

CATERHAM GRADUATES RACING CLUB

Sponsorship Proposal

Established in 1998 the Caterham Graduates Racing Club ("the Grads") is one of the most successful club racing series in the UK. It provides some of the closest and most competitive motorsport available. Sponsoring the club is not expensive and brings significant exposure and other benefits to your business.



Rear Wing (High)



Rear Wing (low)



Side panels



Rear panel (large decal)



Front wings (prime)



Spa Francorchamps 2018

The Benefits

- Your decals displayed on each and every one of our race cars (85 Racing Members in 2018) that will be seen at our 16 races over 8 weekends at venues across the UK and one overseas.
- Exposure is not limited to CGRC race events - many drivers also use their cars at other events, such as track days and some even use them on the road. Decals in a "prime" location on the rear of the cars also benefit from being displayed on the public road whenever cars are transported to events on open trailers. Our events are often featured in the media including Motors TV, Motorsport News and Autosport.
- Your logos with web links will be inserted into the official club newsletters, along with your specific marketing message. The Grads' website (www.graduates.org.uk) is very active and your logo will be displayed on the front page with a clickable web link to your web-site. In addition, the club is active on Facebook with over 1,000 followers (and growing) and this helps to drive traffic to our website.
- You will be given access to members' contact details (where the member has not expressly opted out of such arrangements) for direct mail or e-mail marketing. Club members are loyal to our sponsors and are encouraged to trade with sponsors whenever appropriate. You can display promotional literature in the CGRC race centre at every race.
- You and your guests are welcome to attend our races – our 2019 Calendar can be found at www.graduates.org.uk/calendar.asp. We will supply tickets at no additional cost. Options to take advertisements in race programs, hospitality suites to watch the racing, attendance at our annual awards dinner and sponsoring specific awards are all possibilities (at additional cost). You and your guests are also welcome to attend our pre-season track day for passenger rides and a specific corporate track day, using Caterhams, can be organised for you and guests through a recognised track day company.

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Cadwell Park 2018

Your Investment

You can sponsor the Caterham Graduates Racing Club Championship in 2019 from as little as £500, depending on the agreed size and location of decals.

For example:

- Rear wings, nose cone and side panels: £500- £1,000
- Prime positions on front of rear wings: £1,000 - £1,500
- Large decal on rear panel: £2,000
- Class sponsorship – title sponsor for one of our Championship classes: £2.500
- Championship sponsorship – Championship naming and agreed multiple decal positions :POA

Decals are to be provided at the sponsor's cost or can be arranged by CGRC at very reasonable prices. Please note that the club is a not for profit organisation, run by the drivers, for the drivers, on a totally voluntary basis – there are no paid staff.

New for 2019 is the opportunity to be the named sponsor for a specific class.

If you would like to discuss the opportunity please contact Andrew Outterside (07831 451157) or Mark Jones (07768 275115) or email to sponsorship@graduates.org.uk

www.graduates.org.uk

