



**B T R**  
B E N T U C K r a c i n g

2018

# *PROSPECTUS*

[www.bentuck.com](http://www.bentuck.com)



aviamics

Air Research Ltd



novatech



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*The* JOURNEY.

# Ben TUCK

Age  
21

Home  
Sandy, Bedfordshire

Profession  
ARDS Grade 'A' Qualified Race Instructor  
Simulator Instructor

Ben Tuck is one of the UK's most exciting up and coming young racing talents. His debut full season was in 2015 where he came close to winning the Mazda MX-5 Championship. He was quickly recognised as a rising star and was awarded the 2015 RSF MSA Young Driver of the Year. In 2016, already aiming for GT and endurance racing, Ben joined the Caterham racing ladder at its penultimate level – Supersport. In his first race he qualified front row and during the season he went on to take wins, fastest laps and a lap record. Ben started 2017 again competing in Supersport, taking a lap record at none other than Spa-Francorchamps. He also made his GT debut, where he claimed a class win at his first attempt, his GT3 debut and his Prototype debut, claiming a double win again at the iconic Spa-Francorchamps. Ben's talent has fast tracked him to GT and the next step awaits....

## 2017

### ***Creventic 24H Prototype Series***

2 races Ginetta G57 P2Class  
2 wins

### ***British GT Championship***

1 race Ginetta G55 GT3

### ***GT Cup***

2 races Ginetta G55 GT4 GTA Class  
1 win / 2 podiums

### ***Caterham Supersport Championship***

8 races / 2 podiums / 1 fastest lap  
1 Lap Record

## 2016

### ***Caterham Supersport Championship***

14 races / 2 wins / 5 podiums  
2 fastest laps / 1 Lap Record

## 2015

### ***Mazda MX-5 Championship***

20 races / 3 wins / 6 podiums  
3 fastest laps / 1 Lap Record  
RSF MSA Young Driver of the Year



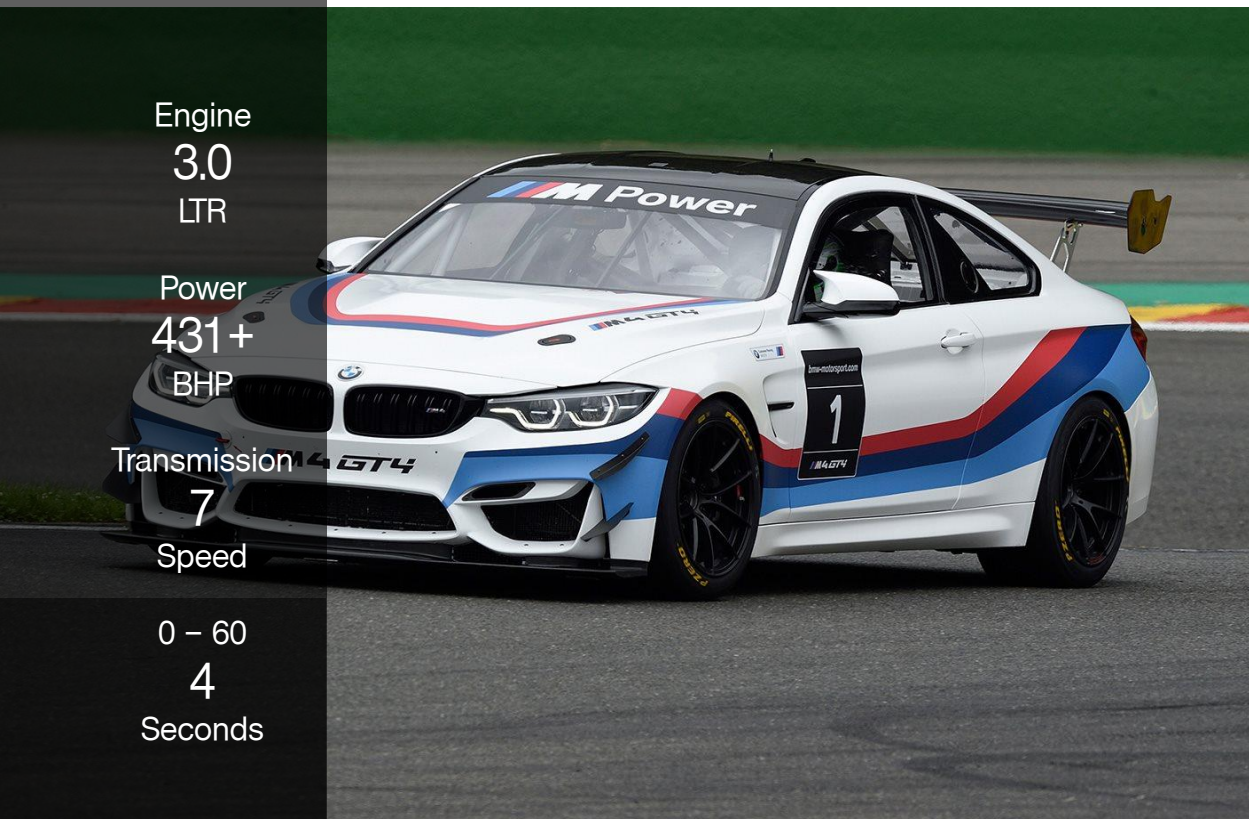
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PT  
MOTORSPORT

