

**dpr Caterham R300  
Sponsorship Proposal – Corporate Benefits Package**



The opportunity for the sponsor to support the driver in the exciting new Caterham R300 championship:

- Take advantage of the TV Coverage of every round on Motors TV
- Take advantage of the Media Partner's coverage of the Series
- Use publicity shots in company brochures, advertisements and on the Worldwide Internet
- Enable the company employees to take Guests and/or family members to every round of the Championship including the current and future homes of the British Grand Prix

These exciting race cars are all an identical 175 bhp and will provide very close and competitive racing at the UK's top circuits, including the opportunity to race at the awesome Spa circuit in Belgium.

Under the team management of dpr-motorsport the Arrive & Drive R300 will race alongside Academy championship winner Jon Walker in team colours. Both cars are available for corporate advertising.

**dpr at Oulton Park - Dedicated awning for corporate advertising**



**Catlin corporate awning alongside dpr in the Paddock at Brands Hatch**



The dpr R300 at the first race at Donington



In the dpr motorsport corporate awning at Brands Hatch



## Caterham Motorsport

UK Motorsport has always attracted interest from enthusiasts and typically high net worth individuals as participants. The success of Lewis Hamilton has both captured and widened public interest.

Caterham sports cars are basically the same concept as developed by Colin Chapman's Lotus Seven some fifty years ago. Over time this has grown to be probably the largest single group of motor sport enthusiasts involving both road cars as well as racing.

Unique to motor racing, Caterham Cars provides a highly subsidised training package where for the price of a new Caterham, the "novice" buyer also gets a full support package to get into motor racing. After the first year, Caterham provides a number of series at increasing levels of challenge.

Each year Caterham attract approximately 50 plus new entrants into motor racing. There are currently around 300/400 active participants across the UK and Continental Europe. Racing takes place at all the prestigious UK circuits.

### 2009 R300 Calendar

This new championship will visit the main UK Circuits - The new home for the 2010 British Formula One Grand Prix, Donington Park, two circuit configurations at Silverstone including the GP and the exciting Spa circuit in Belgium. Sponsors can build on the successful TV & Media coverage in 2008 with Motors TV covering every round with a prime time 5.30 pm slot the following Saturday which is then repeated at least four times over the following week. There will also be regular articles in the media partner's publications

- 11/12 April – **Silverstone International**, Northamptonshire NN12 8TN  
<http://www.silverstone.co.uk/>
- 25 May – **Oulton Park Circuit**, Little Budworth, Tarporley, Cheshire CW6 9BW - <http://www.motorsportvision.co.uk/>
- 6/7 June – **Donington Park Grand Prix Circuit**, Castle Donington, Derby, DE74 2RP - <http://www.donington-park.co.uk/>
- 27/28 June – **Anglesey Circuit**, Ty Croes, LL63 5TF  
<http://www.angleseycircuit.com/>
- 19/20 September – **Spa Francorchamps**, Belgium  
<http://www.spa-francorchamps.be/en07/home/index.php>
- 2/4 October – **Silverstone GP Circuit** Northamptonshire NN12 8TN  
<http://www.silverstone.co.uk/>
- 24/25 October - **Snetterton Circuit**, Norwich, Norfolk NR16 2JU  
<http://www.motorsportvision.co.uk/Snetterton>

## Sponsors Benefits

- Publicity detailed on first page
- Use in Company Brochures, DVD's and Website
- At shows, in adverts and trade publications
- Company Stickers on the Race Car and Race Suit
- Entry Tickets to every event
- Race Report, photos and in car footage from every event

## Sponsorship Options:

1. Dedicated on-track awning/refreshments
2. Fully catered box(s) at the top UK circuits
3. Extended break to Spa
4. Places on table at end of year Caterham Black Tie Awards Dinner

## Additional Options:

Caterham Slalom Day for Corporate Guests at Brands Hatch	
Track Day at Brands or Silverstone with Passenger rides in the race car and a chance for guests to drive a Caterham Roadsport	

## The Caterham Slalom Day



This is Caterham's most popular driving event and gives participants the chance to go wild with a Seven around a tight coned circuit. Precision driving skills are required to slip, slide and spin the cars through the course in the quickest possible time. But the emphasis is on fun and full tuition from their instructors is an integral part of the day. All that is needed is a driving license to participate.

These no-nonsense cars are set up to provide maximum entertainment whilst you power slide your way through the specially designed course. The infrared timing beam will activate as you wheel spin from the start, your time is continuously displayed, and is then stopped as participants accurately park the Caterham within the garage area. Watch out for the 360-degree donut cone...get it right and their times will tumble!

After a demonstration run by their instructor, each guest will have a minimum of one practice run and three-timed runs against the clock per circuit layout.

Just as participants master the first course, they will change it to a faster, more difficult and demanding circuit. Prizes will be awarded for 1st, 2nd and 3rd, but everyone is guaranteed to leave with a big grin.

This event is pure entertainment and a great chance to drive a Caterham in a way that would get the participants arrested on public roads!

