



## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### JOIN OUR TEAM AND COMPETE IN ASIA'S BIGGEST MULTI-CLASS GT SERIES

TEAM BM, the International GT Racing Team, is seeking commercial partners for its 2021 / 2022 race programme.

Launched in 2019, the new team will race the McLaren 720S / Mercedes-AMG in the GT World Challenge Asia, part of the globe's most prestigious GT3 Championship.

The championship represents the highest achievement in GT3 racing with performances of manufacturers and drivers contributing towards a global championship as well as regional titles.

Team BM comprises a multiple championship-winning driver line up with Roelof Bruins from the Netherlands, alongside international factory drivers and is predicted to be amongst the teams in contention for the championship crown as Bruins defends the GT3 title he won in 2019.

With bases in both Asia (Sepang International Circuit, Malaysia) and Europe (Uithoorn, Netherlands) TEAM BM provides a connection between the developed European racing scene & the emerging Asia-Pacific & China markets.

**TEAM BM is seeking partners who share its long-term vision - an opportunity to be in at the beginning as they grow into one of the world's most successful GT racing teams.**

### 2021 / 2022 GT WORLD CHALLENGE ASIA - RACE CALENDAR

DATE	CIRCUIT	COUNTRY
10 – 12 September 2021	Shanghai International Circuit	China
15 – 17 October 2021	Zhuhai International Circuit	China

Series website : <https://www.gt-world-challenge-asia.com>  
Subject to change, 2022 race calendar to be announced







## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### HOW CAN WE HELP YOUR BUSINESS?

**Your Brand** - be associated with a winning team and engage thousands of fans at the world's leading GT brands and races

**Your Values** - Endurance, Excitement, Speed, Adrenaline Rush, Racing, Competition, Technology, Engineering, Performance, Elite Sport, Festival, Heritage

**Your Ambassadors** - follow the drivers and team journey, engage your staff, clients and customers with their story

**Your Clients and Customers** - entertain and inspire at iconic circuits and events, and engage with competitions and VIP tickets

**Your Sales** - tapping into the renowned events and enhance your sales and B2B development

**Your Staff** - inspire with drivers and team member advice and leadership training, reward with ticketing

The GT paddock consists of the highest number of high net worth individuals per square metre, which gives the perfect opportunity to expand networks and business.

### OUR REACH

TEAM BM's reach is vast. We help you engage a huge audience through a number of channels: B2C Marketing; B2B Marketing; Digital Promotions & Social Content.

### GT WORLD CHALLENGE ASIA 2020

**50,000+**  
SPECTATORS EXPECTED

**4 EVENTS**  
7 RACES

**3 COUNTRIES**  
CHINA, JAPAN & MALAYSIA

**3 CIRCUITS**  
AUTOPOLIS, SEPANG, SHANGHAI



**MILLIONS REACHED**  
THROUGH SOCIAL MEDIA & TRADITIONAL COVERAGE

**MILLIONS OF HOUSEHOLDS REACHED ACROSS THE GLOBE**  
THROUGH BROADCAST AND LIVE STREAMING OF THE EVENTS







## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### PACKAGES - HOW CAN YOU GET INVOLVED?

TEAM BM has a comprehensive commercial sponsorship and partnership marketing programme, offering a number of packages, which appeal to many different levels of supporter.

#### ALL EVENTS

In 2021 / 2022, this will cover all GT World Challenge Asia 2021 / 2022 events

#### TIER 1: TEAM BM TITLE SPONSOR – ALL EVENTS

1 x Title Sponsor with naming rights to TEAM BM, at all race events

#### TIER 2: OFFICIAL TEAM BM PARTNERS – ALL EVENTS

6 x Official Partners from non-competing categories, at all race events

#### TIER 3: OFFICIAL TEAM BM SUPPLIER PARTNERS – ALL EVENTS

Up to 10 x Official Supplier Partners from different industries providing essential supplies and support, at all race events

#### TIER 3: OFFICIAL TEAM BM MEDIA PARTNERS – ALL EVENTS

Up to 10 x Official Media Partners - providing media coverage across TV / Radio / Press / Online / Social, at all race events







## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### PACKAGES - HOW CAN YOU GET INVOLVED?