*The* OPPORTUNITY.



WITH PROVEN ABILITY AND SPECTACULAR DEBUT RACE WINS IN GT4 AND PROTOTYPE ENDURANCE AND WITH GT3 EXPERIENCE, QUALITY PARTNERSHIP OPPORTUNITIES ARE NOW AVAILABLE IN BRITISH GT.



# BMW M4 GT4

Engine  
3.0  
LTR  
  
Power  
431+  
BHP  
  
Transmission  
7  
  
Speed  
  
0 – 60  
4  
Seconds

The brand new BMW M4 GT4 has been carefully honed to perfection over 20,000 test kilometres, hundreds of wind tunnel hours and several successful tests in race conditions. The result is a sophisticated and reliable GT4 car that benefits from the rich heritage and unrivalled engineering perfection of BMW Motorsport. BMW have now declared the M4 GT4 ready to go racing in 2018 and the eyes of the motorsport world are upon this thoroughbred....

Ben Tuck is proud to be driving the BMW M4 GT4 as part of the team to launch it in the **2018 British GT Championship**. With an unrivalled profile, hospitality opportunities and TV and media channels, the **British GT Championship** is the pinnacle of UK and European GT racing and attracts the best drivers, the best cars and the best racing. Offering unparalleled opportunities for business to business networking, media exposure and hospitality packages, the **British GT Championship** offers superb value for money to partners.



03:

# *The* RETURN.





“

*If you want to enhance brand association and awareness and are searching for a stand out feature, we offer a partnership opportunity that provides an early chance of getting tangible returns, unlike many sports sponsorships that just offer simple branding for cash.*

”

“

*We offer all the ingredients to make a success on and off the track and a philosophy that sits behind it to exploit the benefits*

”

**WITH BTR, A PARTNERSHIP GOES MUCH DEEPER THAN JUST LOGOS ON THE CAR. THERE ARE MANY WAYS TO EXPLOIT THESE INCREDIBLE OPPORTUNITIES AND DERIVE BENEFIT FOR YOUR ORGANISATION.**

#### **Brand Value Association**

Motorsport is rightly heralded as one of the most glamorous sports in the world.

The array of beautiful and expensive machinery and the exclusive nature of the paddock creates a desirable mix that everybody wants to be part of. It is synonymous with Success, Adventure, Quality, Excitement, Luxury, Performance, Prestige, Refinement and Iconic Design.

These attributes are complimented by values such as teamwork and sportsmanship. It is these elements that offer an exciting

and positive perceptual fit and can enhance and compliment your brand values.

#### **Product Endorsements**

Ben can enter into product endorsement campaigns to add a human face or a competitive context to promotional campaigns.

Promotions can be further enhanced by the use of show race cars at trade shows, conferences and other events – great for reinforcing community initiatives, special promotions and other corporate events.



