



KwikFit **BTCC**
BRITISH TOURING CAR CHAMPIONSHIP

UTOCAR

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Ollie Jackson

GOODYEAR



The MSA British Touring Car Championship

The MSA British Touring Car Championship has been revered and respected as one of the most renowned motor racing competitions in the world, with NASCAR and Formula 1 the only series that have been continuously running for longer.

Since its formation in 1958, legendary names and iconic marques have competed for one of the most coveted prizes in world motorsport.

Over the course of the last six decades, the BTCC has seen some of the most recognisable road cars go up against each other in the battle for on-track superiority, creating some of the best-known and loved on-track battles in UK racing history.

2020 in figures:



Full Capacity
28 Car Grid



9 Different Models
Achieved a Podium



27 Races
Across The UK



9 Different
Race Winners

UK TV Airtime Total

215:40 hours

UK Radio Coverage in 2020

Potential Audience Reach

74.8 million

Podcast Downloads

3,200,000

Interviews

2473

Total UK TV Audience**

15,800,000 million

**Data supplied by Nielsen/BARB - one fewer event in 2020 due to delayed season. Cumulative sustained audience viewing hours, weighted according to programme duration

ITV Sport Website Figures (BTCC)

32,000,000

Social Media Monthly Reach

15 million

Total Print and Broadcast Media
Audience - BTCC 2020

93.53 million

itvSPORT



84,900 followers
twitter.com/BTCC



180,000 likes
facebook.com/officialBTCC



52,500 likes
instagram.com/BTCC



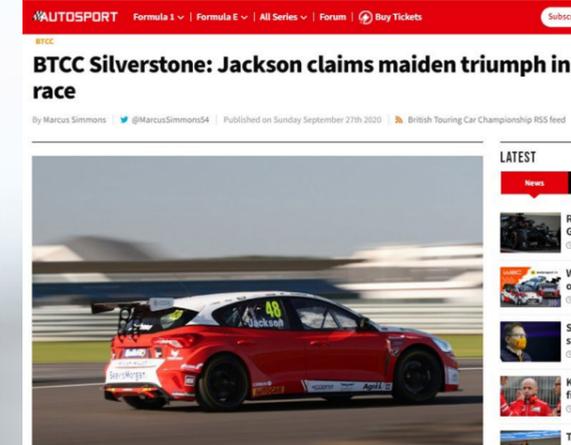
TV Coverage

The Dunlop MSA British Touring Car Championship enjoys unrivalled and unprecedented television coverage in the UK thanks to its long-standing partnership with the ITV television network.

ITV continue to screen the BTCC live and free-to-air until at least 2022 after a new contract was signed between Britain's biggest motor sport series and the UK broadcasting giant making it the largest TV contract in the BTCC's history and also the longest sports broadcasting contract into which ITV4 has ever entered.

The network continues its current broadcast arrangements in 2021, which will feature at least seven hours of live coverage from each race day. Highlights programmes will also continue to be aired on ITV2, ITV4 and ITV, whilst qualifying will be shown via ITV's dedicated BTCC website.

The BTCC also enjoys extensive coverage overseas, including CBS Sports Network screening highlights in North America. A multitude of networks such as Speed, ESPN and FOX are among those that ensures that Britain's biggest motor sport series is broadcast across six continents throughout each season.



Press and Media

Print, Radio & Online

The BTCC receive excellent national coverage across all major media channels and outlets. Working proactively with teams, drivers and championship partners, collectively the BTCC reach extends to over 93 million people across the season.

In addition to Ollie's personal media work, the team, Motorbase Performance, is one of the most proactive teams on the grid with a dedicated media representative present at all race events and throughout the season.

Over the years, the team has built extensive relationships with key media titles as well as the championship's ITV and radio partners to ensure a prominent representation in the championship's promotion.

New for 2020 was a fly on the wall documentary, commissioned by the championship, featuring Ollie and his team mate in a series of episodes scheduled for airing in the off season. Talks are ongoing to run this mainstream in 2021.

