

BEN TUCK

A PARTNERSHIP INVITATION

2020



Walkenhorst
MotorSport



SHARE IN THE SUCCESS OF BRITISH MOTOR RACING PROTEGE, BEN TUCK

Not so long ago, a 21st birthday was symbolically marked with a key to the door. Not so for Ben Tuck. Instead, it was the trigger to unlocking the path to an international motor racing career.

That was March 2018. By the end of that year, Ben emerged as one of the brightest young beacons of British motorsport talent, standing proudly on the winner's stage at the British GT Championship Awards night.

Winners attract attention. In Ben's case, the spotlight shone from BMW Motorsport. Their support propelled him into the international arena in 2019, racing with the elite BMW customer racing team, Walkenhorst Motorsport, in the VLN Championship at Germany's historic and infamous 13-mile, 73-turn Nürburgring Nordschleife circuit.



A string of five successive podiums in 2019 - including one at the blue riband Nürburgring 24-Hours epic - speak emphatically of Ben's consistency, talent and progression in the high echelons of international motorsport. This was echoed emphatically by the BRDC, the British Racing Drivers Club, who in January this year awarded Ben with a coveted Rising Star Award.

Now, with this huge endorsement, and fresh trophies glistening alongside his spoils of victory from five years of professional racing, Ben is stepping up the ladder yet again in 2020, competing again with Walkenhorst and BMW Motorsport in a sensational new racing series - the DTM Trophy - that accompanies the world's premier touring car championship, the Deutsche Tourenwagen Masters (DTM).

We welcome you to join Ben as a partner.

BEN TUCK + BMW WALKENHORST: SUCCESS AT EVERY TURN

With major success behind him and enormous opportunities ahead, Ben will again join Walkenhorst Motorsport, the crack BMW GT racing team with whom he enjoyed such a stellar season in 2019. He will contest all rounds of the new DTM Trophy in the team's newly-prepared BMW M4 GT4, a car that he will be utterly familiar with as it was this that powered him to success in his endurance racing season last year.

*Ben Tuck
Walkenhorst Motorsport
BMW M4 GT4, 2019*



BMW Walkenhorst

“Ben is an absolutely focused and charismatic young racer who puts his full commitment into racing and achieving his goals every day. We as a team appreciate his loyalty and determination coupled with his outstanding speed and achievements. Ben is a great team player and we hope to be able to celebrate many common successes together.”

Niclas Königbauer
Team Manager



**Walkenhorst
MotorSport**



Ben Tuck
Walkenhorst Motorsport BMW M4 GT4
VLN Championship, Nürburgring 2019

THE OPPORTUNITY

An aerial photograph of a race track at night. The track is illuminated with blue smoke trails and red lights. A large crowd of spectators is visible in the stands on the right side of the track. The overall scene is dynamic and energetic.

DTM
TROPHY

ABOUT THE DTM TROPHY

DTM
TROPHY

A pioneering new international race series for GT cars . Major marques represented

DTM
TROPHY

Supports six qualifying rounds of the DTM, the world's premier touring car championship

DTM
TROPHY

Reaches a global audience of up to 700 million enthusiasts

DTM
TROPHY

Race schedule is April - October 2020, with six race weekends at premier international race circuits in Germany (4), Belgium and Sweden

DTM
TROPHY

Each race weekend includes two 30-minute televised sprint races on the Saturday and Sunday

DTM
TROPHY

Via the TV partner all races will be available live . There will also be a highlights format, and all races will be streamed on the Championship's own channels.