#### SPECIFIC EVENTS

In 2021 / 2022, this will cover all GT World Challenge Asia 2021 / 2022 events

#### TIER 1: TEAM BM PRESENTING SPONSORS – EVENT SPECIFIC

Presenting Sponsors with naming rights to TEAM BM at one or more specific events

#### TIER 2: OFFICIAL TEAM BM RACE PARTNERS – EVENT SPECIFIC

Up to 6 x Official Race Partners from non-competing categories at one or more specific events

#### TIER 3: OFFICIAL TEAM BM RACE SUPPLIER PARTNERS – EVENT SPECIFIC

Up to 10 x Official Race Supplier Partners from different industries providing essential supplies and support at one or more specific events

#### TIER 3: OFFICIAL TEAM BM RACE MEDIA PARTNERS – EVENT SPECIFIC

Up to 10 x Official Media Partners – providing media coverage across TV / Radio / Press / Online / Social at one or more specific events

### ADDITIONAL OPPORTUNITIES

Additional sponsorship and partnership marketing opportunities with Roelof Bruins who will also be competing in the Korean race series – Super-Race 2021 / 2022, with the AtlasBX racing team, a subsidiary of Hankook Tire running as the works team.

Date	Race / Testing	Venue
7 July 2021	Superrace Round 2	Inje Speedium
8 August 2021	Superrace Round 3	Korea International Circuit
9 September 2021	Superrace Round 4	Inje Speedium
10 October 2021	Superrace Round 5	Korea International Circuit
11 November 2021	Superrace Round 6	Everland Speedway
11 November 2021	Superrace Round 7	Everland Speedway
11 November 2021	Superrace Round 8	Korea International Circuit

Series website: <https://www.super-race.com/eng/main/main.jsp>

Subject to change, 2022 race calendar to be announced







## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### 2021 / 2022 GT WORLD CHALLENGE ASIA

Over the next three years TEAM BM will race in the GT World Challenge Asia.

GT World Challenge Asia is one of a select few multi-class championships to mix GT3 and GT4 cars.

The format has helped to quickly established GT World Challenge Asia as the continent's most popular GT championship, which attracted an average of 30+ cars per race in 2017, 2018 and 2019.

2021 sees the introduction of GT World Challenge Asia's first endurance race. The three-hour Shanghai 888 will mix pitstop strategy with up to 100 minutes of driving time per driver (2x drivers per car), with double points on offer.

The other 6 x 60-minute sprint races all feature one mandatory pitstop.

Series info: <http://www.gt-world-challenge-asia.com>

### GT WORLD CHALLENGE ASIA QUICK FACTS

#### PRIZE FUND

USD \$486K  
ACROSS GT3/GT4

#### WINNERS



3 MANUFACTURERS /  
6 DRIVER CREWS



2 MANUFACTURERS /  
5 DRIVER CREWS

#### TOP EARNERS

USD \$155K  
ABSOLUT RACING GT3

106

DRIVERS  
24 NATIONALITIES  
FROM 10 ASIAN COUNTRIES

**TYRES** PIRELLI

**ORGANISERS** SRO

**32** TEAMS

8

DIFFERENT  
MANUFACTURERS  
REPRESENTED IN GT3 / GT4

AUDI, BMW, FERRARI,  
HONDA, LAMBORGHINI,  
McLAREN, MERCEDES-AMG,  
PORSCHE

**CARS** 30 PER RACE

AWS, PIRELLI, REBELLION,  
DIXCEL, ELF, TSL,  
JAS MOTORSPORT LOGISTICS,  
MRTC, SUPERCAR CLUB HK,  
AMG MOTORSPORT, MOTY'S,  
SRO MOTORSPORTS GROUP AS

**OFFICIAL PARTNERS**

Based on 2019 Data





## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### ABOUT GT3

The proliferation of GT3, built on a decade of manufacturer involvement and the stability of SRO's Balance of Performance, has resulted in it becoming the de facto senior class for all of the world's most prestigious GT races.

