



COMMERCIAL
PARTNERSHIP
OPPORTUNITIES

DRIVE YOUR BUSINESS FORWARD WITH
MARKETING YOU MAY NEVER HAVE IMAGINED POSSIBLE

01 **MARKETING YOU NEVER THOUGHT POSSIBLE**

Motorsport provides a unique marketing platform which is as powerful and exciting as it is varied.

Imagine getting your brand image in front of 17 million TV viewers via ITV4 and ITV1.

What would it mean to engage with 400,000 potential customers at 10 events spread across the country?

How much could a unique networking environment help to grow and strengthen your relationships?



02 BRITISH TOURING CAR CHAMPIONSHIP

The British Touring Car Championship is the UK's most prestigious and popular motorsport series, and provides an irresistible marketing platform.

Imagine the leverage delivered for your brand by the high-drama on-track action, capacity crowds and unparalleled live ITV television coverage of this iconic championship.



03 EXCEL88 MOTORSPORT

Business first, race team second.

EXCEL88 Motorsport are as committed to delivering a return on your marketing investment as we are to achieving success on the track.



04 PARTNERSHIP BENEFITS

We work closely alongside our partners to develop a tailored marketing strategy which delivers the maximum possible return on investment via:

- Marketing exposure
- Brand enhancement
- Lucrative networking
- Audience engagement





05 EXPOSURE



Get seen by 17 million people via the only free-to-air live motorsport on UK TV, and engage with 40,000 potential customers at each event on the calendar.

06 BRAND ENHANCEMENT

Utilise the excitement, drama and pedigree of the BTCC to enhance the credentials of your brand or product and gain an edge on the competition.



07 VIP CORPORATE HOSPITALITY



Benefit from invaluable face time with members of your business network against the action packed backdrop of the BTCC.

VIP, behind-the-scenes access to the team provides a money-can't-buy incentive for your customers, suppliers and staff.

08 AUDIENCE ENGAGEMENT

Bring your brand to life for both existing and potential customers via dynamic marketing and social media content unique to the BTCC.



09 STATS & FIGURES

AUDIENCE DATA FROM THE 2022 BTCC SEASON



TV COVERAGE

17.4million total UK TV audience
329 hours of UK TV airtime
150+ countries show BTCC highlights



CROWD STATS

383,600 ticket sales during typical season
>40% purchased team merchandise
85% earn over £30,000 per annum



IN THE MEDIA

71 million total print & broadcast media audience
10 million social media reach per month
235,000 visitors to BTCC.net per month

10 PARTNER TESTIMONIALS

“We have found working with EXCELR8 both enjoyable and rewarding. Their approach to business is aligned with ours: professional, honest, integrity and respect are key values. The team and drivers are welcoming and ensure that whoever we bring to the race days is embraced. We all feel like part of the family. The performance of the team both on and off the track has been first class”

LIZ COPE, CHIEF MARKETING OFFICER - BRISTROL STREET MOTORS

“Mairon has been lucky enough to be involved with EXCELR8 over the previous 4 years. Each year expanding our sponsorship throughout. The team has been fantastic from day one, making you feel part of the EXCELR8 family. Having the ability to bring clients, family and friends to the events and make them feel part of it is worth every penny and being able to get to know all the other sponsors within the team at each event is great. Working with a team that has a vision and drive for success and pushing to be the best, aligns with what Mairon and I’m sure all the other sponsors want to achieve. Seeing the hard work that is put into it helps drive us to reach our own goals.”

TOMMY WATSON, CEO - MAIRON FREIGHT MANAGEMENT UK LTD

“Draper Tools are proud to have been supporting EXCELR8 since they entered British touring cars only 4 years ago, and winning the title in such a short time is a testament to the team. We have been so impressed with their professionalism and enthusiasm, and they really go the extra mile for their sponsors to ensure they get maximum exposure. We are delighted to have agreed a further three year deal with Justina and the team, and cannot wait for the 2023 season!

