

www.bobbythompson.co.uk



Bobby Thompson

Professional Racing driver
Volkswagen Racing Cup Championship 2015



Bobby Thompson

Bobby Thompson is one of the UK's hottest young drivers making his name in Formula Kart Stars since age 12 and recent success in the Dunlop MSA British Formula Ford Championships.

BRAND AWARENESS

ACTIVATING CONSUMERS

DELIVERING RESULTS

M A R K E T I N G

BUSINESS NETWORKING

COMPETITIVE ADVANTAGE



Volkswagen Cup Racing

The Volkswagen Cup series offer unrivalled exposure for drivers, teams and sponsors both on and off track with TV coverage of all races combined with the constant flow of media coverage and high profile championship partners.

The Championship

The Volkswagen Cup Racing championship is a saloon car race series which features both various models of VW's including the championship winning Golf. With the strongest grids, a great calendar, close racing and dedicated fans resulting in a world class series.

Volkswagen

Ensures teams and drivers have both technical and parts support at each championship round. For teams, drivers and guests a dedicated hospitality area is available.

The Car

The Volkswagen Golf MK5 will be Bobby's race car for 2015 provided by Team Hard. With season support from VW who provide superior parts and engineering and race expertise from Team Hard.

History

2015 sees the Volkswagen Racing Cup's position as the longest-running, best supported manufacturer backed saloon car championship in the UK. The championship is celebrating it's 14th year and continues to support British GT & Formula 3 championships.

The Fans

As partner to the British GT Championship, Volkswagen Cup races are broadcast on Channel 4, Motors and BT Sports and on 4oD catchup bringing audiences of over 24m per year



2015 Calendar

6th April	Oulton Park
3rd May	Rockingham
31st May	Silverstone
11th July	Spa-Francorchamps
2nd August	Brands Hatch GP
23rd August	Snetterton 300
13th September	Donington Park

VOLKSWAGEN CUP RACING FACTS

VW CUP 2014: 7 ROUNDS

Supporting **British GT**

In 2013 the VW Cup Championship attracted a total trackside audience of **197,500**

Total TV 2013 viewing hours: **300**

Channel 4, BT Sports, Motors Live TV coverage

24 million viewers in 2014

Demo graphic **82% ABC1**, 76% Male

VOLKSWAGEN CUP RACING HISTORY

Volkswagen Racing UK began in rallying in the Golf mk3 and mk4 in Super 2000 'kit car'. The move was made to circuit racing in 2002 with the creation of the VW saloon car championship, the Volkswagen Racing Cup. 13 years on, and the Volkswagen Racing Cup has now flourished into the UK's most successful manufacturing backed race championship. 2015 sees continued growth of the thriving Volkswagen Racing Cup with its mixed race format providing spectators with a full day of action each weekend.

ADVERTISING & PROMOTION



VOLKSWAGEN CUP OFFERS

National TV coverage on Channel 4, Motors TV, BT Sports and catch up on 4oD, along with repeats on Motors TV.

Cut through the visual clutter of advertising

Create 'Fans' of your brand through association

Money can't buy 'backstage' access

Family friendly hospitality & entertaining

Simple racing format embraces newcomers

VIP hospitality and garage access

Perfect for customer entertainment or networking

Social media engagement through Volkswagen Cup Racing and dedicated driver facebook and twitter channels



THE CAR

The Volkswagen Golf GTI R Cup wide body cup car fully race prepared and built to the latest specification.

BOBBY THOMPSON "YOU ONLY GET OUT OF LIFE WHAT YOU PUT INTO IT".