“

*Our branding on the car is just the mark of a much deeper and meaningful connection. BTR have given us an excellent way to stand out*

”

Paul Holden  
Director Saturn Systems

### **Special Promotions**

Special promotions can be built around the race weekends offering competitions, product samples and personal appearances by the driver at hospitality venues to drive sales and retail traffic.

### **Public Relations**

The associations and content generated from an involvement with a successful driver can lead to huge media opportunities in local and national newspapers, television, radio and magazines.

Content and photography can also be used in internal communications, press releases, presentations and reports, and in social media, on websites and in other literature.

### **Motivate Staff**

Sponsorship can be used as a motivating factor for staff supporting 'their' team or driver.

Drivers and team personnel can be deployed as motivational speakers, and racing inspired prizes can be used as sales incentives or to reward excellence in your business.

### **Benchmarking**

A racing team is a business working in an industry with a fast paced dynamic and unpredictable environment and with very short feedback loops. Analysing the teamwork processes employed to cope with emergent issues can benefit your business by transferring relevant methodologies, procedures and approaches.

The driver is a logical and analytical athlete with a highly developed aptitude for focus, concentration and self control based on a sophisticated approach to identifying areas for improvement and implementing corrective strategies.

These skills are readily transferrable to the business and work environment and can be used to enhance and compliment existing training courses.

### **Research**

Each race is attended by a large race day crowd, representing an ideal opportunity to employ field marketing and other types of market research.



## Business Networking

Being associated with a race team enables behind-the-scenes access at events to be exploited. A truly memorable and stand-out event can be created around clients and contacts during which business opportunities can be discussed in a unique and exciting atmosphere.

There is also the opportunity to meet and get to know other partners of the team. Furthermore, tailored corporate events can be organised around the use of the race cars for on-track corporate hospitality or team building events.

## Hospitality

Today hospitality is recognised as a valuable tool in the marketing toolkit, allowing business to build relationships with sponsors, suppliers and other attendees.

There are many benefits and opportunities derived from investing in exciting and innovative hospitality, including:

- Building trade relationships
- Rewarding top accounts
- Incentives for new accounts
- Rewarding employees
- Offers to clients and customers as a competition prize

You can join the drivers, teams and sponsors in the championship's own hospitality unit catering for breakfast and lunch to the highest possible standards as befitting the quality and luxury brand values associated with top flight GT racing.



The hospitality centres will provide you not only with breakfast and lunch but also refreshments throughout the day as well as a comfortable place to relax, conduct meetings and discussions and soak up the exclusive atmosphere of the paddock of one of the worlds most glamorous racing championships.

To complete the experience, we can arrange everything not only for attendees at the race event but also for other members of your party wishing to participate in other activities whilst you enjoy the racing.

***We can honestly say that BTR have become firm friends. We really share in the excitement and drama of the sport.***

Keith Payne  
Director Trafalgar Technical Solutions





# **British GT** Championship

## THE TOP FLIGHT IN PRESTIGIOUS NATIONAL GT RACING

The British GT Championship is the world's foremost domestic GT series. The races feature a multi-class format with GT4 and GT3 machines providing variety, interest and excitement. Traditional British sportscar manufacturers such as Aston Martin, Ginetta and Bentley have always featured heavily in the series and underline the championship's unique British spirit:

- Top Venues and Premier Events
- Unparalleled fan access and engagement
- Extensive online and social media channels
- Extensive live and recorded TV & streaming coverage

