



## **2020** PARTNERSHIP PROPOSAL

**HARRY MANGION RACING LTD**

**2020 GINETTA GT5 CHALLENGE**

## ABOUT HARRY MANGION

Harry has always been hugely passionate about motorsport, beginning when he was four years old, watching his dad racing. However, his own motorsport career started relatively late when, at the age of 26, he competed in the Ginetta GRDC Championship in 2019.

The season was a great success, with Harry's quick progression taking him to an overall 4th in the Championship, just 5 points off the top three, and picking up a win, a further podium, and a Driver of the Weekend award along the way.

Outside of motorsport, Harry is an ACA Chartered Accountant, working within Finance in a large property company in the City of London. Having previously worked in the Audit industry, Harry is well-accustomed to engaging with a range of corporate clients from a variety of backgrounds and industries, providing a fantastic grounding for working with businesses to get the most out of motorsport.

For 2020, Harry is looking to continue up the Ginetta motorsport ladder. Having learnt his trade so rapidly in his Rookie season, he aims to jump an extra step and head straight for the ultra-competitive GT5 Challenge.

This championship runs as a support race to both the British GT and BTCC series, providing great coverage and exposure for drivers on an upward trajectory through Motorsport in the UK.

This allows Harry to test his ever developing skills, against the very best young drivers in the Country.

This proposal will cover everything you need to know about the Ginetta GT5 Challenge, as well as the wide range of opportunities and payback you can get from partnering with Harry Mangion in the 2020 season.



## PROTYRE GINETTA GT5 CHALLENGE

The Ginetta GT5 Challenge family is one of the largest on the Ginetta roster. Packed grids of Ginetta G40s flock to the British GT and BTCC support series to enjoy ultra-competitive single-make motorsport.

The Ginetta GT5 Challenge is widely known as the breeding ground for future professional drivers.

The series offers exhilarating racing for all ages and experience. Seen by fans up and down the UK as part of the British GT and British Touring Car Championship weekends, whilst the car is also eligible for a number of UK Clubman series.

Being a part of the support race package of British GT and BTCC provides strong exposure via live television through Motorsport TV and ITV4 respectively, as well as displaying Harry's driving talents in front of a 300,000 strong spectator audience over the course of the season.

With the most powerful engine in the G40 range plus full-slick tyres and a sequential gearbox, this championship unleashes the Ginetta G40's maximum potential on track.

The championship serves as the perfect stepping stone for Harry to compete in and move up into GT Racing and / or Touring Car racing in the future.

## THE CAR

### Engine:

- Sealed 1.8l Ford Zetec engine
- 155bhp

### Suspension & tyres:

- Ginetta adjustable dampers
- Michelin Pilot Cup slick tyres

### Chassis:

- FIA safety rollcage
- FIA fuel cell
- FIA seat and harness
- Composite bodywork
- Heated windscreen

### Brakes:

- Front 280mm ventilated discs
- 4 pot Ginetta billet calipers

### Transmission:

- 6-speed Quaife sequential gearbox

TOP SPEED

**130**

MPH

POWER

**155**

BHP

WEIGHT

**805**

KG

ENGINE

**1.8**

LITRES

CHAMPIONSHIP

**18**

RACES



## 2020 PROTYRE GINETTA GT5 CHALLENGE

Oulton Park (International), Cheshire	Round 1 (British GT)	11-13 April 2020
Silverstone (National), Northampton	Round 2 (BTCC)	25-26 April 2020
Snetterton 300, Norfolk	Round 3 (British GT)	16-17 May 2020
Oulton Park (Island), Cheshire	Round 4 (BTCC)	13-14 June 2020
Zandvoort, Amsterdam	Round 5	4-5 July 2020
Knockhill, Edinburgh	Round 6 (BTCC)	29-30 August 2020
Donington Park, Derby	Round 7 (British GT)	19-20 September 2020

The championship features 7 rounds, with 18 races throughout the season, visiting some of the best circuits in the UK, as well as an 'away round' at the Zandvoort Circuit, near Amsterdam in the Netherlands.

Three of the race weekends run as a support race to the British GT Championship, with two weekends alongside the British Touring Car Championship. The 'away round' runs alongside the British Race Festival Event.

Hospitality is available at all race weekends in the Ginetta Race Centre, along with Live TV and streaming coverage throughout the event.



## Paddock Hospitality

The Ginetta GT5 Challenge runs predominantly alongside the British GT Championship and the British Touring Car Championship, allowing competitors and guests to share the great VIP Hospitality on show at each event.

