

Marketing Programme
With
Matt Luff
in
**Porsche Carrera Cup GB
2024**



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The opportunity

- ❑ Have a high impact, affordable partnership with a star driver with a fantastic “junior” record.
- ❑ Association with the UK’s fastest one make championship and an iconic, aspirational brand
- ❑ Deliver huge equivalent advertising value, far in excess of investment.
- ❑ Carrera Cup is part of the British Touring Car package. Therefore the spectator and TV exposure is fantastic. Live ITV coverage has average of 2 million viewers per event, repeats and social media more than doubles this, Attending crowd averages over 40,000 per event!
- ❑ Quality, aspirational brand image of Porsche suits promotion of high quality products.

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The opportunity



- ❑ Experienced, commercially aware support team working with Matt to maximise the potential for investors and partners.
- ❑ Huge promotional support from Porsche, including photography, press and superb hospitality
- ❑ Use of the race car and Matt at your Promotional Events.
- ❑ Tickets and hospitality to use, supporting direct or channel sales via promotions.
- ❑ Potential to demonstrate or even sell directly at events

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Who is Matt Luff



Multiple Champion at World and National Level

- 2022 Milltek Sport Civic cup Champion
- 2021 Milltek Sport Civic cup vice- Champion
- 2016 Sodi World Series karting Champion
- 2015 HKRC TKM Karting Vice Champion
- 2014 Sodi World Series karting champion
- Has won over 12% of races entered, podium over 24%
- Combining Motorsport with studying for his Masters degree in Innovation and Entrepreneurship
- Confident, intelligent and approachable driver, who is a great brand ambassador for his investors and partners.

A winner!

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The Vision



Through an on going program with Matt, to develop a fantastic marketing platform aimed at creating new and repeat customers.

You will benefit from a significant Advertising Equivalent Value from the branding, increasing sales and customer loyalty, plus high level of supporting social media activity.

In future years Matt could work with you to promote your business activities to the widest possible motorsport audiences around the UK, Europe and the rest of the World.

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Porsche Carrera Cup

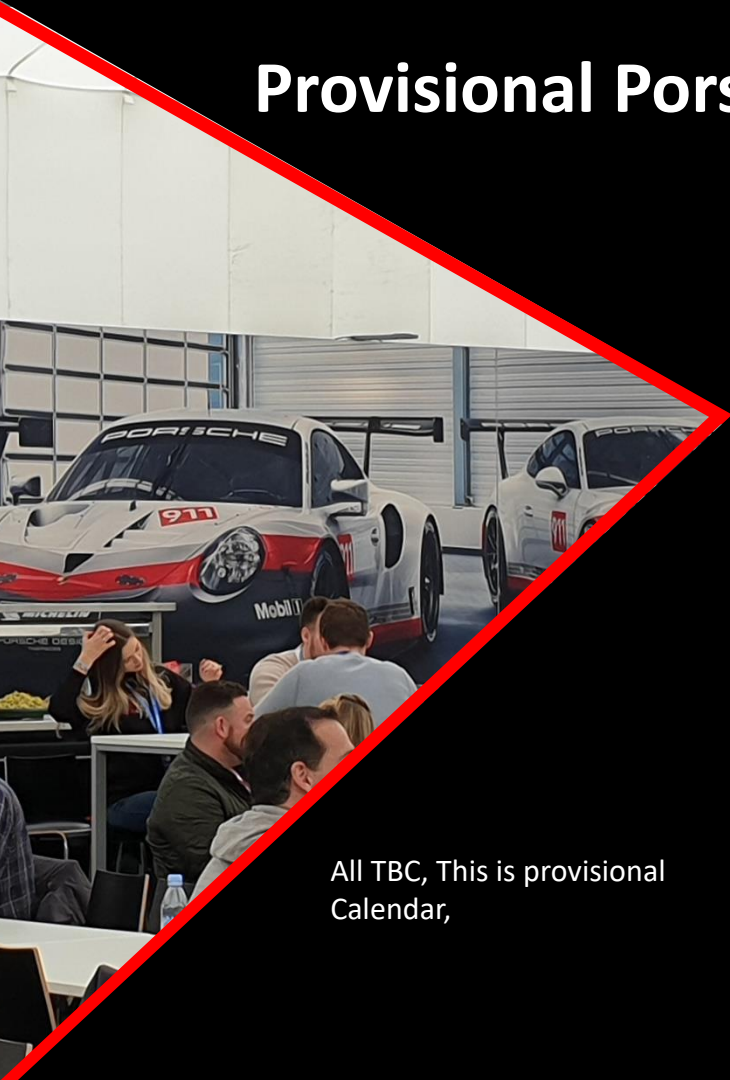


- ☐ Britain's Fastest one make Championship
- ☐ Benefits from primetime free to air TV.
- ☐ Excellent web and social media impact.
- ☐ Over 500 BHP and top speeds of over 170 mph
- ☐ Huge support from Porsche
- ☐ Great brand values
- ☐ Provides access to many business owners and decision makers

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Provisional Porsche Carrera Cup 2024 Calendar



All TBC, This is provisional
Calendar,

- ❑ 27-28 April Donington Park Leics.
- ❑ 11-12 May Brands Hatch Kent.
- ❑ 08-09 June Thruxton Hants.
- ❑ 27-28 July Croft Teeside N Yorks.
- ❑ 10-11 August Knockhill Edinburgh.
- ❑ 24-25 August Donington Park Leics.
- ❑ 21-22 September Silverstone Northants.
- ❑ 05-06 October Brands Hatch GP Kent.

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Porsche Carrera Cup: Media



- ❑ Race coverage on ITV as part of BTCC coverage, Britains most watched televised motorsport.
- ❑ Further Coverage on several TV channels
- ❑ Huge social media presence driven by Porsche, You Tube Channel, facebook, Twitter feeds, plus Porsche website.
- ❑ Porsche engaged Repucom to analyse the benefits and they reported that sponsorship of a driver in Carrera Cup gave over £200,000 in value in PR and over £150,000 in TV coverage

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Porsche Carrera Cup: Stats from BTCC



19+ million
total UK
TV audience

230:20
hours of UK
TV airtime

150+ countries
broadcast BTCC
highlights shows

TV Coverage



400,000
total ticket sales
during 2018 season

>40%
purchased team
merchandise

85%
earn over £30,000
per annum

Crowd Stats



88.76 million
total print & broadcast
media audience

10 million
social media reach
per month

240,000
visitors to BTCC.net
per month

In the Media



68 hours
of airtime on 182 BBC &
independent stations

60.2 million
potential UK audience
reach

2.1 million
podcast downloads
during 2018

Radio Airtime

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Matt Luff; What his Partners say:



Russell Houchin (sponsor): “Matt speaks very clearly on camera and with press interviews showing great respect for his team, chief mechanic and the other drivers, whatever has happened in the race itself. He shares his race thoughts and concerns with me and is always positive about the next drive so I feel as a sponsor that I'm a part of the success he's having.”.

Rick Shortle (Mentor): “I have been involved in Motorsport for many years as competitor and coach and as soon as I saw Matt I knew he was the “Real Deal” , Dedicated, intelligent, fiercely competitive, great with guests and sponsors and a Winner!”

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Matt Luff: some options



- ☐ Major branding on car
- ☐ PR launch including press releases
- ☐ Image rights
- ☐ Web Links
- ☐ PR distribution at events
- ☐ Promotional Staff attend events
- ☐ Promotional or Sales stand at events
- ☐ Hospitality
- ☐ Exciting consumer competitions

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For more information and tailored programmes to suit your marketing and budget needs.

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