This, as well as using the same Pirelli tyres, offers manufacturers an incentive to compete in all such events by employing regional customer teams without the expense of freighting cars around the world.

Equally, regional teams and drivers can also test themselves against their international counterparts on home soil.

#### DRIVER PAIRINGS

Two drivers per car, each of whom qualifies for and then starts one of the weekend's two races. They must then swap places with their co-driver during the mandatory pitstop window, which lasts 10 minutes.

#### RACE CLASS

GT3 PRO / AM  
GT3 SILVER CUP  
GT3 / 4 AM CUP  
GT4 PRO/AM

#### DRIVER CREWS

1 x Bronze and 1 x Silver / Gold / Platinum  
2 x Silver drivers  
2 x Bronze drivers  
1 x Bronze and 1 x Silver driver

#### ELIGIBLE CARS

GT3 ENTRIES	compete for outright wins and class titles, and contribute towards their manufacturer's global GT World Challenge points' tally
GT4 ENTRIES	compete for class wins in one of two classifications: Am / Am and Pro / Am
GTC ENTRIES	remain eligible

#### A CAREFUL BALANCING ACT

Pitstop success penalties are applied at all races to prevent any single crew from dominating. In 2021, the top-three finishers from the previous race must respectively serve an additional 15, 10 or 5 seconds on top of the mandated minimum pitstop time.

Just like all SRO championships, GT World Challenge Asia benefits from the organisation's world-renowned Balance of Performance (BoP) regulations. These ensure that a car's natural attributes or shortcomings are not the determining factors in overall results.

#### SRO AWARDS

At the end of every season national and international champions from around the world attend the end-of-year awards ceremony. This annual celebration unites GT3 and GT4 title winners from Asia, Europe and beyond and provides an auspicious setting where drivers are presented with their trophies amongst fellow SRO champions.

The top-three finishers in GT World Challenge Asia's GT3 and GT4 Drivers' championships, as well as the Silver Cup, Pro / Am Cup, Am Cup and Teams' champions (plus a guest each), will all be invited to attend the awards ceremony.

2019's SRO Awards evening was an especially glamorous occasion. Held in Las Vegas, the prize-giving ceremony was just one element of an exclusive evening that also featured a strictly invite-only black tie gala dinner.





## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### ABOUT TEAM BM

#### DRIVERS

##### ROELOF BRUINS – NETHERLANDS / KOREA

Roelof Bruins is the reigning 2019 GT World Challenge Asia Champion, winning the overall GT3 Series title with Indigo Racing. He has 30 years of experience in motorsport in both Asia and Europe with 6 series championship wins over the last 10 years racing in F3, GP2, Porsche Carrera Cup, TCR, GT4 and GT3.

*Alongside Bruins will be internationally-renowned factory-nominated drivers from McLaren or AMG.*

##### GT WORLD CHALLENGE ASIA CAREER

2019 - GT3 - Indigo Racing Mercedes-AMG GT3 with Gabriele Piana, Manuel Metzger & Patric Niederhauser

2018 - GT3 - Indigo Racing Mercedes-AMG GT3 with Juwon Seo and Manuel Metzger

##### RACING CAREER

2017 - China GT4 - 1st

2016 - CJ Superrace - 1st

2016 - TCR Asia Series - 6th

2015 - Porsche Carrera Cup Asia

2008 - Formula V6 Asia - 10th

2007 - ATS Formel 3 Cup - 4th

2005 - Formula Renault 2.0 Netherlands - 3rd







## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### ABOUT TEAM BM

#### COMBINED TEAM PERSONNEL HISTORY

- Team Parker – Bentley Continental GT3
- Land Motorsport – Porsche Carrera Cup Germany
- Motorbase Performance – Porsche Carrera Cup GB
- Jetstream Motorsport – Porsche Supercup
- ABT Racing – Audi R8 LMS GT3
- Falken Motorsport – Porsche GT3R, BMW M6 GT3
- Muennich Motorsport – Lamborghini Murcielago GT1
- Muennich Motorsport – Mercedes-Benz SLS GT3
- HWA – Mercedes-Benz AMG GT3
- HB Racing – Lamborghini Huracan GT3

