



HUGO SCHWARZE
RACING

GINNETTA

GB3

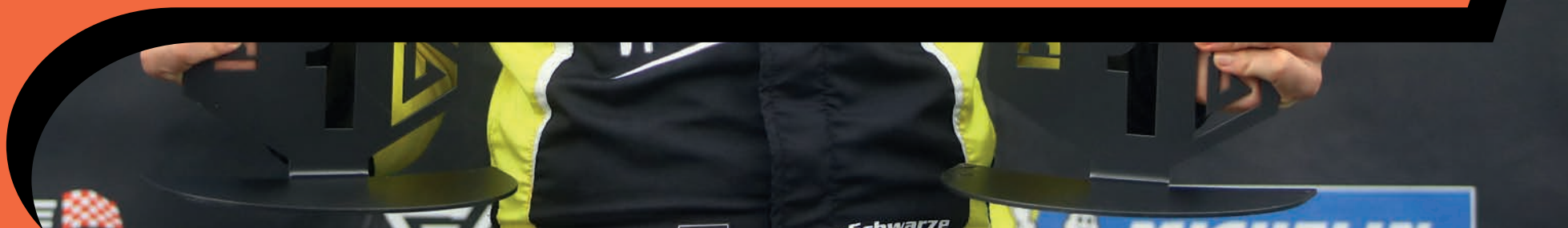
CHAMPIONSHIP
PARTNERED BY THE BRDC



GINNETTA



2024 SPONSOR GUIDE





“Motorsport is a team sport. But at the end of the day, it’s my ability to give everything I’ve got at the crucial moment, and that’s a lot.”

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MY STORY

Growing up, I spent lots of time at race tracks with my father. When I had to give up field hockey due to an injury, I started with SIM Racing. At the end of 2021 I was given the opportunity to drive a race kart. I was fast from the very beginning, so I ended up joining a professional kart team where I made my first steps into real racing. It turned out to be the first step on the journey that continues to build up to what I am doing today.

After winning the RMC Germany Wintercup at the start of the year, I entered the Ginetta Junior Championship 2023, competing in 27 races all over Great Britain, and finishing the season as vice champion.

2023 RESULTS



Overall Wins



Podiums



Pole Positions



Rookie Podiums







ABOUT THE CHAMPIONSHIP

Qualifying length:

20 minutes

Race length:

20 minutes

Races per weekend:

Three

Since its inaugural season in 2013, the GB3 Championship has forged a reputation as the UK's leading single-seater championship, with consistently strong grids and an emphasis on equality and affordability. As a result, the championship has attracted a significant number of highly talented drivers, including George Russell, Lando Norris, Tom Gamble, Johnathan Hoggard, Zak O'Sullivan and Luke Browning, with the last four winners of the Aston Martin Autosport BRDC Award, the world's most prestigious prize for young aspiring F1 drivers.

GB3 routinely attracts drivers from around the world and the championship will run alongside the British GT Championship again, continuing the traditional package that ran successfully on UK circuits for so many years. New for 2024 however, will be the addition of a third European weekend, meaning it will be elevated to FIA International Series status, subject to FIA approval.

Series prizes include a free FIA Formula 3 Championship test, the return of the Jack Cavill Pole Position Cup - where drivers receive £250 and a trophy per pole position, while the driver with the most poles at the end of the season receives a trophy and £2,000, and in 2022 the drivers leading the championship in May received an invitation for a tour of the Oracle Red Bull Racing Formula 1 factory.





MARKETING

The GB3 Championship is well-positioned racing as a co-headline series alongside the British GT Championship, while for 2024 adding two international rounds. It benefits from live streaming coverage at each round, which includes interviews and features from the paddock, bringing fans closer than ever before. One-hour highlights programmes are broadcast on Sky Sports F1, while the GB3 Championship has just under 26,000 followers on X, Facebook, and Instagram.

The Championship will be elevated to FIA International Series status, subject to approval, owing to adding a third international round at the Hungaroring, joining Zandvoort and the legendary Spa-Francorchamps on the 2024 calendar. With four current Grand Prix circuits, the championship provides an ideal training ground for career development on the single seater ladder.