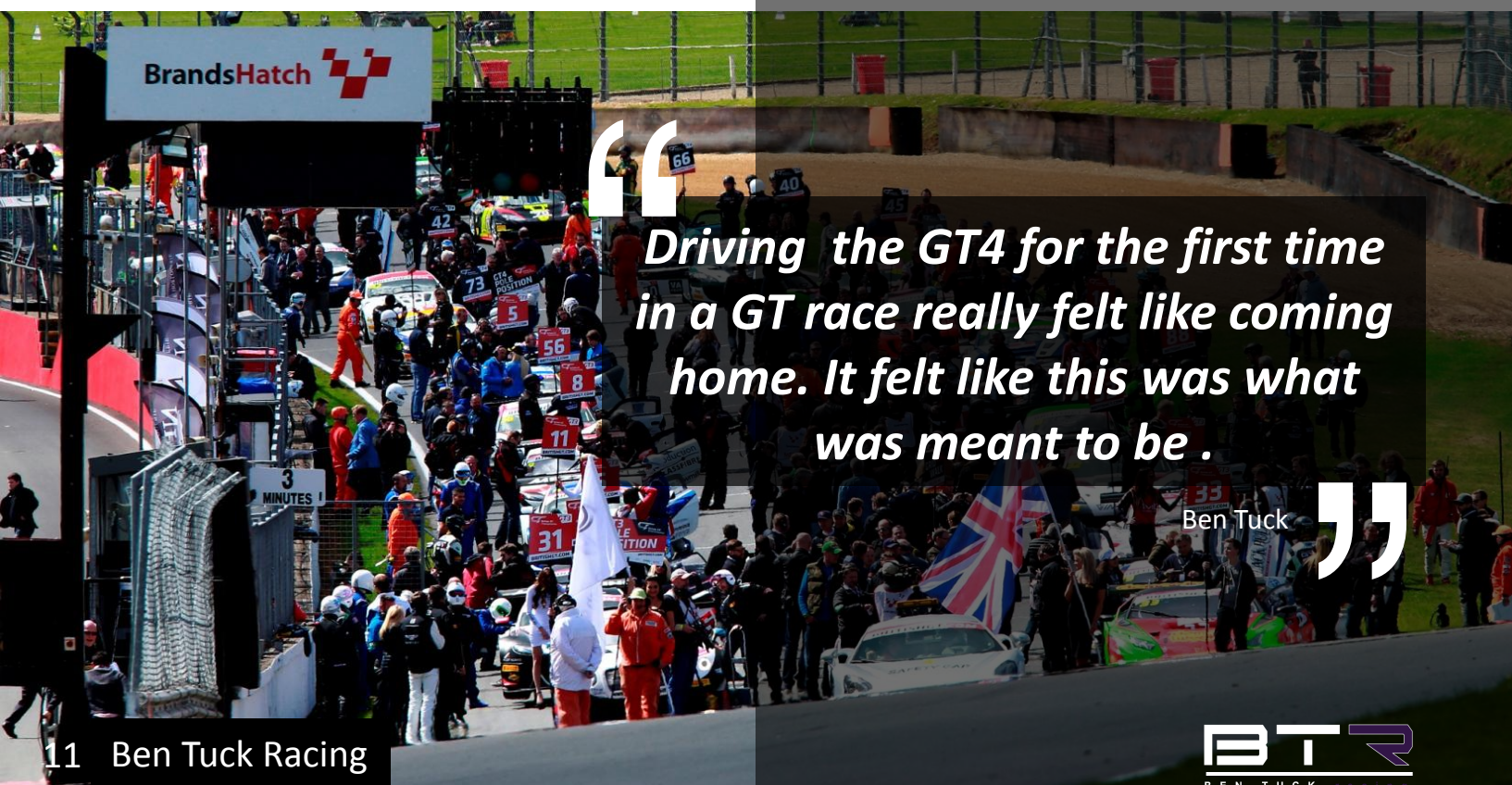
The events feature either two 1 hour races or one 2 or 3 hour race with pit stops and driver changes giving plenty of scope for sustained interest and excitement across the race days.

Set aside for preparation, Friday also provides a great opportunity to tour behind the scenes before the race weekend gets started.