#### TEAM BM PERSONNEL

##### TEAM PRINCIPAL (NETHERLANDS / KOREA) – ROELOF BRUINS

- 30 years' experience in motorsport in Asia and Europe
- 6 series championship wins over the last 10 years
- F3, GP2, Porsche Carrera Cup, TCR, GT4, GT3

##### TEAM CO-ORDINATOR (PORTUGAL / MALAYSIA)

- 15 years' experience in motorsport in Asia, North America and Europe
- Series manager experience for ACO, SRO, WEC & FIA

##### TECHNICAL DIRECTOR (NETHERLANDS)

- 40 years' experience in motorsport in Asia and Europe
- 16 series championship wins over the last 25 years
- Porsche Super Cup, BTCC, FIA GT1, GT3 Sprint, GT3 Endurance
- Development for Alfa Romeo, Renault, Bentley, Falken

##### CHIEF MECHANIC (GERMANY)

- 20 years' experience in motorsport in Asia, North America and Europe
- Previous factory team lead for AMG, Hyundai Motorsport, Audi Sport Customer Racing, Audi Sport DTM

##### FIRST MECHANIC (MALAYSIA)

- 15 years' experience in motorsport in Asia-Pacific
- Previous experience at Porsche APAC, Cupra, Hyundai Motorsport, McLaren Customer Racing







## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### CARS

In 2021, TEAM BM will race...

#### McLAREN 720S GT3

Motorsport-prepared M840T engine, 4.0-litre twin-turbo V8, 3,994cc.

The McLaren 720S GT3 is the first GT model designed and built in-house by McLaren Customer Racing and is based on the highly acclaimed 720S from the Super Series.

Since being unveiled during the summer of 2018, the development team has completed thousands of miles across Europe and the Middle East and saw the latest GT3 challenger contest the Gulf 12 Hour race in Abu Dhabi as the testing programme intensified.

Making its global competitive debut, the 720S GT3 showed strong pace and huge potential, qualifying on the front row and eventually finishing an impressive fifth in the GT3 Pro class and eighth overall against a world-class grid.

Or

#### MERCEDES-AMG GT3

AMG 6.3-litre V8 naturally aspirated engine, 6,208cc, sequential AMG 6-speed racing transmission.

The new Mercedes-AMG GT3 impresses with a new design aesthetic, thanks to an eye-catching front apron, distinctive flics and a new front diffuser. The new headlamps, auxiliary headlamps, tail lights and the new rear apron also add to this racing car's characteristic look.







## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### WHY GET INVOLVED?

An association with TEAM BM allows Sponsors and Partners the opportunity to promote their products and services in a unique setting, tapping into the emotions of the fans and creating loyalty towards the brand.

Sports sponsorship presents a positive perception for a business. Staff working for the sponsoring business develop a sense of pride and clients a sense of respect with the knowledge that the business is supporting the community.

Brands associating with motorsport link in to the core values, which include: team spirit, speed, technology, family fun, energy, power, stamina, motivation, sport

*Sponsors benefit from a partnership in many ways, including:*

#### **Ad** BRAND EXPOSURE

The opportunity to integrate with motorsport - linking in with the TEAM BM brand and its team and drivers who serve and act as role models

#### **CAR & DRIVER BRANDING**

SIZE & POSITIONING DEPENDENT ON TIER  
LOGO PLACEMENTS ON TEAM BM CARS  
DRIVER OVERALL / HELMUT

#### **APPAREL BRANDING**

SIZE & POSITIONING DEPENDENT ON TIER

#### **TEAM UNIFORM - CHEST & SLEEVE**

LOGO ON TEAM BM MERCHANDISE  
E.G. POLO SHIRTS & CAPS

#### **EVENT BRANDING - Paddock & GRID**

SIZE & POSITIONING DEPENDENT ON TIER

BANNERS / BUNTINGS  
APPAREL - RACE SUITS & STAFF / OFFICIALS UNIFORMS  
SELECTED SIGNAGE  
TEAM LOGO BEACH FLAG  
TEAM SHIPPING CONTAINER  
WELCOME BOARDS IN Paddock HOSPITALITY AREA  
MEDIA / PRESS CONFERENCE ROOMS BACKDROP IN Paddock







## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### WHY GET INVOLVED?

