



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES
**JOIN KANE ON HIS JOURNEY TO BECOME
THAILAND'S FIRST F1 DRIVER**

OFFICIAL SPONSOR / SUPPORTER / SUPPLIER / GLOBAL BRAND AMBASSADOR PACKAGES



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

RISING STAR THAI RACING DRIVER

INTRODUCING...

Kane Shepherd is a 16-year old Thai racing driver from Pattaya whose ambition and dream is to become the first driver from Thailand to race in F1.

He is smart, articulate and a unique ambassador for both Thailand and his sponsors. In 2017 he is competing in:

- **FIA F4 SEA Championship - with high profile races in Malaysia, Philippines, Indonesia and Thailand including F1 and Asian Le Mans Series events**
- **Formula Gulf with races in Dubai and Abu Dhabi**

In 2017, the Royal Automobile Association of Thailand (RAAT) awarded Kane with a 'Rising Star' Award.

Kane has many years of karting experience and success, having won two Asian Championships and six Thai National Championships.

He is the only Thai driver to qualify for five successive Rotax world karting championships representing Thailand and one of only three Thai drivers currently competing, in open wheel racing formulas.

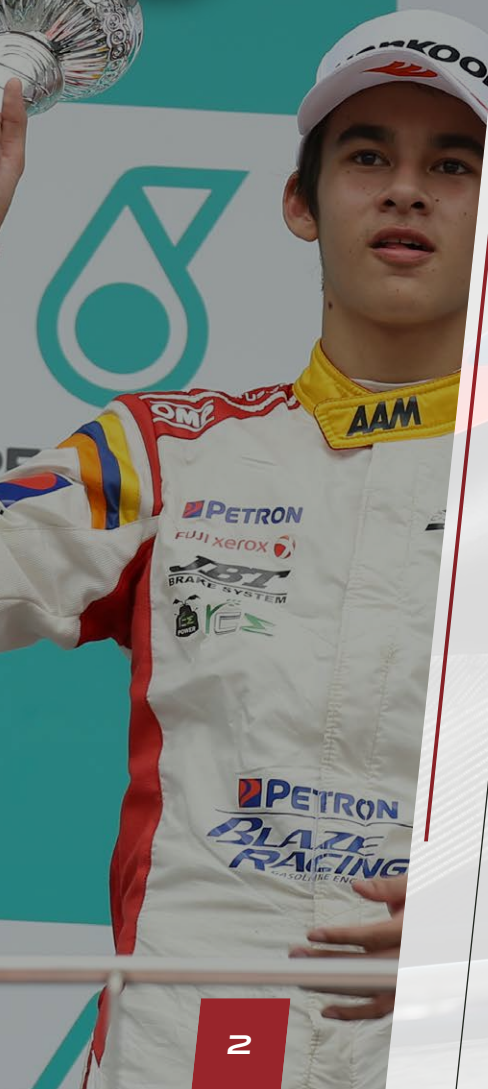
KANE VALUES

ENERGY... POWER... STAMINA... MOTIVATION...
LIFE... HEALTH... SPORT... SPEED... THAI...
YOUTH... NEW... BIG FUTURE AHEAD...
OOMPH!

**PUT YOUR BRAND ON THE GRID WITH
ONE OF MOTORSPORT'S RISING STARS...**

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PACKAGES

MAIN SPONSORS

Up to 3 x Main Sponsors

OFFICIAL SUPPORTERS & SUPPLIERS

Up to 6 x Official Supporters

Up to 6 x Official Suppliers

All from non-competing categories - demonstrating industry expertise

SUPPORT PACKAGES - RACE SPECIFIC SPONSORS

Sponsors at one or more specific races during the Season

All packages are developed with Sponsor objectives at the forefront. Prices on request and depend on level of rights, markets and duration

ADDITIONAL OPPORTUNITIES FOR INDIVIDUAL SUPPORTERS

Private individuals may also wish to have an association with Kane and give some personal support to assist his career. Packages from THB 50,000 are available, which offer the opportunity to attend some events and experience what it is like behind the scenes as a professional team prepares for a race



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SCHEDULE

Once the current season is over in early 2018, Kane will focus on starting new championships in 2018 and 2019.

