

BILLY HARDY RACING PARTNERSHIP PROPOSAL



MINICHALLENGEJCW2023

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MINICHALLENGE JCW2023

OUR GOAL

To work **together** to deliver your brand story, increase your customer reach & satisfaction.



Media & Reach



120 Hours of TV Coverage on ITV4
30 hours dedicated to Mini Challenge



500 million + Cumulative Global Audience Reach
19 million + Cumulative UK TV Audience



400,000 Ticket sales in 2019



180k+ Facebook followers

52k + Instagram followers



Regular news reports in popular Motorsport media



Demographic: Social Class 81% - ABC1
Gender Profile 64% Male - 36% Female





MINI CHALLENGE JCW

BTCC SUPPORT SERIES

The 275bhp MINI CHALLENGE JCW is a well-recognised motor-racing series pitting identical tuned versions of the renowned JCW MINI against each other at the UK's best race circuits.

In 2023 the MINI CHALLENGE JCW will return for its third season as the lead support for the British Touring Car Championship (BTCC) with a sell out grid of 34 cars. Mini Challenge made a great entrance in 2020 with wide media coverage following some outstanding races throughout the season providing a highly respected platform to a larger audience than before for sponsoring brands, who would like to use motorsport as an integral part of a marketing campaign. A branded car and driver are powerful commercial assets which can be utilised in a variety of ways to communicate brand values, drive sales and deliver a ROI.

BILLY HARDY RACING

WHY **PARTNER** WITH ME

Not all business' have the same requirements and we pride ourselves on offering tailor made packages to ensure we are delivering what will most benefit your business within a budget that you are comfortable with.

Here are some of the benefits that we are able to offer:



VIP Hospitality

Invite your guests to enjoy an exhilarating day trackside. Whether as part of a Sales Incentive Programme or a chance to impress your clients/suppliers.

Sales Incentive/ Team Build

Taylor made experiences to drive your workforce either during a race weekend or a bespoke weekday offering can be made available.

Brand Awareness

Grow your brand awareness through our multi-platform media coverage aligning with the positive racing attributes of speed, precision and excellence.

Product Placement

Get your product in front of up to 400,000 spectators who attend the series each year or via our social media platforms.

B2B & Networking

Experience quality face time with like minded companies within an exciting and relaxed setting

MOTORSPORT IS EXHILARATING, BUT SO IS SEEING RESULTS FOR YOUR BUSINESS FROM OUR OFFERINGS.

DRIVER PROFILE

With 20 years of race experience under his belt, Billy is a veteran driver and multiple race winner. Billy started karting at a young age but moved onto oval racing at the first chance where he would become a seasoned racing driver competing in multiple championships. He later moved on to circuit racing, competing in an array of club series. Billy was popular for his tenacious driving and race winning performances.

Talent, passion and a commitment to succeed are essential in the road to the top, for any driver. But none of that is possible without the support of partners and sponsors.



“As an independent driver within a heavily “team” populated formula you have a unique opportunity to have an inside view of all that goes on from preparation to race. We want you and your guests to feel part of our team and join in the highs and lows of our motorsport journey.” **Billy Hardy**



2023 PROVISIONAL CALENDAR

Mini Challenge JCW Series will embark on its 22st season of racing, now in its rightful place on the BTCC calendar. Competing in a minimum of 7 out of the 10 rounds across the country.

Donnington Park
22-23 April

Oulton
17-18 June

Knockhill
12-13 August

Silverstone
23-24 September

Snetterton
20-21 May

Brands Hatch
06-07 May
07-08 October





EAT. SLEEP. **RACE.** REPEAT.

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