#### BROADCAST

##### TV DISTRIBUTION

EVERY RACE IS BROADCAST & STREAMED LIVE ACROSS THE CONTINENT & AROUND THE WORLD

Global	GT World, Facebook
Asia Pacific / Australia	Fox Sports, Star Sports
China	Youku, Huya, Douyutv
North America	CBS Sports
Latin America	Fox Sports
Europe	Eurosport, Fox Sports, Motorsport.tv
Africa	Fox Sports

##### QUALIFYING & RACES

STREAMED LIVE ON CHAMPIONSHIPS FACEBOOK PAGE

##### LIVE STREAMING

- 11,347,400 VIEWS

##### LIVE VIEWS FROM 12 BROADCASTS

CHINESE STREAMING PLATFORMS 10,625,400

##### LIVE VIEWS FROM 18 BROADCASTS

- GT WORLD YOUTUBE CHANNEL 442,200
- CHAMPIONSHIP FACEBOOK PAGE 263,600
- CHAMPIONSHIP WEBSITE 16,200

##### GT WORLD CHALLENGE LIVE VIEWS (CHINA)

21.8 MILLION

##### LIVE STREAMING VIEWS PER EVENT

- R1 - SEPANG - 1,694,700
- R2 - BURIRAM - 1,535,300
- R3 - SUZUKA - 1,468,200
- R4 - FUJI - 2,323,000
- R5 - EONGAM - 2,207,700
- R6 - SHANGHAI - 2,118,500

##### YOUTUBE DATA

GT WORLD SUBSCRIBERS  
170,000 (OCTOBER 2019)

##### TOTAL LIVE IMPRESSIONS

7,724,900

##### TOTAL MINUTES VIEWED LIVE

6,159,500

Based on 2019 Data







## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### WHY GET INVOLVED?



#### MEDIA & PR & PROMOTIONAL CAMPAIGN

##### MARKETING TO A MOTORSPORT AUDIENCE

TEAM BM provides an excellent vehicle for businesses to associate with and target motorsport fans through one of the world's most popular sports.

##### DRIVER & TEAM ACCESS

Access to Driver and Teams who can give talks; give their name to campaigns; and endorse products and offer promotions.

Premium hospitality – meet team, tour of paddock, be a part of the race experience.

##### PRESS, PR & PROMOTIONS

TEAM BM is hot news with editorial coverage including Press, TV, Online and Radio.

##### CONTENT ACCESS

Rights to use all TEAM BM footage and images for marketing and promotional purposes

##### PRINT

Brand exposure on all TEAM BM printed materials and marketing collaterals – with opportunities for advertising.

##### PROMOTION MATERIAL

Distribution of Sponsor promotional materials at TEAM BM functions throughout the season and display of Sponsor supplied banners.



#### DIGITAL & SOCIAL RIGHTS

##### SOCIAL & ONLINE MEDIA 2019

	IMPRESSIONS	ENGAGEMENTS	CLICKS	FOLLOWERS
FACEBOOK	4,445,800	371,500	3,100	49,023
TWITTER	1,400,000	70,600	3,200	2,473
INSTAGRAM	955,200	46,200	1,600	6,142
WEIBO	N/A	N/A	N/A	22,588

##### WEBSITE 2019

UNIQUE USERS	83,400
NEW USERS	82,700
SESSIONS	159,552
PAGE VIEWS	608,100



#### EXPERIENTIAL MARKETING

Experiential Display Booths – within the exclusive TEAM BM controlled areas.

Sampling of products to fans at TEAM BM events or via online and social media.