CHAMPIONSHIP TO BE COMPLETED IN 2018

Completion of F4 SEA Championships - likely to win Rookie Championship and Top 3 Overall (January / February)
Completion of Formula Gulf Championship (January / March)

NEW CHAMPIONSHIPS IN 2018 / 2019

Kane plans to do two of the following Series. The choice will be determined by career opportunities, budget and sponsor preferences. The 2018 / 2019 schedule will include two of the following:

F3 EUROFORMULA
ASIAN FORMULA RENAULT
FORMULA MASTERS
MRF CHALLENGE F2000



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CHAMPIONSHIPS TO BE COMPLETED IN 2018

FIA *F4/SEA*

FIA F4 SEA is a 30 race 5 event championship, designed to transition karters to formula racing. The championship focuses on training young drivers while supporting events like Formula 1 and Asian Le Mans.

The FIA F4 SEA Championship runs annually between October and February with races in Thailand, Philippines, Indonesia and Malaysia.

Formula 4 is a FIA-approved driver development series with F1-inspired composite chassis, paddle-shift and race data technology. FIA F4 SEA is one of twelve worldwide F4 championships controlled and regulated by the world's motorsport federation, and part of the FIA Super Licence points-earning programme.

The FIA F4 SEA champion earns 12 Super Licence points, while the top seven drivers are eligible for points.

With a global reach of 100 million households, FIA F4 SEA's television broadcast provides excellent sponsorship opportunities to build each driver's brand and help create commercial opportunities, while its outstanding media and social platforms provide a world-class communication tool.

FIA F4 SEA is the first step of the FIA established ladder to professional motorsport careers in F1, LMP1 or GT1, via F4, F3 and Formula 2.

A dedicated website, www.formula4.asia is updated daily and features news, videos, results and points plus links to social media channels.

FIA F4 SEA – 2017 / 2018 CALENDAR

VENUE	FORMAT	MAIN SUPPORT RACE FOR	TIMING
SEPANG - MALAYSIA	6 X RACES	F1 PETRONAS MALAYSIAN GP	29 TH SEPTEMBER – 1 ST OCTOBER
CLARK - PHILIPPINES	6 X RACES	GT & TOURING	20 TH – 22 ND OCTOBER
SENTUL - INDONESIA	6 X RACES	GT & TOURING	24 TH – 26 TH NOVEMBER
BURIRAM - THAILAND	6 X RACES	ASIAN LE MANS SERIES	12 TH – 14 TH JANUARY
SEPANG - MALAYSIA	6 X RACES	ASIAN LE MANS SERIES	9 TH – 11 TH FEBRUARY

www.formula4.asia





COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES RISING STAR THAI RACING DRIVER

CHAMPIONSHIPS TO BE COMPLETED IN 2018



Formula Gulf started in the UAE in 2011. Organised by Gulf Sport Racing LLC its main aim is to offer drivers a comprehensive education while preparing them for a career in Motorsport. It attracts younger drivers who are moving on from Karting and looking to use the off-season to get a step ahead of the competition.

FORMULA GULF – 2017 / 2018 CALENDAR

VENUE	FORMAT	TIMING
DUBAI AUTODROME DUBAI	ROUNDS 1 & 2 - 2 X RACES	16 TH – 17 TH NOVEMBER
DUBAI AUTODROME DUBAI	ROUNDS 3 & 4 - 2 X RACES	7 TH – 9 TH DECEMBER
DUBAI AUTODROME DUBAI	MID SEASON TEST	25 TH – 26 TH JANUARY
MARINA CIRCUIT ABU DHABI	ROUNDS 5 & 6 - 2 X RACES	22 ND – 23 RD FEBRUARY
DUBAI AUTODROME DUBAI	ROUNDS 7 & 8 - 2 RACES	29 TH – 30 TH MARCH

www.formulagulf.academy



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NEW CHAMPIONSHIPS IN 2018 / 2019



In 2018, F3 Euroformula Open will enter its tenth edition, having enjoyed a growing success in terms of excellence and quality of entries, raising interest, exposure and geographical expansion.

2018 CALENDAR

The Series consists of 8 x meetings running from April to October at Europe's leading circuits.