The 2018 British GT Championship provides great national reach and even extends into Europe. The season is preceded by a media day and then features nine rounds spread across six circuits around the UK with one at the iconic F1 circuit of Spa-Francorchamps in Belgium:

- 8<sup>th</sup> Mar | Donington Park, Leics  
Media Day
- 31<sup>st</sup> Mar - 2<sup>nd</sup> Apr | Oulton Park, Cheshire  
2 x 1 Hour races
- 28<sup>th</sup> / 29<sup>th</sup> Apr | Rockingham, Northants  
2 Hour race
- 26<sup>th</sup> / 27<sup>th</sup> May | Snetterton, Norfolk  
2 x 1 Hour races
- 9<sup>th</sup> / 10<sup>th</sup> Jun | Silverstone, Northants  
3 Hour race
- 21<sup>st</sup> / 22<sup>nd</sup> Jul | Spa-Francorchamps, Belgium  
2 Hour race
- 4<sup>th</sup> / 5<sup>th</sup> Aug | Brands Hatch, Kent  
2 Hour race
- 22<sup>nd</sup> / 23<sup>rd</sup> Sept | Donington Park, Leics  
2 Hour race

Supported by a range of other premier racing series such as the British Formula 3 Championship, events also benefit from attractions such as fairgrounds, car shows, exhibitions and entertainment, providing a race day package second to none for interest, engagement and entertainment.



## THE FOREFRONT OF GLOBAL MOTOR RACING TV COVERAGE

Every event is televised across nine channels worldwide and on two online on-demand channels.

In 2017 British GT expanded its coverage by streaming six of seven events live and for free online via its Facebook page and website, as well as SRO's GT World YouTube channel (72,000 subscribers). An average of 67,000 fans watched each event live, while the average Facebook Reach per event totalled 233,000 people.

### LIVE

- Front Runner TV - available to UK Freeview households and Sky TV customers
- Facebook Live - global live and on-demand web stream
- SRO GT World - global live and on-demand web stream
- BritishGT.com - global live web stream
- Motor Trend On Demand - US live and on-demand web stream

### HIGHLIGHTS

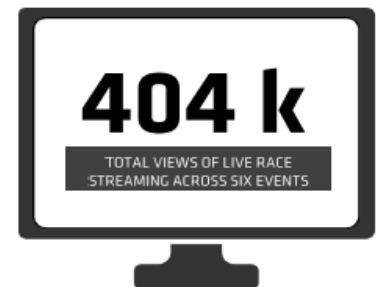
- Channel 4
- All4 - Channel 4's on-demand service
- BT Sport
- Motorsport TV - UK, France, Europe, Latin America & North America channels
- Fox Star Sports Asia



# British GT Championship



INCREASE IN CHAMPIONSHIP PARTNERS  
EXPOSURE VALUE IN 2017 THANKS TO THE  
LIVE TV PACKAGE –  
AS CALCULATED BY LEADING SPORTS  
MARKETING RESEARCH CONSULTANTS,  
REPUCOM







# British GT Championship

## A GROWING FORCE ON SOCIAL MEDIA

### FACEBOOK – 20,000 followers

British GT's official Facebook page continued to grow in popularity throughout 2017 with average post reach over 12 months up by 67% and total reach up by 64% thanks to a raft of engaging regular content posted during and outside of race weekends.

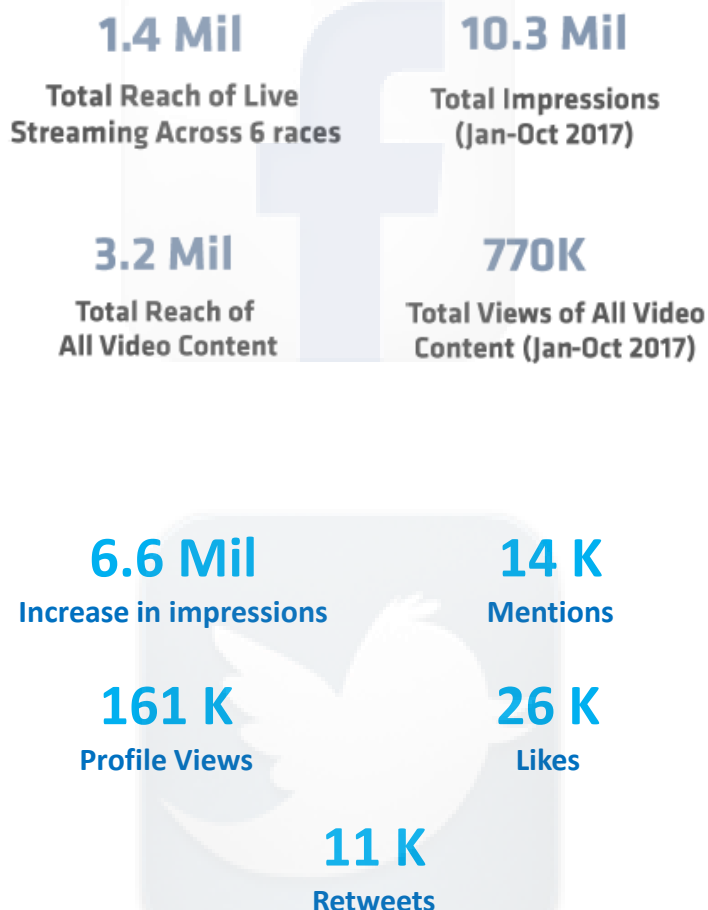
British GT's races are streamed live on Facebook (as well as You Tube and its website). The officially endorsed 'British GT Fans' page has more than 1,600 fans who regularly post user-generated content to the page.

