



SPONSORSHIP **OPPORTUNITIES**

PRESENTING A UNIQUE OPPORTUNITY IN SPORTS SPONSORSHIP



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WELCOME TO THE WORLD OF POWERBOAT GP



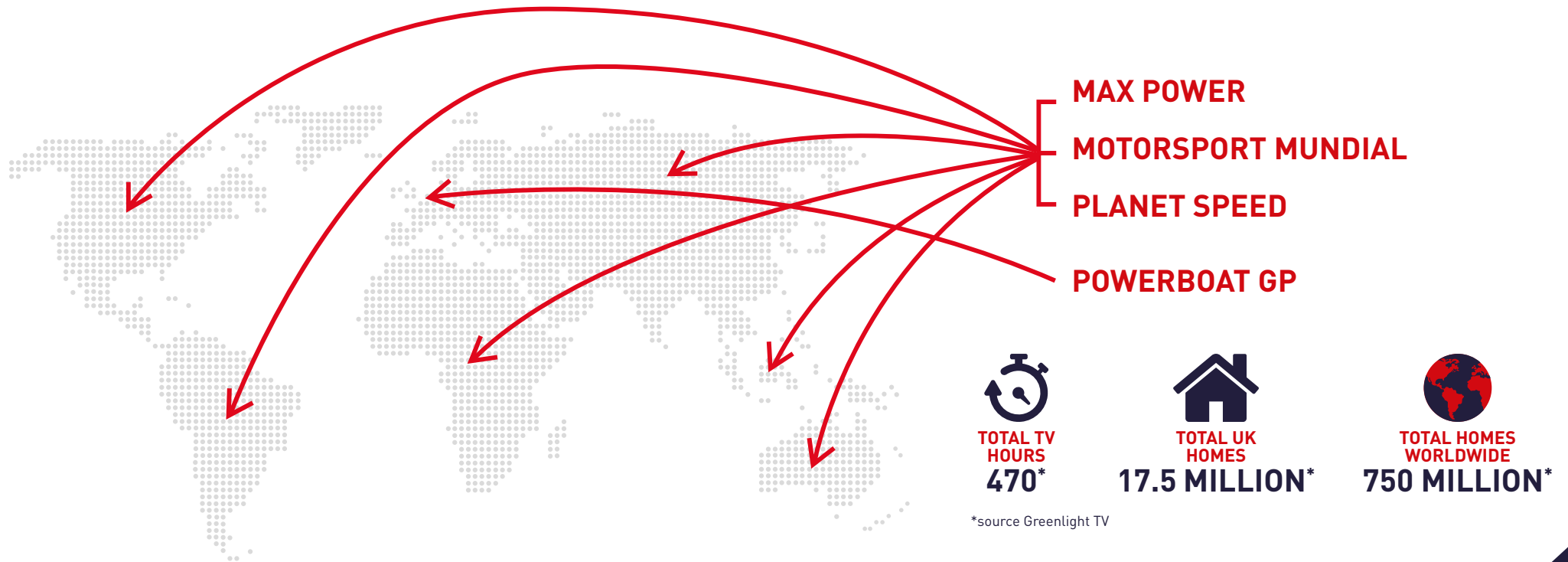
INTRODUCTION

Entertaining, thrilling and captivating are just some of the words used to describe the world-class sport of Powerboat Racing.

A Powerboat GP F2 race has all the thrills of Formula One car racing with the added dimension of an unpredictable surface!

With the boats having breathtaking acceleration, huge speeds, exceptional manoeuvrability and the racing taking place within a confined area, it's a fantastic spectator sport. Powerboat GP is fun and exhilarating to watch, and makes for a great day out for young and old alike.

INCREASING GLOBAL AUDIENCE



The Powerboat GP series, as it is now known, is quickly rising in popularity with more spectators flocking to events each year. The sport now also lends itself, and benefits from coverage on Sky Sports and Channel 5 with highlights which can be enjoyed by over 750 million TV viewers. As a result of this, and increasing promotional activity, we are moving towards our target of making the sport the juggernaut it was 30 years ago; all this makes for an exciting opportunity for potential sponsors!

ABOUT POWERBOAT GP



One of the reasons for the sport's huge success is the fact that most of the disciplines are 'stock engine classes', and any tuning or modification to the original engines is strictly forbidden. This creates a level playing field and so promotes exciting, close racing, ensuring that success comes to only the most talented and knowledgeable drivers. Powerboat GP also boasts World Record holders in several classes and will once again be attending the Coniston Powerboat Records Week in 2016.

Governed nationally by the Royal Yachting Association (RYA) and internationally by the Union Internationale Motonautique (UIM), the Powerboat GP series continues to evolve with rules introduced and modified to ensure that the discipline is as safe and fair as possible for all involved.

With our sights firmly set on the future, Powerboat GP are committed to introducing new classes complying with EPA emission standards that are kind to the environment and have a sustainable future.



QUALIFYING



Much like F1 Car Racing each class has a 20 minute slot to try and post the fastest lap times for the starting grid order for the 1st heat.

START



Competitors line up on the start grid with their engines switched off. The start countdown commences with a 1 minute & 30 second countdown. A set of red lights will come on and between 5 & 12 seconds after this the red lights will be switched off. When the lights go off the competitors will fire their engines and roar off towards the first turn whilst maintaining their lane position.