DATE	COUNTRY	CIRCUIT
APRIL	PORTUGAL	ESTORIL
MAY	FRANCE	PAUL RICARD
JUNE	BELGIUM	SPA
JULY	HUNGARY	HUNGARORING
SEPTEMBER	ENGLAND	SILVERSTONE
SEPTEMBER	ITALY	MONZA
OCTOBER	SPAIN	JEREZ (TBC)
OCTOBER	SPAIN	BARCELONA

LIVE TV COVERAGE

2016: + 190 HOURS
2017: + 230 HOURS (AS OF NOVEMBER)

DEFERRED TV COVERAGE

2016: + 300 HOURS
2017: + 450 HOURS (AS OF NOVEMBER)

TOP WEBSITES

MOTORSPORT.COM - 3,581,400 PER MONTH
ITALIARACING.NET - 57,200 PER MONTH
THECHECKEREDFLAG.CO.UK - 44,900 PER MONTH
FORMULASCOUT.COM - 30,000 PER MONTH

YOUTUBE - WATCHTIME

2016: 390,715 MIN
2017: 386,036 MIN

AVERAGE VIEW DURATION

2016: 7:33 MIN
2017: 7:16MIN

VIEWS

2016: 51,662
2017: 53,017

WEEKLY LEADING MAGAZINES

AUTOSPORT - 50,000
MOTOR SPORT AKTUELL - 30,000
AUTOHEBDO - 40,000
AUTOSPRINT - 40,000
AUTOPISTA - 40,000
AUTOHEBDO SPORT - 25,000
MOTOR 16 - 40,000
AUTO HOJE - 40,000
AUTO SPORT - 25,000

<http://www.euroformulaopen.net/en/>

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NEW CHAMPIONSHIPS IN 2018 / 2019



Asian Formula Renault (AFR) is a one make race held in China and Malaysia. Starting in 2000, 2018 sees the 19th running of the championship.

The majority of Formula Renault champions have gone onto lead successful careers in motor racing, most notably Alain Prost who won the Formula One World Championship four times in his career. Other drivers include René Arnoux, Didier Pironi, Kimi Räikkönen, Felipe Massa and Lewis Hamilton all of which have gone onto win Grand Prix.

The Series runs from March to September and will visit the F1 track at Shanghai.

2018 AFR SERIES CALENDAR

The 2018 Season will follow a similar format and timings to the 2017 Calendar below...

DATES	ROUND	CIRCUIT
MARCH 18-19	R 1 & 2	ZHUHAI INTERNATIONAL CIRCUIT
MAY 5-7	R 3 & 4	SEPANG INTERNATIONAL CIRCUIT
JULY 1-2	R 5 & 6	ZHEJIANG INTERNATIONAL CIRCUIT
JULY 29-30	R 7 & 8	SHANGHAI INTERNATIONAL CIRCUIT
AUG 26-27	R 9 & 10	SHANGHAI INTERNATIONAL CIRCUIT
SEPT 16-17	R 11 & 12	ZHUHAI INTERNATIONAL CIRCUIT

<http://www.frdsports.com/en/AFR>





COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

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NEW CHAMPIONSHIPS IN 2018 / 2019

Formula Masters Series (FMS) is the region's premier international junior single-seater series.

Launched in 2011, FMS is a proven platform on which to develop future motorsport stars.

FMS sets the benchmark in the region and helps develop drivers to race in the prestigious GT championships as well as respected international open-wheel series such as the GP3 Series and the FIA Formula 3 Championship.

Paving the way for young drivers in the Asian motorsport scene, FMS provides an affordable and equitable stage on which to nurture fledgling talent, ensuring skill and not financial advantage dictate success on the racetrack.

FMS is a one-make series using a state-of-the-art Formula car providing both performance and safety. With a Tatuus FA010 Carbon composite monocoque, FIA F3 homologated chassis and a 2.0 Formula engine providing 180 HP, the FMS race car is both competitive and cost-efficient.



FORMULA MASTERS - 2018 CALENDAR

DATE	CIRCUIT	COUNTRY
APRIL 1- 4	SEPANG	MALAYSIA
MAY 5-8	SEPANG	MALAYSIA
JUNE 9-11	ZHUHAI	CHINA
JULY 12- 14	ZHUHAI	CHINA
SEPTEMBER 15-18	SHANGHAI	CHINA

RACE WEEKEND FORMAT

Thursday or Friday - Testing
Friday - Free Practice & Qualifying
Saturday - Races 1 & 2
Sunday - Race 3

<http://www.formulamasterschina.com/en/>



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RISING STAR THAI RACING DRIVER



NEW CHAMPIONSHIPS IN 2018 / 2019

The Formula 2000 series features 4 Rounds with 4 races each between November and February in Bahrain, Dubai, Abu Dhabi and India.