### TWITTER – 25,400 followers

British GT's official Twitter feed continues to grow providing effective outreach and engagement throughout the season.

### INSTAGRAM – 6,300 followers

A 200% increase in followers between October 2016 and October 2017 made Instagram British GT's fastest-growing social media platform.



“Ben’s career is all geared around him being the very best that he can be. So far the signs are looking very promising.”

Neil Riddiford  
iZone Performance Centre

## A GLAMOROUS LIVE SPECTACLE FOR THE CROWDS

British GT spectator attendance increased significantly during 2017. 15,000 fans packed into Oulton Park for the season opener and an average of 10,000 fans attended each of the seven race weekends.

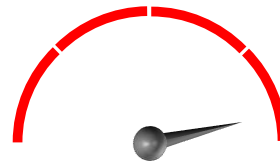
The British GT audience is largely male dominated. The largest segments of the British GT fan base are professionals (30%), technicians (11%), and students (11%).

23% of the British GT audience attended at least two races in 2017 and 51% have attended 16 or more British GT events in their lifetime, indicating a strong sense of loyalty and attachment to the Championship.

Studies have indicated strong levels of trust in the Championship, as well as positive feelings and opinions. 75% of British GT fans at event weekends indicated they were very likely to attend another British GT event in the future.

Studies show that fans recognise and associate up to 40 quality brands with British GT events.

## **British GT** Championship



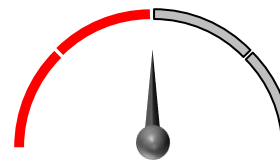
**95 %**

Active on  
social media



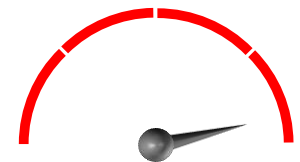
**91 %**

Male  
Audience



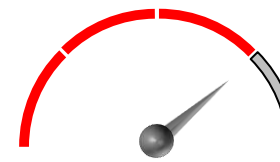
**51 %**

Lifetime attendees, having attended  
16 or more British GT events in their  
lifetime



**95 %**

Recognise Brand  
association



**75 %**

Likely to return to another British  
GT event



**86 %**

Fans watch British GT  
TV coverage







*The* INVESTMENT.

