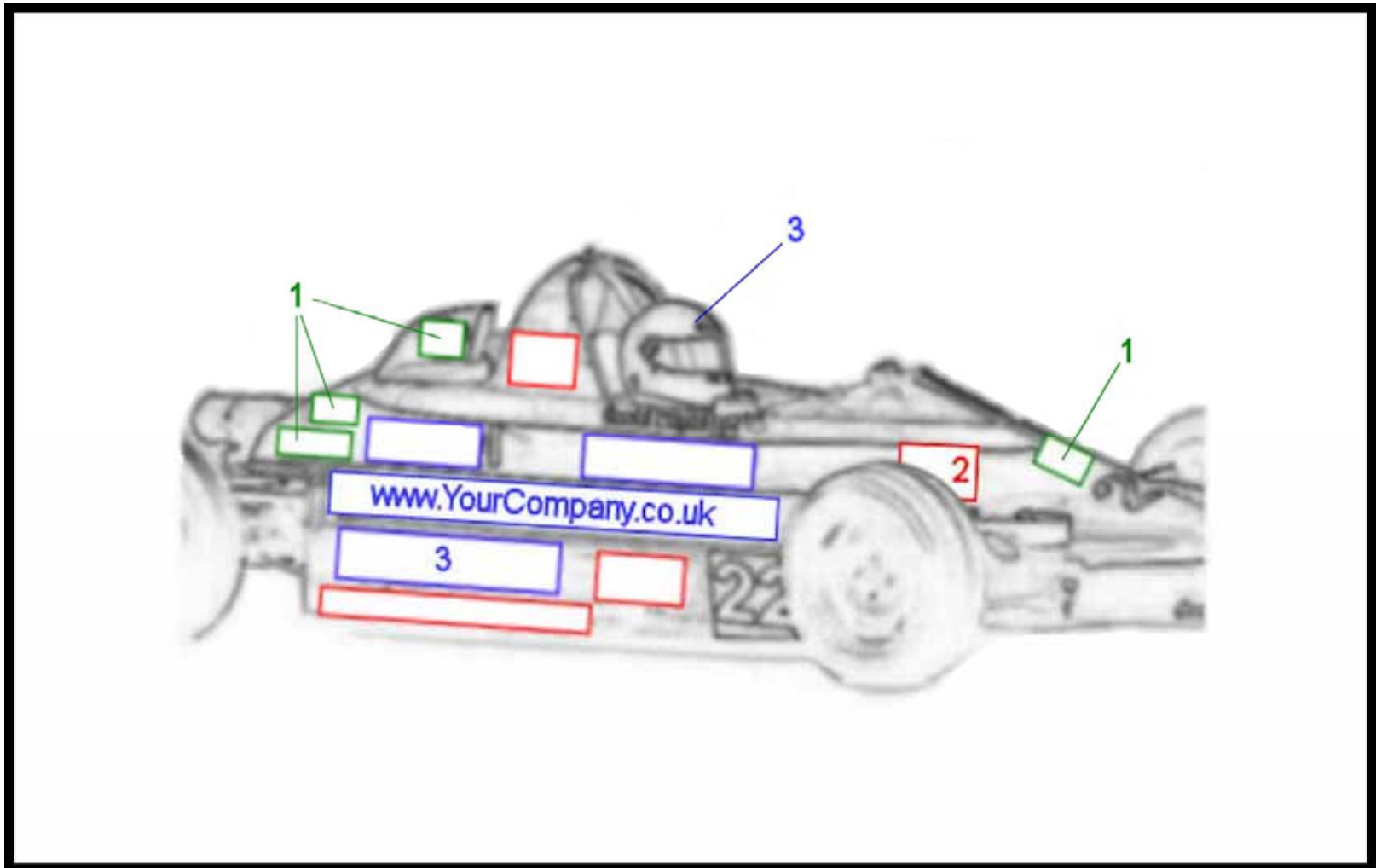
Every partner will receive additional brand identification throughout Josh's racing program. The level of branding will naturally be dependent on the level of support and there may be additional costs for painting, decals, merchandise, etc.

- crew uniforms
- pit equipment
- race car transporter
- support vehicles
- Josh's web site
- Josh's fan club
- Official team merchandise
- promotional materials

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RACECAR EXPOSURE:
SAMPLE ONLY



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PROMOTIONAL RIGHTS & SERVICES

Photographic Rights

Partners are able to make use of pictures of Josh, his car and his team in promotional materials and advertising campaigns.

Association

Partners have the ability to associate themselves directly with Josh and his team and also with the British Formula Ford Championship.

Endorsement

Josh and his team will actively endorse their partner's products, services and business activities whenever possible.