MRF CHALLENGE - CALENDAR 2018 / 2019



DATE	COUNTRY	CIRCUIT
NOVEMBER 2018	BAHRAIN	ROUND 1 OF THE 2018 MRF CHALLENGE WILL BE HELD AT THE BAHRAIN INTERNATIONAL CIRCUIT, SAKHIR - A RACE DRIVER'S FAVOURITE. THE 5.4KM GRAND PRIX LAYOUT, WITH 15 TURNS IS ONE OF THE MOST CHALLENGING IN THE WORLD. THE FLAT, WIDE TURNS, COUPLED WITH THE FAST STRAIGHTS, CREATE SOME VERY INTERESTING OVERTAKING OPPORTUNITIES.
DECEMBER 2018	DUBAI	ROUND 2 OF THE MRF CHALLENGE WILL BE HELD IN THE DUBAI AUTODROME. THIS IS AN FIA-CERTIFIED TRACK AND IS LOCATED IN DUBAILAND, DUBAI IN THE UAE. THE 5.39KM LONG TRACK WAS FIRST INAUGURATED IN OCTOBER 2004 AND SINCE THEN HAS BEEN WITNESS TO A VARIETY OF SINGLE SEATER AND ENDURANCE RACING TOURNAMENTS.
DECEMBER 2018	ABU DHABI	ROUND 3 IS AT THE YAS MARINA - ONE OF THE FASTEST AND MOST BEAUTIFUL CIRCUITS IN THE WORLD. BUILT IN 2009, THIS ULTRA-MODERN RACE COMPLEX FEATURES 5 MAIN GRANDSTANDS, AN UNDERGROUND PIT-LANE AND A THEME PARK. THE MAIN 5.5KM LONG CIRCUIT IS FIA-CERTIFIED AND CONSISTS OF A MIX OF HIGH-SPEED CORNERS AND THE WORLD'S LONGEST STRAIGHT.
FEBRUARY 2019	CHENNAI, INDIA	ROUND 4 IS HELD IN CHENNAI AT THE MADRAS MOTOR RACING TRACK. THIS TRACK WAS INAUGURATED IN 1990 AND IS A BIG FAVORITE AMONG RACING ENTHUSIASTS IN INDIA. THE MADRAS MOTOR RACING TRACK IS 11 METERS WIDE AND HAS 10 MAJOR CURVES.

<http://www.mrfacing.in/racing/race-center/Formula-2000>



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CAREER PLAN

Kane Shepherd has a five-year plan to take him to the very top of motorsport...

Kane's 2017 racing programme will be used as part of the development of Kane into Thailand's most successful racing driver, capable of reaching the highest levels in motorsport.

2017 - Formula 4 SEA / Formula Gulf / F3 Euro Formula testing

2018 - F3 Europe / Join first Asian F3 series / MRF F2000

2019 - GP3 / F2

2020 - FIA F2

2021 - F1

CAREER SUMMARY

2017 SEASON

Awarded RAAT 'Rising Star' Award

First race in FIA F4 SEA Championship - 4th Place in first race

First race in F3 Euro Formula with only 24 laps prior practice

2016

Overall Champion - Thai Rotax Senior

Vice Champion - Asian Rotax Junior

F4 SEA Testing - Sepang

2015

Overall Champion Asiamax Asian Championship - Junior

Overall Champion - Thai National Championship 125 Open - Junior

Fastest Time in one day testing - formula BMW - Sepang

2014

Overall Champion - Asiamax Asian Championship - Junior

2013

Overall Champion - Thai Kart Prix - X30 Junior

2012

Overall Champion - Thai National Championship - 125 Junior Open

Overall Champion - Thai Kart Prix - Yamaha Junior

2011

Overall Champion - Thai National Championship -

Yamaha Challenge



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WHY GET INVOLVED? THE UNIQUE OPPORTUNITY

Be in at the beginning of his success as Kane develops into one of the world's leading racing drivers.

Excellent ambassador to promote products and services.

Great value for money for sponsors and supporters.

As a young Thai man competing in one of the world's most popular sports Kane will generate immense media interest and a strong fan base following.

Worldwide marketing exploitation – creation of global sporting celebrity.

WE CAN HELP YOUR BUSINESS

YOUR BRAND - be associated with a winning team and engage with thousands of fans.

YOUR VALUES - Excitement, Speed, Racing, Competition, Technology, Engineering, Performance, Festival, Heritage, Thai, Youth Role Model.