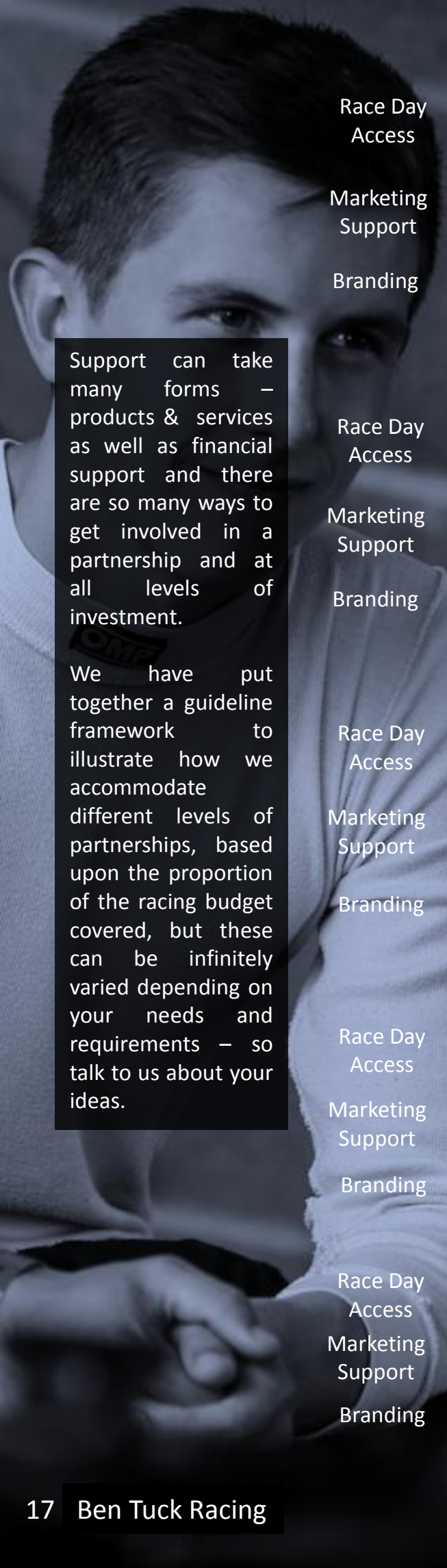


## BMW M4 GT4 | THE COSTS

Partnership would support  
9 Races in the 2018 British GT Championship  
including:

- Race Entry
- Friday Test Day Entry
- 2 Sets of Slick Tyres
- Race Fuel
- Race Car Support
- Race Car Transport
- Race Car Rental
- Insurance





## >70%

Race Day  
Access

Full access to the team, and race day hospitality at all races.

Marketing  
Support

Full support to company promotional initiatives, campaigns and off track events. Use of team, car\* and driver for 3 events.

Branding

Choice of car and driver livery, BTR team wear and merchandise.

## 70% to 50%

Race Day  
Access

Full access to the team, and race day hospitality at all races.

Marketing  
Support

Full support to company promotional initiatives, campaigns and off track events. Use of team, car\* and driver for 2 events.

Branding

Featured branding on car, overalls, BTR team wear and merchandise.

## 50% to 25%

Race Day  
Access

Full access to the team, and race day hospitality at 3 races.

Marketing  
Support

Support to company promotional initiatives, campaigns and off track events. Use of team, car\* and driver for 1 event.

Branding

Prominent branding on car, overalls, BTR team wear and merchandise.

## 25% to 15%

Race Day  
Access

Entry tickets for all races, and race day hospitality at 1 race.

Marketing  
Support

Support to company promotional initiatives, campaigns and off track events.

Branding

Branding on car.

## 15% to 5%

Race Day  
Access

Entry tickets for all races

Marketing  
Support

Selected support to company promotional initiatives, campaigns and off track events.

Branding

Branding on car.