**RACES BROADCAST
LIVE ON YOUTUBE**

**AVERAGE
RACEDAY
ATTENDANCE:
10,800**

**LIVE STREAMS
SEEN BY AN
AUDIENCE OF:
131,000**







2024 CALENDAR





RACE DATES:

30 March & 1 April - Oulton Park (British GT)

27/28 April - Silverstone GP (British GT)

1/2 June - Spa-Francorchamps (Euro Races)

22/23 June - Hungaroring (GT Open)

13/14 July - Zandvoort (Dutch Supercar)

27/28 July - Silverstone Park (British GT)

7/8 Sept - Donington Park (British GT)

28/29 Sept - Brands Hatch (British GT)



HOW TO BUILD YOUR SPONSORSHIP PROGRAMME

STEP 1.) Choose your business goal

STEP 2.) Structure your activation plan

STEP 3.) Choose your level of investment

We've laid out a three step process to help you decide what the best level of investment is to suit your budget and business goals. Each package is a suggestion of a business goal, means of activation, and indicative pricing. However, a bespoke package can be created to best match your requirements and we can help you define ROI metrics to measure success.







WHAT ARE OUR BUSINESS GOALS?

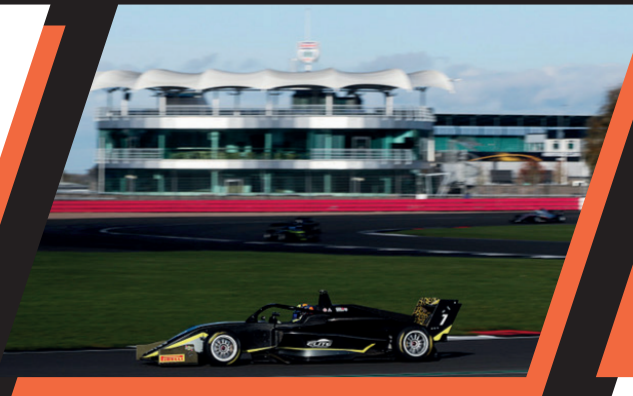
1

Raise Brand Awareness

Sponsorship in, or an association with sports is an ideal way to build awareness of your brand, product, or company. With prominent on car branding you will reach a large audience of race fans, both in person and online.

Show Car

Having Hugo's race car at a trade show, retail premises, office locations or conferences can act as a big draw for customers and attendees, and is a way to bring everyone closer to the action.



Social Media Takeover

A great opportunity to engage consumers is through a social media takeover. Posting to your company's social accounts, Hugo can provide behind the scenes insights and highly engaging content for your followers.

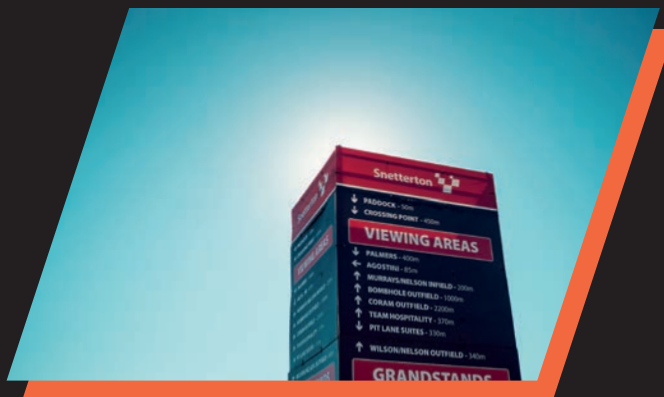
ACTIVATION METHODS

Branding

The most obvious element of sponsoring a race car is branding. This can include logos not only on the car but also on the driver's race suit and helmet, garage boarding, as well as websites, press releases and social media posts.

PR

Generating engaging content for press releases, website news and editorial opportunities, both internally and externally, across local and national media outlets.