##### SPECTATORS 2019

R3 - SUZUKA	18,100
R4 - FUJI	9,000
R5 - YEONGAM	13,200
R6 - SHANGHAI	15,000





## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### WHY GET INVOLVED?



#### HOSPITALITY & NETWORKING

Sponsors can use their association to entertain business audiences including customers, suppliers and employees.

- VIP passes to hospitality area
- Accreditation passes
- Grid walk passes



#### MERCHANDISING

The opportunity to produce Joint branded merchandise e.g. polo shirts, caps, jackets, sunglasses, beer holders, etc.



#### TRACK DAYS

TEAM BM creates tailored Track Day events for clients...

- At TEAM BM'S home – the Sepang International Circuit
- Up to 30 client's customers, employees
- Hot laps and driver experience for all guests



#### OTHER PROMOTIONAL OPPORTUNITIES

TEAM BM is pleased to discuss any other requirements of business partners in order to maximise exposure of products and services.





## INVENTORY OF RIGHTS – TEAM BM ALL EVENTS

### TEAM BM 2021 / 2022 ALL EVENTS

#### CATEGORY EXCLUSIVITY & TITLE RIGHTS – ALL EVENTS

	TIER 1 TEAM BM TITLE SPONSOR	TIER 2 OFFICIAL TEAM BM PARTNER	TIER 3 OFFICIAL TEAM BM SUPPLIER PARTNER / MEDIA PARTNER
Right to title [TITLE SPONSOR NAME] TEAM BM - for advertising & PR use	Yes		
Right to title OFFICIAL TEAM PARTNER [TITLE SPONSOR NAME] TEAM BM - for advertising & PR use		Yes	
Right to title OFFICIAL TEAM SUPPLIER TEAM BM - for advertising & PR use			Yes
Right to title OFFICIAL TEAM MEDIA PARTNER TEAM BM - for advertising & PR use			Yes
Category Exclusivity – for example right to market themselves as Official Timing Partner for TEAM BM and sole provider of timing services to the team – using Timing as an example	Yes	Yes	Yes

#### BRANDING & INTELLECTUAL PROPERTY RIGHTS – ALL EVENTS

##### LOGOS & IMAGES

	Official Title Sponsor Logo	Official Partner Logo	Official Supplier / Media Partner Logo
Right to use a TEAM BM Composite (lock-up) Logo on all internal and external marketing			
Right to use TEAM BM image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes

##### BRANDING – ALL EVENTS

##### BRANDING – CARS & DRIVERS

	50% of available branded area	Share of 40% of available branded area – no greater than 20%	Share of 10% of available branded area – no greater than 5%
Logo placements on all TEAM BM Cars *			
On Driver helmets and Race suits *	50% of available branded area	Share of 40% of available branded area – no greater than 20%	Share of 10% of available branded area – no greater than 5%

##### BRANDING - APPAREL

	Prominent	Less Prominent	Less Prominent
Team Staff / Officials Uniforms			
Logo on TEAM BM merchandise e.g. polo shirts & caps			

#### EVENT RANDING – PADDOCK & GRID

	Prominent	Less Prominent	Less Prominent
Logo on banners / bunting			
Logo on selected signage			
Logo on team logo beach flag			
Logo on team shipping container			
Logo on welcome boards in paddock hospitality area			
Logo on media conference rooms backdrop in paddock			

#### MEDIA & PR RIGHTS – ALL EVENTS

## INVENTORY OF RIGHTS – TEAM BM ALL EVENTS

	TIER 1 TEAM BM TITLE SPONSOR	TIER 2 OFFICIAL TEAM BM PARTNER	TIER 3 OFFICIAL TEAM BM SUPPLIER PARTNER / MEDIA PARTNER
Right to use association with TEAM BM in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes

Logo inclusion in any TV, print, radio, online or social media advertisements or PR activity to promote TEAM BM produced by the team	Prominent	Less Prominent	Less Prominent
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A press conference to launch the Sponsorship - at sponsor's own expense	Yes	Yes	
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#### PROMOTIONAL CAMPAIGN – ALL EVENTS