 AMG


ASTON MARTIN


Audi



 McLaren


PORSCHE

DTM
TROPHY

INTERNATIONAL APPEAL

DTM TROPHY RACE CALENDAR 2020

	24.04 - 26.04.2020		Zolder
	15.05 - 17.05.2020		Lausitzring
	12.06 - 14.06.2020		Anderstorp
	10.07 - 12.07.2020		Norisring
	11.09 - 13.09.2020		Nürburgring
	02.10 - 04.10.2020		Hockenheimring



DTM
TROPHY

CAPITALISING ON DTM MEDIA REACH



> 700 Mio. Cumulated global TV Reach 2018
with more than **1.550 hours** broadcast time



50 Countries broadcast DTM live/re-live on TV &
100 Countries broadcast DTM highlights on TV



2.000.000 Unique User per year on www.dtm.com



15.000.000 Interactions per year on Social Media



ENORMOUS SOCIAL MEDIA FOLLOWING

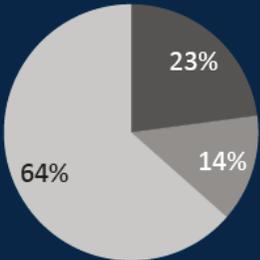
~1 million globally distributed social media follower are following the DTM



Digital reach and geographical distribution of social media follower



Facebook

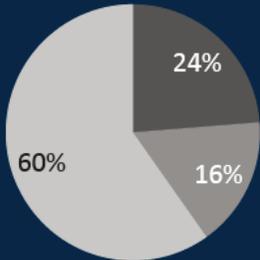


Follower

652,000



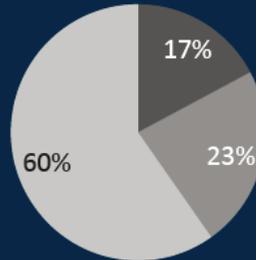
Instagram



126,000



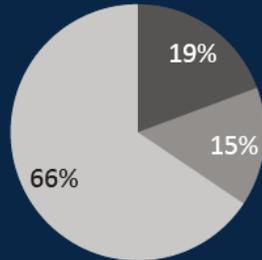
Twitter



46,000



Youtube



141,000



On-site attendances

Cumulative (per season)

~600,000

¹ International core markets: AUT, HUN, IT, NL, SUI, UK

Germany
 International core markets¹
 Global core markets¹

Data reproduced by kind courtesy of the championship promoters, ITR GmbH

BEN TUCK & YOU : THE PARTNERSHIP



FLYING HIGH WITH OPPORTUNITIES

We are delighted to present to you this opportunity to partner Ben Tuck, his team, existing supporters and sponsors, to share and enjoy the benefits of involvement throughout the 2020 season, and hopefully far beyond.

WHAT WE OFFER

We are realists. We are pragmatists. We deliver value. Three straightforward statements that underline our philosophy when it comes to negotiating and co-operating with our existing and future financial partners. We provide the entry to an arena that's exhilarating, exciting, attention-grabbing and highly promotable for our partners, but fundamentally it's about business and delivering the best return on our partners' investment with us.

FLEXIBILITY

Flexibility is another of our mantras. We understand that our partners have different objectives to fulfil, and so we individually tune involvement with Ben and the team according to what will work best to achieve our partner's goals, and return the maximum value from every pound, euro or dollar spent.

We're not alone in accomplishing this...With their years of experience, the championship organisers provide us with a first-rate infrastructure and resources to fulfil our and our partner's needs, from highly visible TV race exposure, through a well-oiled and highly-effective championship PR, social media exploitation and promotion, to collaborations with race-day hospitality.

A TIERED APPROACH TO PARTNERSHIPS

From our experience of partner requirements, allied to their required level of financial involvement, we have developed a tiered approach to financial investment in Ben. This is purely the starting line. We then negotiate individually with all partners to fine-tune rights and involvement to suit specific requirements.



A MENU OF TAILORED BENEFITS



Our partner support is tailored specifically to suit individual objectives. It includes the following fundamentals and can extend to fulfil your widest requirements and wildest imagination.