GRAHAM WADE, MANAGING DIRECTOR - DRAPER TOOLS

Hansford Sensors are delighted to be working with EXCELR8 for a second consecutive campaign together in the BTCC. The progress made over the last two years has been outstanding and the support they have given us, and Tom has been incredible. This has proved a big success with Tom recently being crowned BTCC champion. It’s an enjoyable and rewarding partnership, and we look forward to the continued relationships we have built both on and off the track.

CHRIS HANSFORD, MANAGING DIRECTOR - HANSFORD SENSORS

“A few years ago, a customer rang me and asked if I would be interested in sponsoring a race car. I said “That is a stupid idea. Where do I sign up?” That was four years ago and the race car was one of EXCELR8’s 2019 entries to the BTCC. From the outset, EXCELR8 were committed to the customer experience: from the hospitality suite to the garage tour to meeting the drivers and then the ultimate privilege of a grid walk. The team has since evolved into a championship-winning outfit. There is no better way to immerse your clients in elite motorsport.”

PETER JONES, MANAGING DIRECTOR - THIRD MILLENNIUM SYSTEMS LTD

“2022 marked our fourth season as a Team Partner with EXCELR8 Motorsport in the BTCC. Each year we have seen the team grow from strength to strength and their commitment to their team and their sponsors is nothing short of extraordinary. It has been exciting to be part of their journey so far, and now to be part of a championship-winning team is an absolute privilege. We have also seen a quantifiable and exceptional return for our investment. EXCELR8 is not an ordinary sponsorship opportunity, they are different, we feel valued, they work hard for us to ensure we have new business connections, and we receive recognised business opportunities through hard won introductions. Congratulations to the team for an amazing season, exceptional racing, the hospitality on race days, and most importantly the wins!”

FRAN BROWN, GROUP BRAND MANAGER - CREDO MOTORSPORT FINANCE

“When we joined forces with EXCELR8 ahead of 2022, we knew we were partnering with a team that had the potential to challenge for top honours in arguably the most competitive touring car series anywhere in the world. To see the Reis name at the front of the field from the very first race was fantastic, and the team’s drive and determination to succeed both on and off track was evident as the year went on. “For our relationship to yield a championship title in the first year is a reflection of the outstanding work ethic of the whole team, and the values that are so important to us as a business played a vital role in the team achieving so much success. “Having set the bar high in 2022, we’re excited to build on our partnership with EXCELR8 going forwards and can’t wait to see what we can achieve together in 2023 and beyond.”

MARY SINGLETON, SENIOR OPERATIONS MANAGER - REIS MOTORSPORT INSURANCE


“EXCELR8 has been a great partner to work with. They are full of ideas on how their family of sponsors can work together for mutual benefit, and keep the commercial angle and return on investment firmly in focus. In my experience they are open to work with a sponsor in a range of ways, be it at customer events, dual branded PR opportunities and of course as excellent hosts on a race weekend. I have found EXCELR8 very proactive as a sponsorship partner, and are in regular contact throughout the season with new ideas and opportunities.”


PAUL CALLER, CEO - AUTOGLYM





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PARTNER DIRECTORY

 **Bristol Street Motors** Bristol Street Motors has grown to become a national brand recognised for its honesty, integrity and quality of customer service for over 100 years. Representing 15 of the world’s major manufacturers, Bristol Street Motors offers new cars, ex demonstrator cars, used cars, electric cars, new vans and used commercial vehicles from Citroen, CUPRA, Dacia, DS, Ford, Hyundai, Jeep, Mazda, Nissan, Peugeot, Renault, SEAT, SKODA, Toyota, and Vauxhall. You can also buy a car online direct from us.


 **MACKLIN MOTORS** With dealerships across Scotland, Macklin Motors is your local friendly expert for new cars, used cars, Motability, new vans and used commercial vehicles. Macklin Motors are proud to represent some of the biggest motor manufacturers, including Dacia, Ford, Hyundai, Kia, Mazda, Nissan, Peugeot, Renault, MG and Toyota. Macklin Motors offer a range of vehicles whether you’re looking for a car, van or Motability vehicle. Within thier new car range, they offer new electric cars and new hybrid cars, whilst their used car range includes nearly new cars, used electric cars and used hybrid cars. Macklin Motors also offer car servicing, car MOT, priority service plans and more within their aftersales department.


