

PORSCHE

MOBIL 1
SUPERCUP

Strategic Partnership Proposal for Porsche Driver Euan Hankey





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- The Race Series
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Porsche Motorsport



Overview

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This short proposal will act as an Introduction and give a general overview to a unique opportunity. You are about to learn how you can receive powerful promotion and high quality entertainment using the worlds most glamorous sport, yet at a fraction of the normal cost.

How you could benefit:

- Association with the Porsche brand
- Professional and premium platform for Customer Relationship Management
- Emotional Brand Building and positive image transfer
- Networking opportunities
- High brand awareness
- High level of acceptance and credibility
- World wide exposure in front of Millions of spectators
- First class hospitality including track day experiences
- Specialised Access to an interesting and valuable target group

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The Driver - Euan Hankey

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The Driver

Euan Hankey Porsche Scholar

Euan has been racing since the age of 9 and for the past 2 seasons he has raced in the Porsche Carrera Cup GB Championship where Euan finished the season as **top Rookie driver** following an outstanding debut season and winning the most number of races in his following season.

Over the last two seasons Euan's race performance produced **5 race wins, 14 podiums and 4 pole positions** as well finishing **8th out of 110 drivers** and **Top British Qualifier at the Nurburgring Porsche World Cup held at the Nürburgring.**

Euan is also part of the BRDC's Rising Stars, a programme that recognises talent in young drivers and provides advice and support as their career progresses. Previous BRDC Rising Stars include 2008 Formula One World Champion Lewis Hamilton.

The knowledge and network that Euan has within the Motorsport and Automotive industries is impressive to say the least. Being a professional driving consultant means the likes of **McLaren, Ferrari, Lamborghini, Porsche and Audi** use Euan on a consistent basis to help with development of future products as well as at global Marketing events.

2013 season see's Euan wanting to graduate to the **Porsche Mobile 1 Supercup** the pinnacle for Porsche racing and the supporting championship to the **FIA Formula 1 World Championship**



The Race Series

The Porsche Mobil 1 Supercup

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The Race Series

The Porsche Mobil 1 Supercup

- A superlative one-make cup **since 1993**, organised by Porsche AG
- A support series to the **FIA Formula 1 World Championship**, the Porsche Mobil 1 Supercup is the fastest international exclusive one-make cup and is the top Porsche Cup championship in the world.
- 9 race weekends in Europe and Bahrain as a support race of the **FIA Formula 1 World Championship** with an average of **100.000** spectators per event on site
- Enjoys **International TV** and media exposure
- Sprint races: 30 minutes directly before **Formula 1**



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The Race Series

The Porsche Mobil 1 Supercup

Added Value Porsche Mobil 1 Supercup

- Touchable motorsport with real look and feel experience
- Access to the FIA Formula 1 World Championship
- Association to the leading brand Porsche
- Defined Communication Rights to use for Marketing and Communications
- Enhance Media Exposure and create relevant Media Content
- Outstanding B2B platform for relationship building
- Access to premium hospitality for exclusive guest programmes
- Technology platform to showcase Brand and Product Performance

The Porsche Mobil 1 Supercup is a powerful and effective international Marketing Tool

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Branding Opportunities

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Branding Opportunities

Extensive advertising opportunities

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Sponsors will have the opportunity to brand Euan's car with advertising which acts as a high speed above the line advertising board that will be shown in front of **over 21 million people** throughout 2013 across **59 countries**

Your company's name and logo will also be prominently placed on Euan's race suit and helmet. This will be captured by media filming and photographs as well as being seen by the spectators.