YOUR AMBASSADORS - follow Kane's journey, engage and inspire your staff, clients and customers with his story.

YOUR CLIENTS AND CUSTOMERS - entertain and inspire at race venues and events, and engage with competitions and VIP tickets.

YOUR SALES - tap into the motorsport series and enhance your sales.





COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

RISING STAR THAI RACING DRIVER

BENEFITS OF SPONSORSHIP

Kane offers the following rights and benefits to partners...

BRANDED CONTENT & IMAGE ENHANCEMENT

The opportunity to work with Kane to integrate your business and brand into the content of his journey. Associate with a future world leading motorsport driver.

MEDIA

Taking this season in F4 SEA as an example... the championship enjoys world-class television and social media and international media exposure. A dedicated media activation crew prepare race reports, feature 30-second short film stories and activate media benefits for drivers and sponsors. All photos, videos and downloads are hosted on www.formula4.asia.

ONLINE & SOCIAL

Media reports are hosted on over 100 websites and on all social media platforms including

Website www.formula4.asia

Facebook - www.facebook.com/Formula4SEA/ - 45,660 Likes

Twitter - <https://twitter.com/Formula4SEA> - 1,064 Followers

TV

The targeted annual media value for the championship is US\$40million.

For the 2017 season a media monitoring service is running to extrapolate the total media benefits generated by the championships activation services.

TV NETWORKS	TBC
FOX AND FOX SPORT 3	TV3, NTV7 AND CHANNEL 8 (MALAYSIA)
OSN MIDDLE EAST	BEIN ASIAN AND MIDDLE EAST
ASN: ASIAN SPORTS-ILLUSTRATED NETWORK	SPORTS 7 AUSTRALIA
TV1 (MALAYSIA)	TRUE VISION (THAILAND)
BAHRAIN TV	ESPN (USA)
YOUTUBE LIVE	MOTORSPORT.TV (EUROPEAN)
FACEBOOK LIVE	KOMPAS TV (INDONESIA)



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BENEFITS OF SPONSORSHIP

PR

Kane is hot news. Opportunity to promote sponsor messages through news PR - associate with a rising star. To date Kane has had features in TV, national press, magazines, radio and online.

MARKETING TO YOUNGER AUDIENCE

As a successful young man, Kane provides an excellent role model for businesses to associate with and target younger audiences.

Kane can work closely with sponsors to drive forward communications strategies - an ideal figurehead to run campaigns in youth communities.

BRAND AMBASSADOR - PUBLIC SPEAKING

Excellent Ambassador - to promote products and services. Kane is an excellent public speaker, is media trained to a high standard and has hours of TV, press & radio experience.

EXPERIENTIAL

Worldwide marketing exploitation at races around the globe.

Sales & Experiential Marketing - showcase products and services at race events.

RACE HOSPITALITY

At every race meeting Kane and his team will offer premium hospitality, tailored to client needs.

- Invitation with VIP shuttle, tickets and meeting point
- Welcome from representative with overview of day's activities and timetable
- Hospitality area
- Morning coffee, lunch with wine, afternoon tea and bar
- Guided tour of the race team and paddocks

Kane and the team will also make time during the weekend to entertain guests, show them the car and explain everything that is happening. In this way, business partners and those they invite can feel closely involved in the team and share in the celebration of its success.

OFF-TRACK DAYS

Events can be arranged where Kane and the car can be seen in a more relaxed atmosphere than is possible at the race events.

Kane and his team can run hospitality evenings for clients or staff at circuits as well as Kart tracks. These tailored events include: attending conferences and company events; Meet & Greet; Talks At Company Offices; Signing Autographs; and Photo Opportunities.

Personal tuition in racecraft in go-karts or other racing cars.



