



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

OFFICIAL SPONSOR / SUPPORTER / SUPPLIER / GLOBAL BRAND AMBASSADOR PACKAGES



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RISING STAR THAI RACING DRIVER

INTRODUCING...

Kane Shepherd is a 17-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.

Kane is a proven winner and his achievements in his first season in Formula Cars speak for themselves:

- Formula Gulf - Overall Champion with multiple wins and 100% podium finishes
- Formula 4 SEA - Rookies Champion and Overall Vice Champion with multiple race wins

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...
PROVEN WINNER... 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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SEASON PLAN 2018

In 2018 Kane will build on a very successful first season in Formula 4 Cars to compete to win in the newly announced FIA F3 Asian Championship.

THE F3 ASIAN CHAMPIONSHIP

Formula 3 Asian Championship is fully certified by the sport's world governing body, the Fédération Internationale de l'Automobile (FIA), and will form Formula 3 Regional a part of the new FIA ladder to F1.

Featuring 15 races spread over five events - with three races per event starting in July and ending November 2018.

Formula 3 is an essential step for any driver - with the most successful LMP, GT and Touring car drivers refining their craft in Formula 3 and earning FIA F1 Super License points.

Drivers must be at least 16 years old and hold an International C License.

CARS

Tatuus Built Chassis
Halo Safety Device
Side Impact Protection
270 HP Turbo Engine
650kgs Minimum Weight With Driver
6-speed Paddle Shift Gearbox
Sophisticated Aerodynamics

TIMETABLE

RACE DATE	CIRCUIT	ROUND
9 TH - 10 TH JULY	SEPANG INTERNATIONAL CIRCUIT, MALAYSIA	OFFICIAL TEST
15 TH JULY	SEPANG INTERNATIONAL CIRCUIT, MALAYSIA	ROUND 1 - RACES 1 - 3
2 ND SEPTEMBER	NINGBO INTERNATIONAL SPEEDWAY, CHINA	ROUND 2 - RACES 4 - 6
23 RD SEPTEMBER	SHANGHAI INTERNATIONAL CIRCUIT, CHINA	ROUND 3 - RACES 7 - 9
14 TH OCTOBER	NINGBO INTERNATIONAL SPEEDWAY, CHINA	ROUND 4 - RACES 10 - 12
25 TH NOVEMBER	SEPANG INTERNATIONAL CIRCUIT, MALAYSIA	ROUND 5 - RACES 13 - 15

Each event will consist of:

- Up To 120 Minutes Testing
- 1 x 30 Minute Official Practice
- 2 x 15 Minute Qualifying Sessions
- 3 x 25 Minute Races



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ABOUT F3 ASIAN CHAMPIONSHIP

Organised by pan-Asian promoter Top Speed, the new championship places focus on performance, safety and cost control, while Asia provides the ideal showcase for both local up-and-coming talent and international drivers looking to make their mark in one of the world's most dynamic regions.

FIA Director of Single-Seater Championships, Charlie Whiting, says: "The addition of another regional FIA Formula 3 championship will be a hugely positive step in the development of the category around the world. Junior motor sport has been growing rapidly in Asia in recent years, with highly competitive FIA Formula 4 series in China, Japan and South East Asia giving young drivers a better opportunity than ever before to advance their skills and move up to the next level. Now with the F3 Asian Championship Certified by FIA, these drivers will have a great place to compete at a regional level."

The new series also represents a substantial boost to the FIA driver development pyramid concept, designed to take drivers from Formula 4 to Formula 1. Formula 4 China, established in 2015, was joined by Formula 4 South East Asia the following year, and both are expected to be key feeder series for the new F3 Asian Championship Certified by FIA.



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CAREER PLAN

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

Kane's 2018 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.

2018 - FIA Formula 3 Asia
2019 - FIA Formula 3 Europe
2020 - FIA F2
2021 - F1



CAREER SUMMARY

2018 SEASON (TO DATE)

2017 / 2018 - Overall Champion Formula Gulf
2017 / 2018 - Rookie Champion Formula 4 SEA
2017 / 2018 - Overall Vice Champion Formula 4 SEA
RAAT Achievement Award (International Events)

2017 SEASON

Overall Champion Thai Rotax Senior
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



FORMULA GULF
ACADEMY
2017/18
Champion

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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.



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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

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