A stunning state-of-the-art facility, exclusive access and premium catering, you don't just witness the passion, the power and the glory of the best of British motorsport, you become a part of it.

## Guest Benefits

Hospitality packages offer the exclusive opportunity to not only experience top level British motorsport, but to be right there amongst the action, the drivers and the paddock for all the racing series, while being hosted in style and comfort.

This hospitality is available at all events that support the BTCC and British GT rounds.

Spacious seating area allowing guests to enjoy breakfast, hot and cold lunches, snacks and drinks all in comfort and style. Furthermore, this makes for a great spot to socialise, network, keep abreast of the latest action or discuss team strategy, all whilst never missing a moment of the on-track thrills thanks to a live stream of the racing during race day.

All these benefits are available to sponsors and partners of Harry Mangion Racing

## TV & Audience

Ginetta GT5 Challenge is run as a support race to the British GT and BTCC Championship. Therefore, the series is televised via the Motorsport TV and ITV4 Coverage of each series respectively. Making the series an ideal place to showcase your brand on the GT5 racing cars.

British GT also operates a live streaming service, further expanding the brand exposure and visible opportunity for the series and its support race package.

The average spectator data attracted and generated by the BTCC Package in 2018 is as follows:

- 350,000 spectators in track side attendance
- 20.8 million television viewers
- 229 hours of television coverage

Figures for the 2018 British GT Championship include:

- 404,000 total views of live race streaming
- 515 hours of total televised airtime
- 115 live hours of televised airtime
- 40% partner exposure increase due to live streaming

## WAYS TO PUBLICISE YOUR BRAND

There are numerous ways to publicise your brand at each race event. These options include, but are not restricted to the following:

### VEHICLE BRANDING

- Partner logo displayed on driver's race car
- Partner logo displayed on driver's race suit
- Partner logo displayed on driver's teamwear & clothing

### SOCIAL MEDIA

- Include partner logos in social media content
- Recommend fans to follow your brand
- Sharing your news on our feeds
- Partner focused posts to increase brand awareness
- Links to your website via social sharing

### CORPORATE LIVERY

The design of Harry Mangion's race suit, teamwear and the Ginetta G40 race car, can be designed and liveried in your sponsor colours for maximum exposure.

This option is available for interested parties in return for substantial investments. (See our 'Packages' for more information)

## ONLINE CONTENT & PR

- Company logo to appear on Harry Mangion's website
- Links to your website via press releases
- Inclusion of partner logos in press releases
- Mentions in all press releases and race reports
- Published announcements and race reports sent out to all partners
- Dedicated online content (See Packages for more information)



**YOUR BRAND CAN BE SEEN ON VARIOUS PARTS OF THE CAR, OR A FULL LIVERY IN YOUR CORPORATE COLOURS CAN BE DESIGNED, DEPENDENT ON THE SIZE OF INVESTMENT**

## CREATING THE IDEAL PARTNERSHIP

There are a variety of branding packages that are available to investors depending on the size of the investment supplied. Each package option allows partners to have a different level of brand coverage depending on the investment provided.

The packages have been split into Tiers 1-4, illustrating the benefits you receive based on the size of investment.

A baseline investment range has been provided below, with more information on each package in the following pages.

<b>TIER 1 PACKAGE</b>	<b>Small Investment</b>	<b>£1,000 - £5,000</b>
<b>TIER 2 PACKAGE</b>	<b>Small - Medium Investment</b>	<b>£5,000 - £15,000</b>
<b>TIER 3 PACKAGE</b>	<b>Medium - Large Investment</b>	<b>£15,500 - £30,000</b>
<b>TIER 4 PACKAGE</b>	<b>Large - Major Investment</b>	<b>£30,000+</b>

Packages vary on the areas of brand spacing on the car, as well as additional benefits varying from racewear/teamwear branding, the amount of hospitality passes per weekend, exhibition display benefits and more.

- \* If an investment or request falls between two packages, please contact us for more information
- \*\* There is flexibility in packages that can be made to accommodate requirements alongside investment
- \*\*\* Please contact us for any other questions regarding each of the packages listed above.