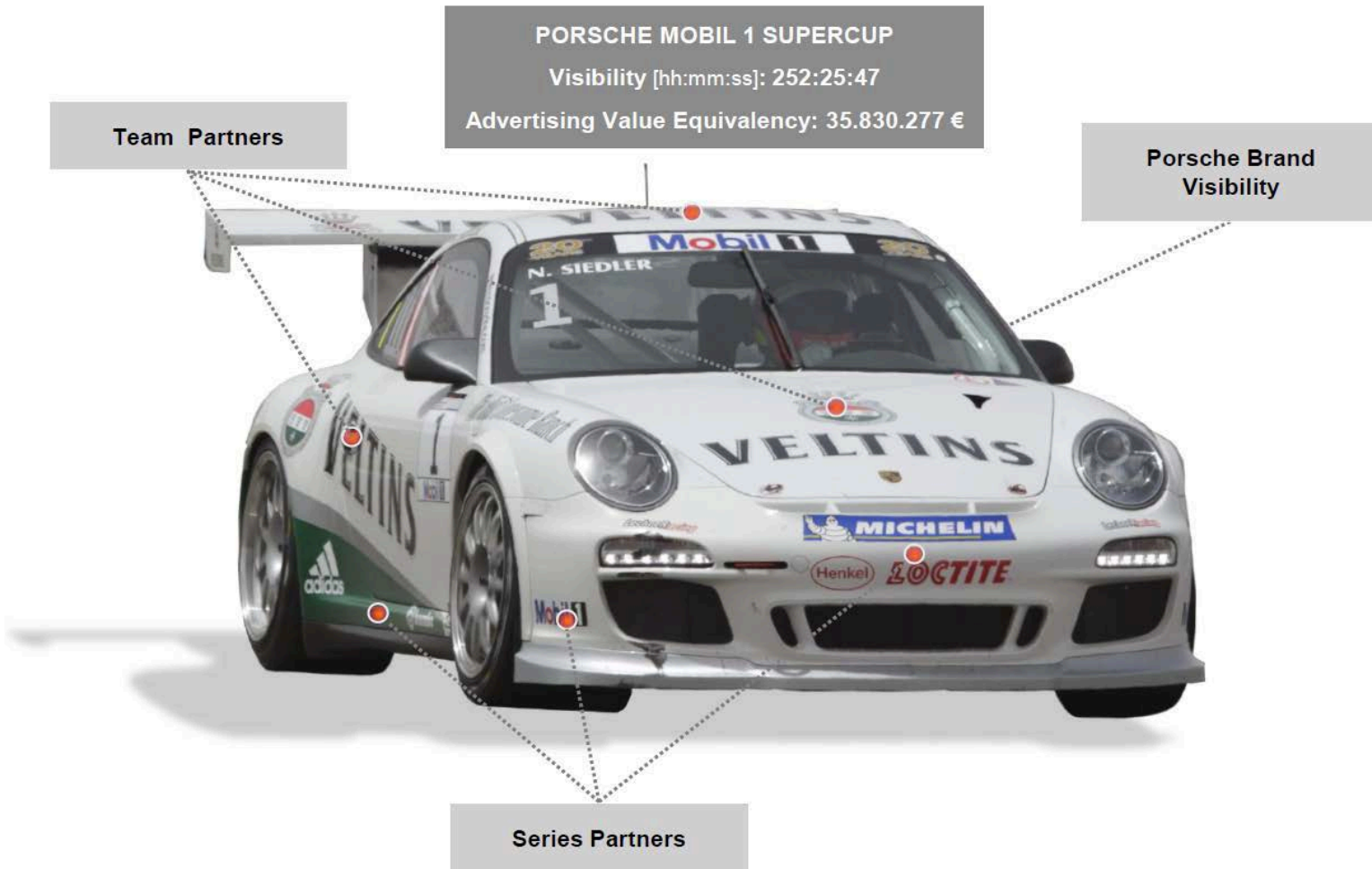
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TV Presence

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- All races are broadcasted **live** on Sky and Eurosport/Eurosport 2, Sky Italia and other national TV-stations
- Highlight Programs (ten minutes) are broadcasted over **four continents**
- **21,52 million TV viewers** reached in 2012 with a broadcasting time of about 278 hours
- **Ad-value 2012: 16.895 million €**



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Media Presence TV Coverage 2007 - 2012

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Porsche Mobil 1 Supercup 2012
Overview and Plattform Analysis



| Season | TV Exposure | | | | | Platform analysis | | | | |
|-------------|---------------------------|------------------------------|------------------------------|--------------------------------|--------------------------|----------------------|-------------------------------|----------------------------|-------------------------|-------------------------|
| | Number of broadcast items | Broadcasting Timer (h:mm:ss) | Actual Racing Time (h:mm:ss) | Cumulated audience (millionen) | IFM Event Index (points) | Visibility (h:mm:ss) | Sponsoring Value (CPT € 10,-) | IFM Sponsor Index (points) | CPT (€ 100.000,- Basis) | CPT (€ 100.000,- Basis) |
| 2012 | tba | 278:38:27 | 259:34:27 | 21,52 | 24,819 | 717:38:22 | 16.895.121 | 50,685 | 0,06 | 0,59 |
| 2011 | 682 | 228:46:35 | 216:02:25 | 19,18 | 19,108 | 589:12:49 | 13.007.453 | 39,022 | 0,08 | 0,77 |
| 2010 | 632 | 213:41:35 | 187:58:01 | 28,26 | 31,149 | 550:21:59 | 21.204.342 | 63,613 | 0,05 | 0,47 |
| 2009 | 948 | 207:12:30 | 186:51:48 | 27,6 | 26,418 | 533:39:54 | 19.710.537 | 53,951 | 0,06 | 0,58 |
| 2008 | 488 | 104:33:08 | 92:47:20 | 21,37 | 19,441 | 269:16:23 | 14.504.703 | 39,703 | 0,08 | 0,76 |
| 2007 | 283 | 41:59:42 | 36:12:56 | 22,39 | 11,951 | 108:09:28 | 8.916.727 | 24,407 | 0,12 | 1,23 |