- Branding - race car
- Branding - team wear and racewear/helmet
- Branding- promotional wear
- Exclusive VIP guest hospitality - race meetings
- Driver & team meets & greets
- Pit garage tours
- Personalised raceday gifts
- Bespoke partner promotions
- Partner staff/customer motivational days
- Collaborative partner marketing
- Dedicated ride & drive staff/customer experiences
- Pit garage tours
- Season-long PR and social media activation
- Complimentary photo/video assets

PARTNER BRANDING PORTFOLIO

RACE CAR LIVERY: WALKENHORST MOTORSPORT BMW M4 GT4



SIZE, POSITIONING AND PRICING BY NEGOTIATION. PLEASE ENQUIRE

**Walkenhorst
MotorSport**

RACEWEAR + TEAM APPAREL BRANDING

RACESUIT



RACE JACKET



POLO SHIRT



HELMET



RACE CAP



 = AVAILABLE PERSONAL SPONSORSHIP AREAS. OTHERS BY NEGOTIATION. PLEASE ENQUIRE FOR PRICING

BEN TUCK-BEHIND THE VISOR



A WINNER'S PROFILE, ON AND OFF THE TRACK

Ben Tuck, 23, from Sandy in Bedfordshire, is a graduate of the Motor Sport Association Academy, and is acknowledged as one of the UK's top elite young drivers.

In his first full car racing season in 2015, he registered 14 top five finishes, three wins and six podiums, finishing 3rd overall in the BRSCC Mazda MX-5 Championship. A further trophy followed that year as he was awarded the 2015 RSF MSA Young Driver of the Year, a huge accolade after such a short period racing.

In 2016 he moved on to the Caterham Supersports Championship, continuing his winning ways into 2017 claiming a total of two wins, seven podiums, four fastest laps and two lap records, before moving up mid-season to GT and Endurance racing at the wheel of a Ginetta G57 sports car.

Underlining his rapid ascent, Ben scored an impressive duo of debut wins, first in the GT and then the Endurance category, where he also had his first taste of European competition at the famous Spa Francorchamps circuit. A taste of the top flight GT3 category concluded his year in the final round of the British GT Championship in October 2017, proving his readiness to contest the entire championship season in 2018.

Teaming with Century Motorsports, Ben celebrated BMW's return to UK GT racing at the wheel of a brand new, factory-developed BMW M4 GT4. He rewarded them handsomely, entering the history books as the first to score a race victory in a BMW Motorsport customer M4 GT4 in an SRO Championship.

As the season closed Ben had well and truly proved his potential. He was a single point shy of winning the British GT Championship GT4 title in his rookie season, with one win, two podiums, two pole positions, five top five finishes and a fastest lap.

Ben's rapid success didn't go unnoticed by BMW Motorsport in Munich, who operate BMW's worldwide motorsport programmes. This culminated in the major accolade of being one of just four drivers chosen from 16 across the world to make it to the final of the annual BMW Motorsport Junior Selection.

It also led to Ben being selected to drive for the elite BMW customer team, Walkenhorst Motorsport - outright winners of the 2018 24 Hours of Spa-Francorchamps - for the 2019 endurance racing season.

Ben's stellar year included no less than five podiums at the wheel of the BMW Walkenhorst M240i and latterly M4 GT4. It was the perfect preparation for the step-up to the 2020 season with Walkenhorst's top-flight BMW team contesting the new DTM Trophy.



BEN TUCK & BMW WALKENHORST



SUCCESS AT EVERY TURN 

“During the 2018 season I found Ben to be very pro-active in developing the BMW M4 GT4 car. He is very much a team player giving 100% at all times. He has been a pleasure to work with and I look forward to doing so again in the future.”

Les Jones, Team Manager,
Century Motorsports.
Former Chief Mechanic, Arrows F1

“Our branding on the car is just the mark of a much deeper and meaningful connection. Ben and his team have given us an excellent way to stand out.”

Paul Holden
Director, Saturn Systems

“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

“My ambition is to be the best, to do whatever it takes... To work harder. to learn faster to think quicker, and to grasp every possible opportunity to pursue a top flight career in motorsport.”

Ben Tuck, Walkenhorst Motorsport

“We can honestly say that Ben and the team have become firm friends. We really share in the excitement and drama of the sport.”

Keith Payne, Director,
Trafalgar Technical Solutions

We look forward to talking with you...

Ben Tuck and Ben Tuck Racing are represented by X Marque Management.
For further information and a preliminary conversation to assess a partnership opportunity,
please contact:

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