Personal Services Agreement

Josh is already well versed in assisting partners make use of their Motorsport programs. Josh and his team will enthusiastically work on behalf of new partners and can provide partners with an extra personal services agreement that could include:

- additional personal appearances
- exposure on "track/casual" clothing
- extra exposure on helmet
- increased media activity

Marketing Support


Unlike many drivers, Josh has an experienced resource at his disposal to look after support marketing programs for his partners. He is therefore able to arrange a variety of activities on behalf of his partners:

- hospitality at races
- showcar promotions
- personal appearances
- merchandising
- promotional print & publicity
- media promotions & campaigns
- advertising campaigns
- promotions with other team partners
- business to business opportunities
- employee incentive programs



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| JOSH BENSON | |
|---|---|
| Nationality |  British |
| Date of Birth | October 11, 1990 |
| Place | Birkenhead, England |
| 2005 - 2006 TKM Karting | |
| Winter Series | Champion |
| 2007 Silverstone Race Drivers Academy | |
| Stowe Circuit | Champion |
| 2008 Carphone Warehouse Formula Ford 1600 | |
| Debut Season | 2008 |
| Current Team | Marque Cars |
| Car No. | 60 |
| Starts | 14 |
| Championship & Class Podiums | 12 |
| Circuit Record | Cadwell Park |
| 2008 Moose Trophy 2008 | |
| Trophy Class Wins | 2 |
| North West FF 1600 Championship 2008 2 nd Class B | |
| Midlands South FF Championship 2008: 2 nd Class B | |
| Carphone Warehouse FF 1600 Championship 2008 4 th Overall & Class B 2 nd | |

THE RACING DRIVER



There are many young drivers who can set a quick lap time in a racing car. What defines the outstanding is maturity, a calm and analytical mind, the ability to learn from experience and apply new knowledge immediately.

Not only does Josh Benson have the talent to become one of Britain's shining Motorsport stars, he also has the personality to grow into a sponsor's dream.

Supporting the exceptional talent of this young racing driver will get him to the top and will secure his future as a great British Sportsman. Be part of that journey and share the rewards for a successful partnership.

UK Formula Ford Championship 2009

This illustrious Championship is entering 2009 with great prospects for its future.

On the back of the spectacular success of the new Duratec 1600cc engine, Ford is providing its full backing for the Championship, with its three year deal to support the exciting new engine for the category.

Alongside is a package of promotional benefits to cover television coverage on Sky Sports and a high quality race hospitality centre for the Championship.

There is only two other single seater racing formulae in the world that work on this freedom of chassis and engine build; they are Formula Three and Formula One.

SOME NOTABLE FORD GRADUATES

Almost unbelievably, half of the 2007 Formula One grid graduated through Formula Ford. But it's not just the ones that have made it to F1. These are some of the drivers who launched their car racing careers with Formula Ford.

Formula Ford provided these drivers with the sort of learning experience about set up and mechanical grip that stayed with them throughout their careers. And what careers they have had!

Formula One World Champions & Drivers

James Hunt - Jody Scheckter - Ayrton Senna - Nigel Mansell - Damon Hill - Mika Hakkinen - Michael Schumacher - Rubens Barrichello - Eddie Irvine - Heinz Harold Frentzen - Jenson Button - David Coulthard - Mark Webber - Allan McNish - Mika Salo - Nick Heidfeld - Kimi Raikkonen - Anthony Davidson



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Rounds 1, 2 & 3
Oulton Park
April
Cheshire
Supporting British F3/GT

Rounds 4 & 5
May
Donnington
Supporting British F3

Rounds 6, 7 & 8
May
Rockingham
Supporting British F3/GT

Rounds 9, 10 & 11
June
Knockhill
Supporting BTCS 12 Hours

Rounds 12 & 13
July
Snetterton
Supporting British F3/GT



RACE CAR SCHEDULE

Rounds 14, 15 & 16
August
Silverstone
Supporting British GT

Rounds 17, 18 & 19
September
Brands Hatch
Kent
Supporting DTM

Rounds 20, 21 & 22
September
Brands Hatch
Supporting British F3/GT

Rounds 23, 24 & 25
October
Castle Coombe
Supporting British F3/GT

Formula Ford World Festival
October
Brands Hatch
Various formulae



A high quality race hospitality centre will be provided for each round of the 2009 Championship. This will be serving hot and cold drinks and breakfast throughout the race weekend and can be used by all Formula Ford drivers, their guests and teams.



Full hospitality can be arranged for drivers, teams and their guests. This will also be the venue for driver's briefings and prize giving.



An excellent opportunity to combine Corporate meetings, Team building events and employee incentive's with an outstanding Motorsports weekend

VIP packages available dependant on individual needs & requirements

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"Nothing stops the man who desires to achieve. Every obstacle is simply a course to develop his achievement muscle.
It's a strengthening of his powers of accomplishment"

Eric Butterworth