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Media Presence Online Presence Porsche

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<http://www.porsche.com/germany/sportandevents/motorsport/racing/pmsc/>

Important information about the
Porsche Mobil 1 Supercup
and Porsche Motorsport

- Latest news
- Overview of the season
- Evaluations and results
- Profile of 911 GT3 Cup
- Drivers & teams
- Racing dates and times
- Series partners
- Gallery

The screenshot shows the Porsche website's navigation menu on the left, with 'Mobil 1 Supercup' highlighted. The main content area features a large image of a race in progress. Below the image, the text reads: 'Porsche Mobil 1 Supercup'. A sub-header 'Porsche Mobil 1 Supercup' is followed by a paragraph: 'Der Porsche Mobil 1 Supercup geht seit dem Jahr 1993 als fester Bestandteil im Rahmen der FIA Formula One World Championship an den Start. Eine professionelle und hochwertige Rennserie, die nicht nur in Insider-Kreisen hohe Akzeptanz und Anerkennung genießt.' Below this is another paragraph: 'Als schnellster und spektakulärster internationaler Markenpokal der Welt werden die Rennen des Porsche Mobil 1 Supercup 2010 bei neun Formel 1 Veranstaltungen weltweit ausgetragen. Beim Porsche Mobil 1 Supercup stellen sich Fahrer, Teams und Sponsoren mit dem erforderlichen Sportgeist und Teamwork einem herausragenden, motorsportlichen Wettkampf.' A third paragraph follows: 'Leidenschaft, Unterhaltung und Dramatik pur sind garantiert. Im Porsche Mobil 1 Supercup starten 20 Rennfahrzeuge vom Typ Porsche 911 GT3 Cup (Typ 997), einem speziell entwickelten Sondermodell der Porsche AG.' The final paragraph states: 'Das hochkarätige Teilnehmerfeld, gemischt aus bekannten Fahrerpersönlichkeiten und ehrgeizigen, talentierten Youngstern, stellt am Rennsonntag vor dem Formel 1 Rennen sein Können unter Beweis.' At the bottom, it says: 'Der Rennkalender 2010 sieht 10 Wertungsläufe im Rahmen von 9 Veranstaltungen vor.'

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Media Presence Press Activities on location

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- On average **250 journalists** per event on location
- **Meeting point for journalists and teams** at the Porsche Hospitality
- **Porsche own press-list**
 - ♦ Over 14.000 media contacts worldwide
 - ♦ Regular mailing with racing dates, results and points on database, background information, etc.
- Realization of **media events** with and for journalists
- Interviews and Photo shoots (below Euan's interview for Rewind Magazine Article 'About to Blow')

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Corporate Entertainment Porsche Hospitality and Formula 1 Paddock Club

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- The Porsche Hospitality centre is available during the whole race weekend it offers an exclusive hospitality service within the Porsche paddock
- This is a great way to entertain current and future clients as well as competition winners. It is a **communications-and B2B platform** with a view behind the scenes
- The **trendy, comfortable atmosphere**, with direct contact between teams and drivers in the paddock, make the Porsche Team Catering a unique experience for all participants and guests



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Corporate Entertainment Formula 1 Paddock Club

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- The Formula 1 Paddock Club is the most exclusive hospitality available at the Formula 1 race weekends and is an **exclusive meeting point** of Porsche guests, partners and VIPs in close reference to the Formula 1
- The Paddock Club provides the best viewing and 1st class hospitality available at the Formula 1
- **Hospitality Package includes:**
 - ◆ Catering on Saturday & Sunday
 - ◆ Access to F1 pit lane at defined times ("pit walk")
 - ◆ Parking & Access to Porsche paddock anytime



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Conclusion

- This proposal has hopefully demonstrated how powerful the pinnacle of Motorsport is as a tool, and how our unique angle gains you all the benefits without over pricing.
- It allows you to promote yourself, enhance your branding, open new opportunities and entertain all in one place.
- The Porsche Supercup being a support to the **Formula 1** allows companies to benefit from World wide exposure over **100,000 spectators** at each event without having to spend Millions of pounds with Formula 1 teams.



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In conclusion- 'It's all about You!'

As mentioned before, the benefits and services are vast so it is important that we talk about your goals before putting a complete bespoke service together for you. For example you may just require an entertainment package, or you solely want the LIVE television airtime.

No matter what you are looking for please feel free to get in touch so we can help meet your needs in the most effective way.

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Source:
Euan Hankey
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