



## **A unique opportunity to connect your brand with up to 4.3 million motorsport enthusiasts**

Brand recognition and reinforcement is a key requirement in a competitive marketplace and connecting your brand with the excitement of motorsport can provide both flexible and powerful brand and marketing opportunities as well as unique corporate benefits.

Global GT lights is a fast growing sport with a loyal and enthusiastic following. It is considered an entry level into GT car racing and is the showcase for new and emerging talent.

Millersport is proud to announce their entry into Global GT lights from 2007.

This is a “ground floor” opportunity to either sponsor the Millersport team outright, or partial sponsorship for the 2007 season.

### **What is on offer?**

- The Millersport team in conjunction with GWR Racing will be competing at 10 rounds plus test days throughout 2007.
- Televised highlights of the championships will be broadcast on Sky Sports and Motors TV, with an estimated TV viewing audience of 4.3. million.
- Trackside spectators are estimated to total 150,000.
- Display vehicle at the Autosport Show, to be held at the NEC in January. Visitors expected to total 270,000.

### **Brand and Marketing opportunities.**

Currently, the whole car and team is available to carry exclusive sponsorship for a single brand. This includes branding to race suits, helmet, pit crew overalls.

- Vehicle can be used for sales promotion events (subject to availability).
- Display car as Static advertisement.
- Demonstrations
- Vehicle and trailer available to attend works site/sales conferences

## Corporate benefits.

The GWR racing team will be happy to work with your HR department to organise team building days which can include:

- Passenger rides on track days.
- Competition sets.
- Chances to win tickets to race days.
- “Winning Ways” program

## Hospitality

Unique hospitality either for key staff or customers to join the team at race days.

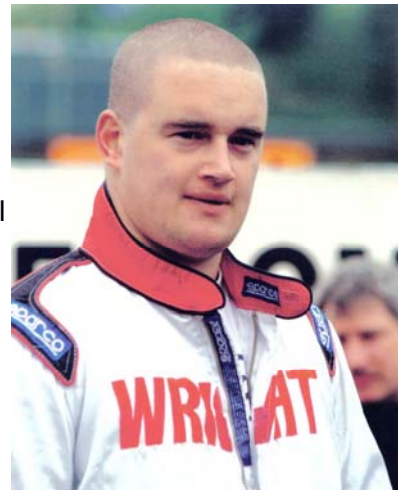
## Local Driver – Local Company - Local news opportunity.

Graham Miller was born and raised in Hertfordshire and lives in Stevenage.  
(Biography attached).

Graham is passionate about racing and until recently was ranked 2<sup>nd</sup> in 125 ICC HKRC Karting Championship.

He is considered an emerging contender in the Global segment.

Clearly, local media will be interested in following Graham’s progress throughout the season and this is a great opportunity to portray a positive corporate message to the local community.



## How much does this cost?

There are 3 tiers of sponsorship. Each contract is for a period of 12 months.

**Exclusive** – which will provide a single brand “ownership” of the team with the entire car devoted to your brand, logo and message.

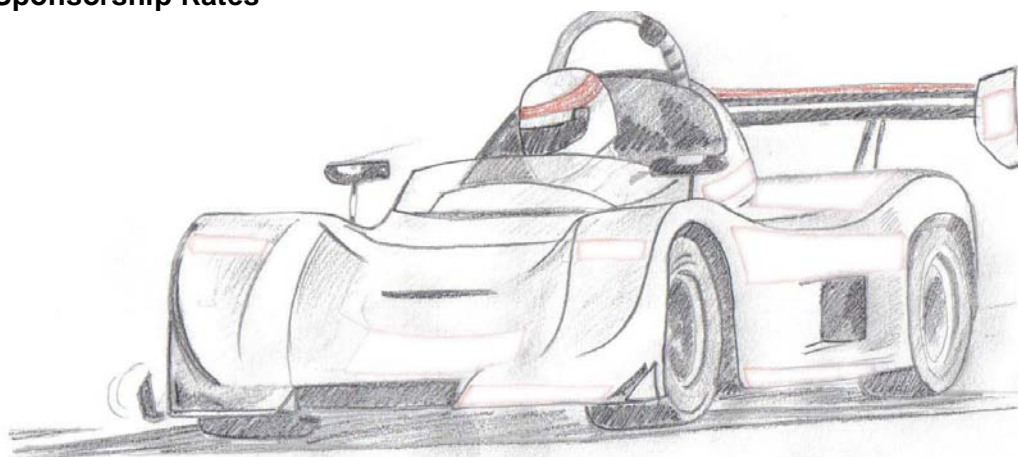
This tier will enable the car to be entered under the sponsors name and would also be included in programmes, track guides and results write-ups.

**Premium** – limited to 2 sponsors only, which 50% display area on car devoted to the sponsors brand plus brand logos on overalls.

**Standard** – Quarter facing of vehicle plus brand logos on overalls.

Lower banded sponsor opportunities are not available as Millersport recognises that to be effective, logo’s and branding requires maximum visibility.

## 2007 Sponsorship Rates



Exclusive	£16,000 (exc VAT)
Premium (50% coverage)	£10,000 (exc VAT)
Standard (25% coverage)	£6,000 (exc VAT)

### Where can I find out more?

Visit [www.millersport.co.uk](http://www.millersport.co.uk) for full details and a biography behind Graham Miller's racing career.

We will be happy to make a presentation at a time and place of your choosing and even introduce you to the car.

This is a great opportunity to connect your brand and organisation with a dynamic and growing motorsport.

To be first to take advantage of this rare sponsorship opportunity please visit our website.

We look forward to hearing from you.