# BRANDING PACKAGES

£1,000 - £30,000 +

## YOUR BRANDING ON THE RACE CAR

AVAILABLE BRANDING AREAS WITHIN EACH PACKAGE ARE HIGHLIGHTED ON THE CAR BELOW

TIER 1

Basic Coverage

TIER 2

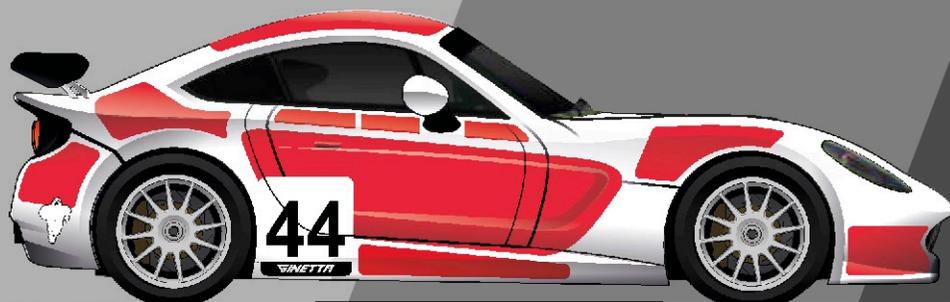
Medium Coverage

TIER 3

Significant Coverage

TIER 4

Title Coverage



### TIER 1 (£1,000-£5,000)

- Small brand coverage on the bodywork
- Small brand coverage on teamwear
- Brand logos on website
- Social media and press release mentions
- Professional photographs supplied

### TIER 2 (£5,000-£15,000)

- Medium brand coverage logos on the bodywork
- Medium brand coverage on teamwear
- Medium brand coverage on race suit
- Brand logos on website
- Social media and press release mentions
- Professional photographs supplied

### TIER 3 (£15,000-£30,000)

- Large brand coverage on the bodywork
- Large brand coverage on teamwear
- Large brand coverage on race suit
- Logos on race helmet
- Brand logos on website
- Hospitality at any three races of your choice
- Social media and press release mentions
- Use of car as a static display at selected events (depending on availability)
- Invitation to corporate trackday with driver & car
- Professional photographs supplied

### TIER 4 (£30,000+)

- Dominant brand coverage on the bodywork
- Dominant brand coverage on teamwear
- Dominant brand coverage on race suit
- Dominant brand coverage on race helmet
- Brand logos on website
- Hospitality at 4+ races of your choice
- Social media and press release mentions
- Use of car as a static display at selected events (depending on availability)
- Exclusive corporate trackday with driver & car included
- Brand name within the car's race entry name
- Professional photographs supplied

**\*PACKAGES & OPTIONS ABOVE ARE LISTED ONLY AS A GUIDE. BENEFITS WILL BE COMPLETELY TAILORED TO THE NEEDS & BUDGET OF EACH INDIVIDUAL PARTNER**

BRANDING LOCATIONS MAY CHANGE DUE TO POSITIONING OF CHAMPIONSHIP PARTNERS

## YOUR BRANDING ON DRIVER'S RACE SUIT

AVAILABLE BRANDING AREAS WITHIN THIS PACKAGE ARE HIGHLIGHTED BELOW



The driver's race suit, equipment, and teamwear provides another brilliant opportunity for brand exposure outside of the car and around the paddock. The diagram shows how logos can be placed on both the race suit and teamwear, based on the size of investment by our partners.

In addition, for large investments, the driver's helmet can be painted with logos integrated into the design, or even adorned in a title partner's corporate colours.

All of this allows for fantastic exposure, as branding will be prominent in professional photographs and TV/media interviews, as well as throughout the paddock and hospitality areas on race weekends.

TIER 1 PACKAGE

TIER 2 PACKAGE

TIER 3 PACKAGE

TIER 4 PACKAGE

\*Championship sponsorship locations may change & affect shown areas  
\*\*Sponsor location will be clarified based on partnership interests & packages chosen from all parties

## PARTNER WITH HARRY MANGION

Thank you for taking the time to read this partnership proposal from Harry Mangion Racing Ltd. We look forward to offering unique experiences to our partners and adding value to your business, and would be delighted to hear from you.

Please get in touch via the contact details below for more information about the partnership possibilities, branding and working with Harry.

### CONTACT DETAILS

#### HARRY MANGION

**Tel:** (+44) 07927 264369

**Email:** hmangionracing@gmail.com

#### PETER MANGION

**Tel:** (+44) 07733 224992

**Email:** pmangion@aol.com

#### SOCIAL & WEBSITE

**Website:** <http://harrymangionracing.co.uk>

**Instagram & Twitter:** @hmangionracing

**Facebook:** /HarryMangionRacing

For any specific questions regarding branding or partnerships available, please outline the area you wish to request in the 'subject' of your email. We look forward to working with you.