COSTS

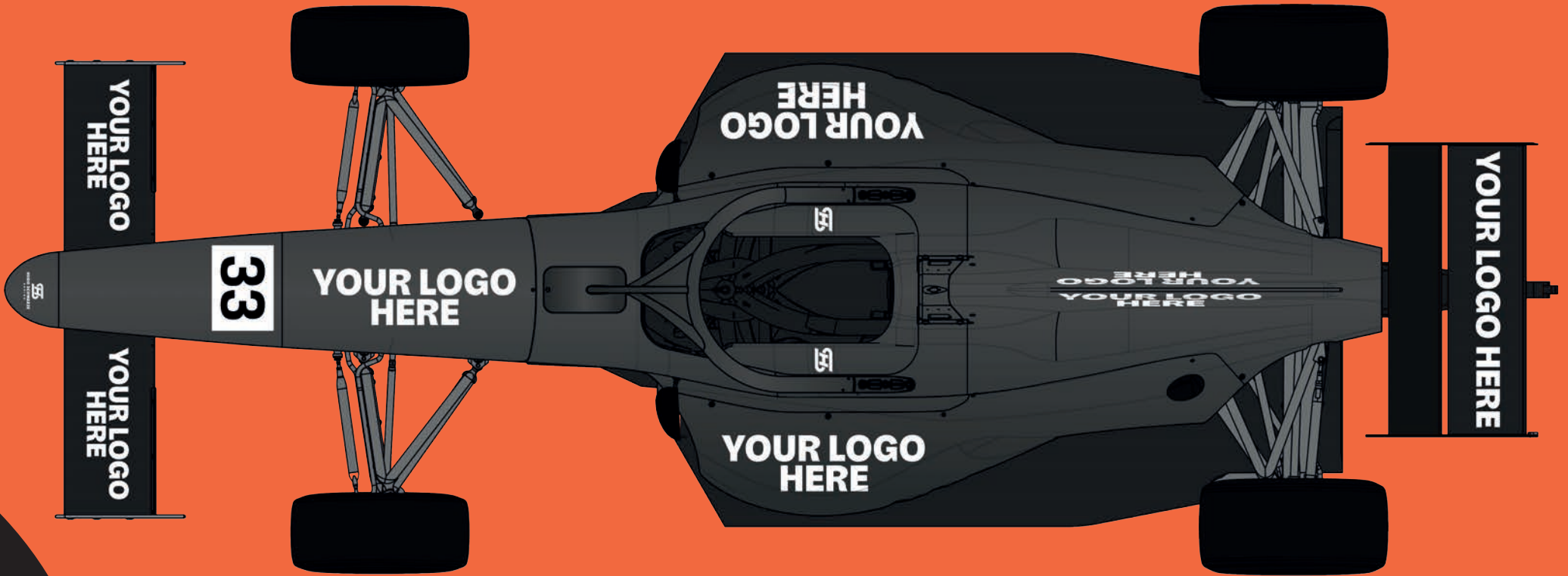
TITLE PARTNER - £200,000

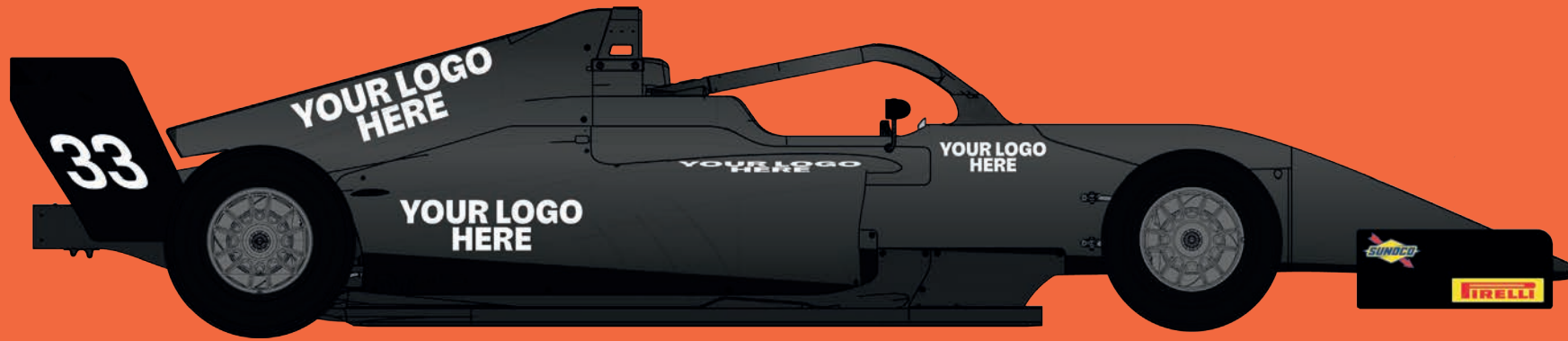
- Full branding on car and input into livery design
- Large logo in race suit
- Logo on boarding in team awning
- 20 entry and hospitality tickets to use throughout the season
- Logo carried on press and PR material
- Regular mentions on social media and logo carried on graphics
- Two days of race car at events

N.B. Other elements of the activation toolkit can be used to create a bespoke package.



BRANDING OPPORTUNITIES





2

Differentiate your brand

Sponsorship can help differentiate your brand from your rivals, utilising motorsport's unique brand attributes. These could include teamwork, coping with pressure, or working with cutting edge technology. Tell your own compelling story of how your brand and motorsport sit together and separate yourself from the competition.