 **Mairon** Mairon UK pride ourselves on the services we provide. Being a family business we always aim to make our customers feel comfortable , every customer matters to us no matter their size. Having handled freight for multiple customers for over 20 years shows the consistency and level of service we give and hopefully we can build many more.


 **DRAPER Tools** Draper Tools has a wide range of hand tools, power tools and accessories for all trades and the DIY enthusiast, including automotive, construction, plumbing, electrical and gardening.

 **Hansford Sensors** At Hansford Sensors, we design, develop and manufacture a wide range of high performance industrial accelerometers, vibration sensors, 4-20mA loop powered transmitters, cable assemblies, industrial enclosures and ancillary equipment.

Diamondbrite® Established in 1992 Diamondbrite products have been used and approved by leading motor manufacturers and dealer groups, in the UK, Europe and throughout the rest of the World. Their products are sold by dealers representing all the major car manufacturers and over the years we have provided thousands of customers with an unrivalled product and service.

 **third millennium** advanced access control readers Third Millennium is a multi award-winning manufacturer of advanced access control readers, supplying many of the world’s leading security specialists.

 **SPICYMANGO** Spicy Mango is an expert media technology consulting and software delivery group to broadcasters, content owners and service providers worldwide.

 **WSC FINANCE** At WSC Finance, we believe in making finance easy. As a business owner you’re already busy enough – so when you want finance, you want it quickly, with the best rates, the best terms, and no hassle.



Uniting rights holders and brands. Elite sponsorships and partnerships. Dynamic. Exciting. Engaging. Game Changing.



Rocket are a large format digital production company specialising in branding for events, exhibitions, retail, interiors and venues with strengths in production, logistics and installation.



The Armed Forces Covenant is a promise by the nation ensuring that those who serve or who have served in the armed forces, and their families, are treated fairly.



At Reis Motorsport Insurance, we understand the complexities of this type of insurance and with so many variables to consider, your requirements are unique to you. We'll take the time to understand your needs and provide you with a personal service and tailored products that focus on you. We can arrange cover for competitors, teams and enthusiasts at all levels from hobby through to professional for competition, classic, kit and sports cars, as well as commercial schemes for business and event organisers.



Purple Dot are a full service performance tuning specialist for road and track vehicles. Headed by a team boasting decades of experience within the industry including former BTCC and Le Mans ace Tim Sugden, Purple Dot live and breathe cars.



Driven Racing Oil, born from Joe Gibbs Racing, is formulated specifically for all-out race and high performance engines.



Scorpion Exhausts are very proud of their motorsport background and looking at their range of high quality, performance oriented car and bike exhausts it's easy to see why. Every exhaust system or component offered is the result of an extensive research & development programme which has its roots in Scorpion Exhausts' involvement with motorsport. Without winning races they would not be able to offer you these exhausts.



Founded in 1996, HRX is an Italian Company specialising in the production of made to measure FIA fireproof racewear, accessories and technologies for motorsport.



For over 50 years, K&N® has been an industry-leader in automotive filtration and technology—offering products to increase performance, protection, and longevity in thousands of vehicle applications for consumers worldwide.



A.B.S Motorsport Design & manufacturer of automotive composites for a range of cars, including EXCEL R8's BTCC Hyundais.



We've been actively involved in the racing industry for 17 years and we are partnered with some of the best racing teams and industry leading businesses. Our wealth of experience in the industry means we are experts in tailoring simulators for professional racers providing a complete solution so all you have to do is drive!



Founded in the UK in 2019, IMMICO Thermo Imission Control LTD is one of the worldwide leading single-source supplier for thermal and acoustic composite insulation solutions and exhaust pipe systems for combustion engines.

EXCELR8 MOTORSPORT

TO GET INVOLVED AND BOOST YOUR MARKETING
BEYOND YOUR WILDEST EXPECTATION, CALL US NOW:

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