



FIA GT3 2010



An exceptional opportunity

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FIA GT3 2010

Dramatic racing featuring some of the Worlds most desirable cars ✓

Worldwide TV coverage to maximise brand exposure ✓

Superb hospitality to entertain guests ✓

Possibly the Sports best B2B networking ✓

Full “Up-Close” experience for your guests ✓

Racing at some of Europes most exciting and scenic tracks ✓

Audited marketing return of 300% on investment ✓

Association with Iconic and aspirational car brands ✓

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The Racing:

Stunning cars, great tracks, exciting racing

The FIA are the World governing body of motorsport and the FIA GT3 championship reflects this, visiting famous and scenic tracks around Europe and attracting entries from most of the globes iconic and aspirational car marques, Ferrari, Porsche, Aston Martin, Chevrolet, Morgan, Audi, all in fire breathing pure racecar form, providing lots of noise, action and excitement!



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Calendar:

The 2010 calendar is shown below;

Round	Date	Circuit
1	02 May	Silverstone UK
2	23 May	Brno Czech Rep
3	20 June	Oschersleben Germany
4	04 July	Paul Ricard France
5	19 September	Algarve Portugal
6	31 October	Enna Pergusa Sicily (tbc)

Marketing:

Brand exposure on the car, drivers suits, team clothing, garage displays all benefit from the Global TV coverage, outline coverage in 2009 was:

Motors TV Europe (Pan European, reaches all European countries)

Motors TV UK (Specific to UK)

Network 10 (Australia)

PCG /Speed Channel (The Americas)

Sport+ (France, Switzerland, Belgium)

Sport TV (Portugal)

Super Sport (Greece)

TV Sport 5 (Czech and Slovak Republics)



Audited exposure figures for title sponsor on car shows 300% return on marketing investment*

Planned improvements for 2010 coverage should improve this return

*Zenith Optimedia / Sponsorship Intelligence report

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Looking after you:

Tailored guest packages produced in consultation with you:

Just want tickets? That's ok!

Informal buffet package? Easy!

Treated like Royalty, with driver briefing, photos with the car, nice hotel, great food?

No Problem!!

Tell us what suits you and your guests and we can make it happen



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The business:

FIA GT3 attracts hundreds of corporate partners from Multinationals through to medium sized National businesses, our experienced team can help you do business with them. We have personal experience of providing over 100% return for a partner from just one introduction at the circuit!

Our Commercial team have many hundreds of commercial contacts that we can introduce you to as part of your package. We are happy to discuss them with you and plan specific targeted introductions.

Thank for your time and we welcome the opportunity to discuss the contents of this presentation in more detail

Contacts-

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