COSTS

PRIMARY PARTNER - £100,000

- Prominent branding on car (not on engine cover or sidepods)
- Logo in race suit (excludes leg and chest area)
- Logo on boarding in team awning
- 15 entry and hospitality tickets to use throughout the season
- Logo carried on press and PR material
- Regular mentions on social media and logo carried on graphics
- Two days use of race car at events

N.B. Other elements of the activation toolkit can be used to create a bespoke package.

ACTIVATION METHODS

Product Endorsement

Product endorsement campaigns add a human face or a competitive context to promotional campaigns. The race car can also be used at trade shows, conferences and other events.

Branding

The most obvious element of sponsoring a race car is branding. This can include logos not only on the car but also on the driver's race suit and helmet, garage boarding, as well as websites, press releases and social media posts.



Image transfer

Motorsport stands for many things; speed, precision, advanced technology, teamwork, risk, reward and so on. By partnering in motorsport you can link to these attributes to enhance the perception of your brand.



PR

Generating engaging content for press releases, website news and editorial opportunities, both internally and externally, across local and national media outlets.

3

Building relationships and networking

Networking away from formal business environments can be beneficial to building long term relationships. Being behind the scenes in motorsport provides the ideal environment for these relationships to flourish. This can be with brands and individuals already present in the paddock or specially invited guests along for an enjoyable day out while you explore possible partnerships.

Sales Promotions

Brands can build promotions around the race weekends, offering competitions, product samples, and personal appearances by drivers to drive sales and retail traffic.

Networking

Motorsport presents a great environment to network with other sponsors and invite potential customers to enjoy the first class hospitality, allowing you the chance to build relationships in an unpressurised environment.

COSTS

HOSPITALITY PARTNER - £35,000 - £50,000

- Branding on car (areas include nose cone, chassis sides and wing mirrors)
- Logo in race suit (excludes leg, stomach and chest area)
- Logo on boarding in team awning
- 50 entry and hospitality tickets to use throughout the season
- Logo carried on press and PR material
- Regular mentions on social media and logo carried on graphics

N.B. Other elements of the activation toolkit can be used to create a bespoke package.





4

Showcase your products/ services

There are several ways in which you can utilise a relationship with Hugo to showcase your brands' products and/or services. This could include having Hugo himself act as a brand ambassador for your brand.

Alternatively, motorsport is an ideal place to show how your product or service works in a high pressure, results driven environment. What could be a more compelling story than helping to win races?

ACTIVATION METHODS

Case study development

Showcase your products and services being used in the competitive environment of motor sport to highlight their key attributes, leveraging an important advocate in the sales process.

Branded Content

We can integrate your brand into key social media posts in the build up to and during the race weekends, providing clear branding of relevant and timely social media posts.

Product Endorsement

Product endorsement campaigns add a human face or a competitive context to promotional campaigns. The race car can also be used at trade shows, conferences and other events.

COSTS

KEY PARTNER - £10,000 - £25,000

- Logo on arm of race suit
- Logo on boarding in team awning
- 5 entry and hospitality tickets to use throughout the season
- Logo carried on press and PR material
- Regular mentions on social media and logo carried on graphics

N.B. Other elements of the activation toolkit can be used to create a bespoke package.





Motivate and recruit staff

Drive staff engagement as they support 'their' driver or use Hugo at events to talk to staff and motivate them with the story of his journey. Sponsorship can also aid recruitment by providing an exciting shop window.

Hospitality

Show your appreciation for employees through reward programmes or prize giveaways and invite them to the track for an access all areas pass. They can enjoy privileged access and feel valued by the company.



5

Bring your employees closer together

Your employees may know about your sponsorship activities, or perhaps they pay little attention at all. However, the act of keeping staff informed, interested, and included in this is an oft neglected aspect of sponsorship, despite research showing that when employees feel engaged in their firms' advertising, they increase their own focus and desire to meet customers' needs. Sport sponsorship works in tandem with corporate identity, showcasing how individuals work to become their best or by working as part of a team, focused on positive outcomes.

COSTS

ASSOCIATE PARTNER - £20,000 - £50,000

- Branding on car (areas include nose cone, chassis sides and wing mirrors)
- Logo on arm of race suit
- Logo on boarding in team awning
- 50 entry tickets to use throughout the season
- 20 hospitality tickets
- Logo carried on press and PR material
- Regular mentions on social media and logo carried on graphics

N.B. Other elements of the activation toolkit can be used to create a bespoke package.





HUGO SCHWARZE
RACING

CONTACT

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