Access to team officials as well as Drivers to give talks; give their name to campaigns; and endorse products and offer promotions	Yes	Yes	Yes
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Inclusion in team promotional campaign	Prominent	Less Prominent	Less Prominent
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Brand exposure on all TEAM BM printed materials and marketing collaterals	Prominent	Less Prominent	Less Prominent
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#### DIGITAL & SOCIAL PROGRAMME – ALL EVENTS

Branding on TEAM BM emails, website, and all site communications including e news-letters	Prominent	Less Prominent	Less Prominent
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Part of digital engagement programme including access to any live video blogging, interviews, Q&As & FB posts	Prominent	Less Prominent	Less Prominent
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#### EXPERIENTIAL MARKETING – ALL EVENTS

Experiential Display Booths – within exclusive TEAM BM controlled areas	Yes	Yes	Yes
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Sampling of products to fans from TEAM BM Paddock area events or via online and social media	Yes	Yes	Yes
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#### HOSPITALITY & NETWORKING – ALL EVENTS

VIP passes to team hospitality suit	x 10	x 5	x 2
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Accreditation passes	x 10	x 5	x 2
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Grid walk passes	x 10	x 5	x 2
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Premium hospitality – meet team, tour of paddock, be a part of the race experience	x 10	x 5	x 2
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Track Days for up to 30 guests at Sepang International Circuit	Additional	Additional	Additional
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#### MERCHANDISING PROGRAMME – ALL EVENTS

Opportunity to produce joint branded merchandise	Additional	Additional	Additional
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\*60% of branded area will be available for ALL EVENT sponsors and 40% for SPECIFIC EVENT Sponsors



## INVENTORY OF RIGHTS - TEAM BM SPECIFIC EVENTS

### TEAM BM 2021 / 2022 ALL EVENTS

#### CATEGORY EXCLUSIVITY & TITLE RIGHTS – SPECIFIC EVENTS

	TIER 1 TEAM BM SPECIFIC EVENT PRESENTING SPONSOR	TIER 2 OFFICIAL TEAM BM SPECIFIC EVENT PARTNER	TIER 3 OFFICIAL TEAM BM SPECIFIC EVENT SUPPLIER PARTNER / SPECIFIC EVENT MEDIA PARTNER
Right to title [PRESENTING SPONSOR NAME] EVENT NAME (e.g. SHANGHAI 888) TEAM BM PRESENTING SPONSOR - for advertising & PR use	Yes		
Right to title OFFICIAL TEAM PARTNER EVENT NAME (e.g. SHANGHAI 888) TEAM BM - for advertising & PR use		Yes	
Right to title OFFICIAL TEAM SUPPLIER EVENT NAME (e.g. SHANGHAI 888) TEAM BM - for advertising & PR use			Yes
Right to title OFFICIAL TEAM MEDIA PARTNER EVENT NAME (e.g. SHANGHAI 888) TEAM BM - for advertising & PR use			Yes
Category Exclusivity – for example right to market themselves as Official Timing Partner for TEAM BM at a Specific Event (e.g. SHANGHAI 888) and sole provider of timing services to the team at that specific event – using Timing as an example	Yes	Yes	Yes

#### BRANDING & INTELLECTUAL PROPERTY RIGHTS – SPECIFIC EVENTS

##### LOGOS & IMAGES

	Official Event Specific Presenting Sponsor Logo	Official Event Specific Partner Logo	Official Event Specific Supplier / Media Partner Logo
Right to use a TEAM BM Event Specific Composite (lock-up) Logo on all internal and external marketing			
Right to use TEAM BM image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes

#### BRANDING – SPECIFIC EVENTS

##### BRANDING – CARS & DRIVERS

	50% of available branded area	Share of 40% of available branded area – no greater than 20%	Share of 10% of available branded area – no greater than 5%
Logo placements on all TEAM BM Cars at Specific Event (e.g. SHANGHAI 888) *			
On Driver helmet and Race suit at Specific Event (e.g. SHANGHAI 888) *	50% of available branded area	Share of 40% of available branded area – no greater than 20%	Share of 10% of available branded area – no greater than 5%