TITLE  
PARTNER

PLATINUM  
PARTNER

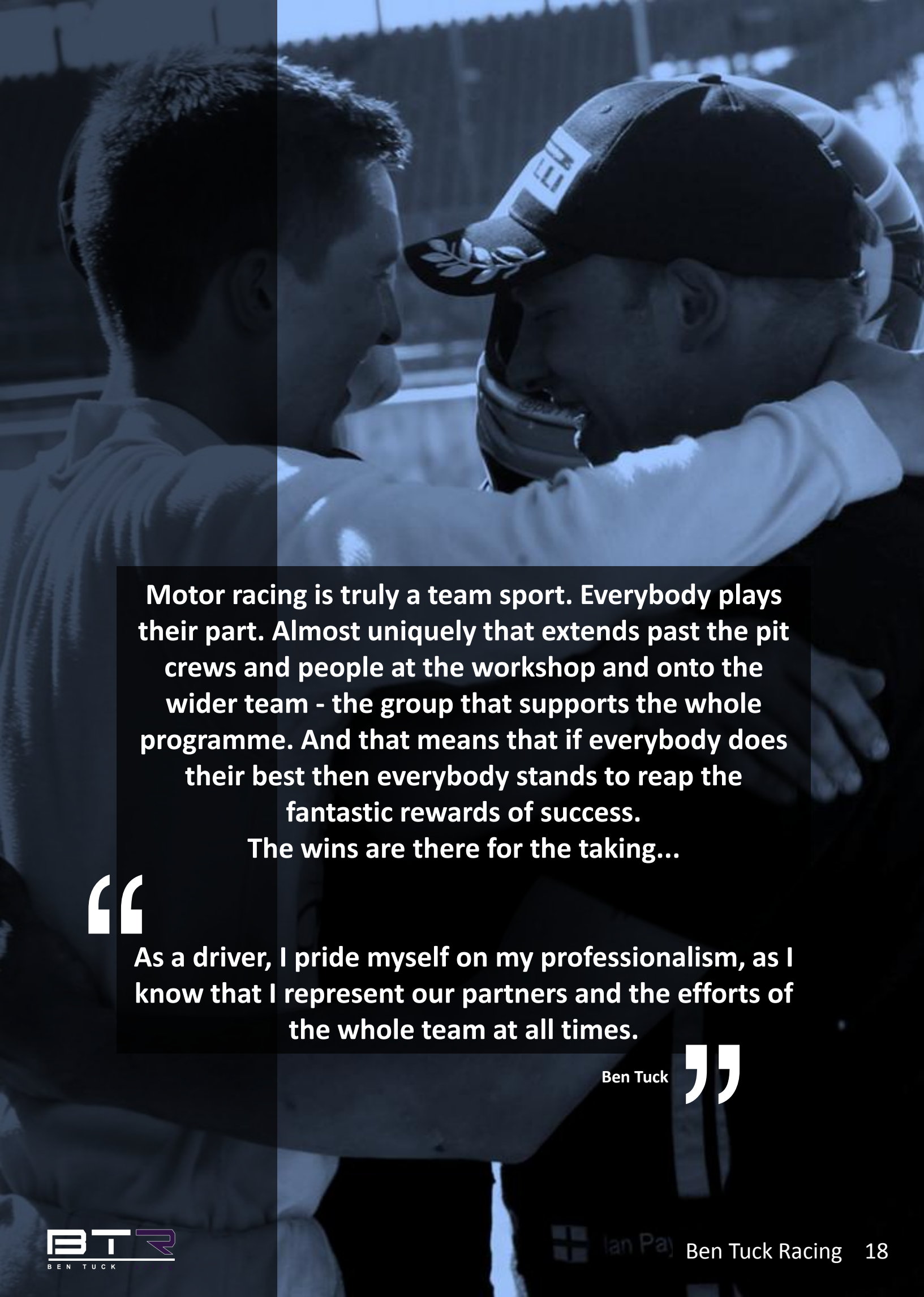
GOLD  
PARTNER

SILVER  
PARTNER

BRONZE  
PARTNER

Support can take many forms – products & services as well as financial support and there are so many ways to get involved in a partnership and at all levels of investment.

We have put together a guideline framework to illustrate how we accommodate different levels of partnerships, based upon the proportion of the racing budget covered, but these can be infinitely varied depending on your needs and requirements – so talk to us about your ideas.



**Motor racing is truly a team sport. Everybody plays their part. Almost uniquely that extends past the pit crews and people at the workshop and onto the wider team - the group that supports the whole programme. And that means that if everybody does their best then everybody stands to reap the fantastic rewards of success.  
The wins are there for the taking...**

“

**As a driver, I pride myself on my professionalism, as I know that I represent our partners and the efforts of the whole team at all times.**

Ben Tuck

”





B E N T U C K   r a c i n g

07931 545 499  
07597 669 101  
INFO@BENTUCK.COM

**BE PART OF A WINNING TEAM**