FAST FACTS BOBBY THOMPSON

DOB: 27th July 1996

Home Town: Hornchurch

Nationality: British

Hobbies: Skiing & Gaming

Favourite UK Circuit: Brands Hatch



2014 - Dunlop MSA Formula Ford Thruxton Podium finish

2014 - Dunlop MSA Formula Ford Donington Park 3 podium finishes (first single seater race)

2013 - Fiesta ST Championship Silverstone 2 Podium finishes (Youngest ever driver to compete)

2013 - Ginetta Championship speed test with Hills speed racing

2012 - Belgian Smart Car Championship, SPA Grand Prix circuit

2012 - Smart Car Championship, awarded highest qualifying places over the year

2012 - Formula Kart Stars British Championship 3rd Place finish

2012 - Dunlop Ford Fiesta British Championship, youngest ever driver to compete in adult championship

2012 - British Smart Car Championship, two top 10 finishes, youngest ever driver award

2012 - Formula BMW Championship test

2012 - Formula Kart Stars British Championship, 6 podium finishes

2012 - Accepted onto the MSA Academy Program for Sporting Excellence

2011 - Formula Kart Stars, 11th in Overall championship, 3 podiums

2010 - Trent Valley Kart Club, 3rd overall with 4 podiums

2010 - Lewis Hamilton Award in Formula Kart Stars

2010 - Bernie Ecclestone Award in Formula Kart Stars

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DRIVER PARTNER PACKAGES

We can tailor the packages to meet your business objectives but to give you a taster we have included some options below

CAR & DRIVER

- Your brand in a range of positions on the car, drivers race suit, team clothing, garage.
- Race helmet branding

SPONSORSHIP ACTIVATION

- Use of driver as brand ambassador.
- Use of Bobby for promotional needs, product launches, PR, driver appearances.
- Usage rights to team images and name in your marketing activity, packaging, websites, company stationary etc.
- B2B networking and sales opportunities

HOSPITALITY

- Race weekend hospitality in VIP facility including breakfast, lunch, afternoon tea and refreshments.
- Access to garages to experience behind the scenes action.
- Paddock access for race day
- Track side race viewing or tv coverage in garage

TRACK DAY DRIVING EXPERIENCES

- Bespoke and exclusive track days and corporate events (track, car hire extra)
- Use of driver for corporate functions and staff events and activation

MEDIA AND PR

- Coverage and logos on all communications, videos, html emails and press releases
- PR activity development to leverage sponsorship
- Dedicated marketing support to maximise the value of your sponsorship

INTERNAL COMMUNICATIONS

- Use of driver as a brand ambassador for your internal communication, giving awards at staff days, Volkswagen Racing prizes for staff

ONLINE

- Association with team and Bobby's growing Twitter, Facebook and You Tube following and website branding.

COMPETITION PRIZES

- 'Money can't buy' prizes to offer your customers or staff from framed prints to VIP tickets and limited edition team merchandise

ACTIVATION AND PRODUCT SAMPLING

- Access the crowds at each race, promotional opportunities, marketing support and sourcing assistance to activate your sponsorship trackside, display products and product sampling.

THE PACKAGES

Brand Awareness Items	A	B	C	D
Branding on the Car	X	X	X	X
Branding on Bobby Thompson's helmet (visible in all racing series)			X	X
Use of the Bobby Thompson and Bobby Thompson Racing name/brand for marketing		X	X	X
Use of images of Bobby and the team for promotional/marketing use	X	X	X	X
Use of Bobby for interviews & press articles in trade/other press	X	X	X	X
Branding, promotion and mentions on Bobby's Social Media Outlets (Twitter, Facebook, YouTube)	X	X	X	X
Branding on Bobby's website	X	X	X	X
Logos on all Bobby Thompson Press Releases			X	X
Branded HTML e-mail updates from race weekends (send to Press, Customers & Staff)			X	X
Access to sponsorship / marketing mentor for promotional planning			Once	Unlimited
Ticket allocation for each race for competition winners			4 per round	8 per round
VW Cup VIP hospitality including catering, garage tours for competition use (per season)			15 tickets	30 tickets
Access to Bobby throughout the race weekend for socialising with staff, customers etc		X	X	X
VIP Visits for customers or competition winners to the Racing Workshop				X
Track Days - Organisation, management & Bobby's driving tuition (excludes direct costs charged at cost)		X	X	X
Driver / car appearances for sales conferences, competition prizes, promotional use etc			1	Unlimited
Money can't buy prizes for competitions, Signed team kit, canvases, race gloves etc			X	X
Payable in Installments	1	2	3	5
Price	£3,000	£5,000	£10,000	£15,000



// CONTACT

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