#### BRANDING - APPAREL

	Prominent	Less Prominent	Less Prominent
Team Staff / Officials Uniforms at Specific Event (e.g. SHANGHAI 888)			
Logo on TEAM BM merchandise e.g. polo shirts & caps at Specific Event (e.g. SHANGHAI 888)			

#### SPECIFIC EVENT BRANDING – PADDOCK & GRID

	Prominent	Less Prominent	Less Prominent
Logo on banners / bunting			
Logo on selected signage			
Logo on team logo beach flag			
Logo on team shipping container			
Logo on welcome boards in paddock hospitality area			
Logo on media conference rooms backdrop in paddock			

#### MEDIA & PR RIGHTS –SPECIFIC EVENTS

## INVENTORY OF RIGHTS - TEAM BM SPECIFIC EVENTS

	TIER 1 TEAM BM SPECIFIC EVENT PRESENTING SPONSOR	TIER 2 OFFICIAL TEAM BM SPECIFIC EVENT PARTNER	TIER 3 OFFICIAL TEAM BM SPECIFIC EVENT SUPPLIER PARTNER / SPECIFIC EVENT MEDIA PARTNER
Right to use association with TEAM BM Specific Event in Specific Event promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any TV, print, radio, online or social media advertisements or PR activity to promote TEAM BM Specific Event produced by the team	Prominent	Less Prominent	Less Prominent
A press conference to launch the Sponsorship – at sponsor's own expense	Yes	Yes	
<b>PROMOTIONAL CAMPAIGN – SPECIFIC EVENTS</b>			
Access to team officials as well as Drivers to give talks; give their name to campaigns; and endorse products and offer promotions	Yes	Yes	Yes
Inclusion in team promotional campaign for Specific Event	Prominent	Less Prominent	Less Prominent
Brand exposure on all TEAM BM Specific Event printed materials and marketing collaterals	Prominent	Less Prominent	Less Prominent
<b>DIGITAL &amp; SOCIAL PROGRAMME – SPECIFIC EVENTS</b>			
Branding on TEAM BM Specific Event emails, website, and all site communications including e newsletters	Prominent	Less Prominent	Less Prominent
Part of TEAM BM Specific Event digital engagement programme including access to any live video blogging, interviews, Q&As & FB posts	Prominent	Less Prominent	Less Prominent
<b>EXPERIENTIAL MARKETING – SPECIFIC EVENTS</b>			
Experiential Display Booths – within exclusive TEAM BM Specific Event controlled areas	Yes	Yes	Yes
Sampling of products to fans from TEAM BM Specific Event Paddock area events or via online and social media	Yes	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING – SPECIFIC EVENTS</b>			
VIP passes to team hospitality suit	x 10	x 5	x 2
Accreditation passes	x 10	x 5	x 2
Grid walk passes	x 10	x 5	x 2
Premium hospitality – meet team, tour of paddock, be a part of the race experience	x 10	x 5	x 2
Track Days for up to 30 guests at Sepang International Circuit	Additional	Additional	Additional
<b>MERCHANDISING PROGRAMME – SPECIFIC EVENTS</b>			
Opportunity to produce joint branded merchandise	Additional	Additional	Additional

\*60% of branded area will be available for ALL EVENT sponsors and 40% for SPECIFIC EVENT Sponsors





## Join Our Team & Compete In Asia's Biggest Multi-Class GT Series

### ORGANISERS - SRO MOTORSPORTS GROUP

The Stéphane Ratel Organisation (SRO) is a motorsport organisation founded by French driver Stéphane Ratel in 1995. Based in London, the company is involved in the promotion, support, and organisation of a plethora of national and international auto racing series around the world. The group is backed by the Fédération Internationale de l'Automobile (FIA), who provide the regulations for all international and most national SRO series.

SRO events include: Intercontinental GT Challenge, GT World Challenge (Asia, Europe, America) and British GT Championships.

### CONTACT

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