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	PARTNER LEVEL		
	TIER 1 MAIN SPONSORS	TIER 2 OFFICIAL SUPPORTERS & SUPPLIERS	TIER 3 SUPPORT PACKAGES - RACE SPECIFIC SPONSORS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
RIGHT TO TITLE FOR ADVERTISING & PR USE "OFFICIAL SPONSOR KANE SHEPHERD"	YES		
RIGHT TO TITLE FOR ADVERTISING & PR USE "OFFICIAL SUPPORTER / OFFICIAL SUPPLIER KANE SHEPHERD"		YES	
RIGHT TO TITLE FOR ADVERTISING & PR USE "OFFICIAL SUPPORTER KANE SHEPHERD - RACE SPECIFIC"			YES
CATEGORY EXCLUSIVITY	YES		
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGOS & IMAGES			
RIGHT TO USE KANE SHEPHERD COMPOSITE (LOCK-UP) LOGO ON ALL INTERNAL AND EXTERNAL MARKETING	YES	YES	YES
BRANDING - ATHLETE & TEAM			
ON RACE OVERALL AND HELMET	PROMINENT	YES	
KANE WILL WEAR (E.G. CLOTHING, WATCHES), OR USE PRODUCTS (E.G. DRIVE CARS) - WHERE APPLICABLE	YES	YES	YES
LOGO ON TEAM RACE WEAR	YES	YES	
BRANDING - CAR			
LOGO ON CAR - SPECIFIC PACKAGES DEPENDENT ON LEVEL	FOR SEASON - SHARE OF 50%	FOR SEASON SHARE 40%	SPECIFIC RACE SHARE OF 10%
BRANDING - RACES			
AT SIGNINGS / MEET THE PUBLIC	FOR SEASON	FOR SEASON	SPECIFIC RACES
LOGO IN PADDOCK TEAM HOSPITALITY AREA AND ON MEDIA INTERVIEW AREAS AND ANY SUPPORT VEHICLES	FOR SEASON	FOR SEASON	SPECIFIC RACES
MEDIA & PR RIGHTS			
RIGHT TO USE KANE ASSOCIATION PROMOTIONAL CAMPAIGNS COVERING ANY PR AND ADVERTISING	YES	YES	YES
A PRESS CONFERENCE TO LAUNCH THE SPONSORSHIP	YES	YES	YES

	PARTNER LEVEL		
	TIER 1 MAIN SPONSORS	TIER 2 OFFICIAL SUPPORTERS & SUPPLIERS	TIER 3 SUPPORT PACKAGES - RACE SPECIFIC SPONSORS
DIGITAL & SOCIAL RIGHTS			
BRANDING ON KANE'S WEBSITE (UNDER CONSTRUCTION) PARTNERS PAGE	YES PROMINENT	YES LESS PROMINENT	YES LESS PROMINENT
PART OF DIGITAL ENGAGEMENT PROGRAMME INCLUDING INTEGRATING BRAND MESSAGES AND LOGOS INTO KANE BRANDED CONTENT VIDEOS	YES	YES	YES
DEVELOPMENT OF AND ACCESS TO KANE EMAIL MARKETING CAMPAIGNS	YES	YES	YES
EXPERIENTIAL RIGHTS			
OPPORTUNITY TO SAMPLE SERVICES AND PRODUCTS AT KANE'S RACES - KANE HAND OUT PRODUCT WHEN SIGNING AUTOGRAPHS	FOR SEASON	FOR SEASON	SPECIFIC RACES
POP UP SHOPS AT EVENTS AND OTHER SELECTED VENUES AROUND ASIA	FOR SEASON	FOR SEASON	SPECIFIC RACES
MERCHANDISING RIGHTS			
OPPORTUNITY TO PRODUCE JOINT BRANDED MERCHANDISE. LOGOS ON SPECIALLY PRODUCED KANE SHEPHERD MERCHANDISE E.G. T-SHIRTS, CAPS, JACKETS ETC.	YES		
HOSPITALITY & NETWORKING RIGHTS			
AT RACES - ATHLETE ACCESS			
PREMIUM HOSPITALITY - MEET TEAM, TOUR OF PADDOCK, BE A PART OF THE RACE EXPERIENCE. NUMBER DEPENDENT ON LEVEL	YES	YES	YES
OFF TRACK - ATHLETE ACCESS			
PERSONAL APPEARANCES FOR CLIENTS TO LINK IN WITH EXISTING ACTIVITY SUCH AS ATTENDING CONFERENCES, PRODUCT LAUNCHES AND COMPANY EVENTS, INCLUDING: MEET & GREET; TALKS AT COMPANY OFFICES; SIGNING AUTOGRAPHS; AND PHOTO OPPORTUNITIES	YES (UP TO 3 APPEARANCES P.A.)	ONE OFF APPEARANCES	ONE OFF APPEARANCES
BESPOKE DRIVING EXPERIENCES - AT ADDITIONAL COST	YES	YES	YES



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

RISING STAR THAI RACING DRIVER

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