



TOTALLY MOTORSPORT FROM KARTING TO F1 WITH R A C E JUNIOR ACADEMY DRIVER DEVELOPMENT

from this...



to this...



to this...



F1.co.uk and the Race Driver Development Junior Academy was launched in January 2014 at the Autosport International and 4 young talented drivers were selected to be managed and guided up the motor racing ladder. For 2015 three of the four will be racing cars and one will be driving in the Super 1 Kart series.



We work with most F1 teams, manage talented race drivers and have an excellent reputation within motorsport at all levels.



We adopt a focused marketing strategy to offer our business partners exclusivity, quality, service and value.

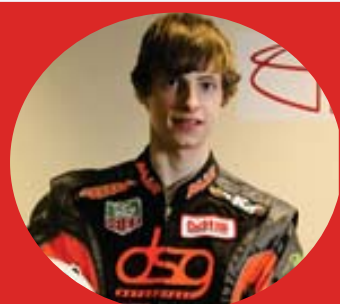



We have created 2 partner offers for the motorsport industry to support our Junior Academy...




THE  **R A C E JUNIOR ACADEMY**
DRIVER DEVELOPMENT

DRIVERS 2015




 **KYLE HORNBY, 15 from STOCKPORT**
Racing since 2008 at most National Karting levels - numerous wins, pole positions and fastest laps. Recently made the final of the Ginetta Scholarship and in 2015 will race in The TOCA [BTCC] series either in Ginetta Juniors or the new MSA Formula




 **CAM ROBERTS, 15 from WORCESTER**
Racing since 2008 at most National Karting levels - numerous wins, pole positions and fastest laps. Recently finished second in the Ginetta Scholarship and in 2015 will race in The TOCA [BTCC] series either in Ginetta Juniors or the new MSA Formula



 **TOBY SOWERY, 18 from ROYSTON**
Racing since 2006 and has won a total of nine karting championships. He is the 2014 F3 Cup Champion in his first year of cars and at the first round of the MRF Championship in Qatar he dominated the event. In 2015 Toby will race in the Auto GP at International level.




 **SAM POOLEY, 13 from WINCHESTER**
Racing since 2009 in karts and has progressed to Super 1 with numerous wins and pole positions. Won the GP plate in 2014 and moves up to junior level Super 1 in 2015 and is likely to test cars once he is 14.




THE RACE DRIVER DEVELOPMENT JUNIOR ACADEMY PARTNER PACKAGES PRIME OBJECTIVE IS TO DEVELOP B2B NETWORKING FOR ALL PARTNERS, AT THE SAME TIME CREATING AN OPPORTUNITY TO SUPPORT 4 YOUNG TALENTED DRIVERS THROUGHOUT THEIR CAREERS.

Following on from the desire to support young driver talent from a number motorsport related companies and organisations, several bespoke packages have been created;


Packages are available from £2,000 and £20,000 to suit each partners B2B and brand exposure requirements and can include the following;




B2B networking at all levels, we have 30 years experience in bringing people together within a motorsport environment.
“It can be difficult to get a 1 hour meeting with the CEO of a global retailer, but through our motorsport programme we were able to spend the whole weekend with the CEO of Carrefour.”
Philips—Head of Marketing Services



The opportunity to support the four talented drivers and share in their success, we anticipate continuity with all our partners




Driver appearances for selected events, our drivers have all been media trained



Social Media Networking—an area we are heavily involved with and so are our drivers.



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- Traditional brand exposure** on cars, karts and race suits/helmets
 - Website links** - all our drivers have their own websites and social media followers
 - Hospitality** at most motorsport events from TOCA to F1
 - Ice Driving** in Sweden on frozen lakes
 - Behind the scenes** opportunities in F1
 - Track day** participation events
 - Staff and customer** incentives and competitions
 - Fun Kart** events
 - Advertise** on our F1.co.uk website
 - Email Marketing**



THE ABOVE MENU DEMONSTRATES JUST SOME OF THE BENEFITS AND OPPORTUNITIES WE CAN INCLUDE IN A BESPOKE PARTNER PROGRAMME

OUR GOAL IS TO GENERATE BUSINESS FOR OUR PARTNERS AND BRING KEY PEOPLE AND CORPORATIONS TOGETHER

THE RDD JUNIOR ACADEMY IS A COST EFFECTIVE AND BENEFICIAL ROUTE TO MARKET FOR ANY MOTORSPORT BUSINESS.

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