THE RACE



Each class races on a multi heat format over the two day event with the overall winner declared on accumulated heat points. The race is finished when the competitors cross the finish line and take the checkered flag.

Immediately after each heat the competitors and their boats are weighed. After the final heat the competitors' engines are subject to Technical Inspection to ensure class rule compliance.

The highest levels of competitiveness are maintained.

EXCITING OPPORTUNITIES FOR YOUR BRAND



Powerboat GP provides a number of excellent, varied and cost effective opportunities for sponsors.

We are looking for sponsorship at all levels including Title Sponsorship and will work closely with sponsors to build bespoke packages to reflect the level of exposure needed to achieve the sponsor's individual needs and goals.

Depending on the level of sponsorship required, a brand can feature in our TV Highlights show, local and national press, radio, social media and static displays as well as featuring at the specific race events.

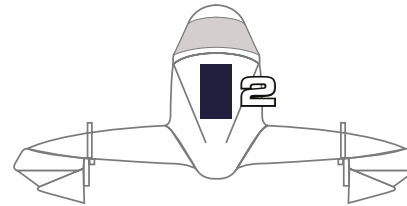
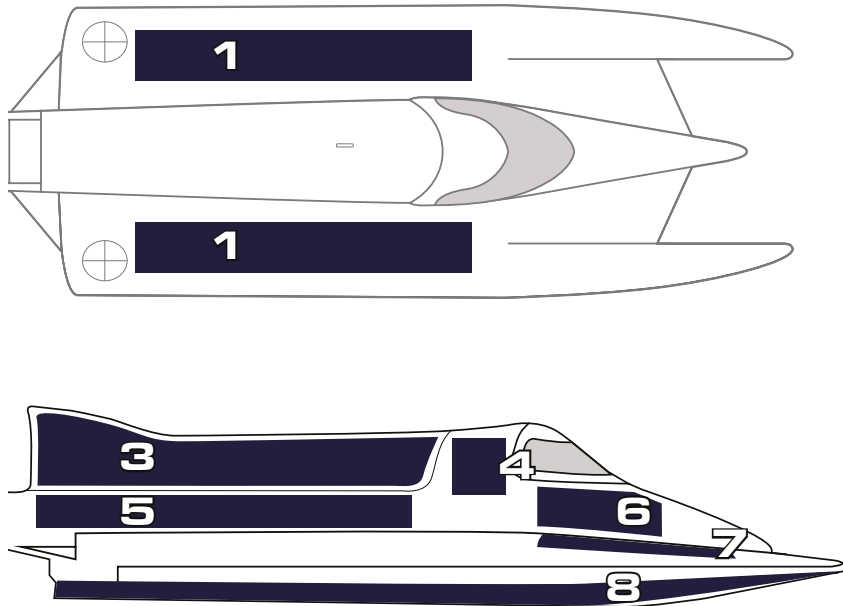
Sponsorship opportunities include:

- Championship naming rights
- Branding across event
- Naming rights of a boat / team
- Branding on boats
- Branding on course buoys
- Branding on Team Overalls
- Branding on Merchandise
- Exhibition space at race events
- Team Truck Branding
- Website Branding
- Hospitality Packages & discounts
- Corporate Experience days
- Powerboat Experience rides
- Media Coverage
- Branding at Static Displays
- Competition Prizes
- Branding in Event Programme
- Royalty free images

BOAT SPONSORSHIP

All hulls must include the driver's name, number, the logo of the UIM - our worldwide governing body, and the RYA (Royal Yachting Association) logo, our governing body in the UK. Aside from these requirements, a whole boat can be liveried, resulting in one of the largest branding areas available in any motorsport.

If complete hull branding is not required, the graphic below shows some the most common areas for branding with prices starting from just £1000. We are, however, always pleased to work on bespoke hull sponsorship packages with our sponsors.



- 1. DECK
- 2. NOSE
- 3. REAR COWLING
- 4. NUMBER
- 5. CENTRE SECTION
- 6. CRASH BOX
- 7. RUNNING BOARDS
- 8. SPONSORS

EXAMPLE BRANDING



SPONSORSHIP

BESPOKE SPONSORSHIP & HOSPITALITY PACKAGES AVAILABLE



EVENT SPONSORSHIP

Event Sponsorship is a great way to become associated with the sport. Branding can appear throughout an event on billboards and signs, on podium backdrops, static displays, TV idents, race programmes, promotional materials, social media and the internet.

CORPORATE HOSPITALITY

Corporate Hospitality packages can be built to a client's specific requirements and can include, for example:

Complimentary Bar and Food

Pit Tours to meet the pilots and teams

Powerboat Experience rides

SUMMARY

FIND OUT MORE ABOUT BECOMING A PART OF THIS SENSATIONAL SPORT!



Being a sponsor of Powerboat GP gives the benefit of having your brand appear on National and Worldwide TV and a presence at UK events with rapidly increasing numbers of spectators.

It also provides your brand with the opportunity to be associated with a thrilling, sensational motorsport and become part of what is sure to become one of the UK's most popular spectator sports.

If you would like your business to be associated with Powerboat GP and find out more about this unique and exciting opportunity please contact us today.