Additional coverage is also expected in 2021, as the first BTCC game since the 1990's has been commissioned for Playstation, Xbox and PC platforms for launch in 2022.



“Full credit to Ollie, he is currently at his best ever. He’s scored more points this year than throughout his entire career. I’m incredibly proud of him.”

David Bartrum
Team Principal, Motorbase Performance

Motorbase Performance

The Motorbase Performance team was created for the 2004 season, but its origins go much further back.

It is over 20 years since David Bartrum first started racing and, after extensive success in Production Saloons, TVR Tuscan and Ford Saloons, he turned his attention to team management and then to the creation of Motorbase Performance.

After two seasons contesting the Porsche Carrera Cup GB, the Motorbase Performance squad made its BTCC debut in 2006.

Just over a decade later, the Kent-based outfit has established itself as a front-running team in the highly-competitive ranks of the MSA British Touring Car Championship, amassing an impressive collection of results and an ever-growing, loyal fan-base

In 2019, Ollie made his return to Motorbase Performance, a move which very much felt like returning home having won the Porsche Carrera Cup Pro Am Championship with the team in 2010. The 2019 season saw Ollie post his maiden Independent win and achieve his highest set of results to date in the series. Following on from a solid 2019 season, the team launched the all new Ford Focus ST in 2020, a car that would see Ollie take not only his maiden BTCC win at Silverstone, but also his second win two weeks later at Snetterton. Rounding off the year by adding three Independent wins and an overall podium to his tally, Ollie achieved his highest driver ranking, and points score to date. The team also concluded the year as narrow runners up in the Independent Teams Championship.

2021 promises to be a big year for the team building on the successful first year of the car in 2020. A genuine assault for the title is unquestionably possible.

2020 Season - Motorbase Performance

 **5 Race Wins**  **11 Podiums**

8 out of 9 weekends on the podium



Biography

Ollie originates from Reigate, Surrey and was educated at Epsom College. He then obtained a BSc in Computer Information Systems from the University of Bath and an MSc in Automotive Product Engineering from Cranfield University. Ollie then worked at Lotus Engineering as a Ride and Handling Engineer. He is currently Chief Engineer for Advanced Technology and Electronic Braking systems at Alcon Components, a world leading company in braking technology.

Racing Career

Ollie started his racing career driving in the Caterham Academy. He progressed through the classes of Caterham racing in 2005-2008 taking multiple wins and podiums.

In 2009 Ollie moved up to the Porsche Carrera Cup Great Britain racing for Motorbase Performance. He stayed with the team for 2010, winning 11 of the 20 races as winner of the pro-am1 category and claiming pro-am1 championship. At the end of 2010, Ollie had an unrivalled record in the Carrera Cup Great Britain having scored points in all 40 races he competed in.

After an extremely successful Porsche campaign, Ollie turned his attention to the British GT Championship in 2011 where he was announced as a driver for the new works-backed Lotus team which would compete in the GT4 category. A season that culminated with a class win at Spa-Francorchamps in the GT4 category.

Ollie's aim was always to drive in the British Touring Car Championship and it was in September 2011 that this aim became a reality with Triple Eight Engineering and the opportunity to pilot their Vauxhall Vectra for the remaining two rounds of the 2011 season.

Ollie is now a regular contender on the British Touring Car grid and has since been inducted into the acclaimed British Racing Drivers Club (BRDC). He has evolved as a driver over his career and at Brands Hatch in 2018 took his maiden podium, making the most of challenging conditions in what some have described as one of the best BTCC races of all time.

After achieving his maiden independent win and a haul of points finishes with the team in 2019, Ollie continued to build on his success for 2020, a season that was undoubtedly his most successful to date both in terms of points, positions and prominence. Taking two overall wins, three independent wins and another podium, Ollie excelled expectation in the brand new Ford Focus ST to make the move of the season and stake his claim as a true contender.



Partnerships

There is no doubt that the MSA British Touring Car Championship is at the pinnacle of British Motorsport and therefore the corporate opportunities that the series can provide are largely unrivalled.

Ranging from brands in their infancy to multinational household names, the BTCC has been home to many distinguished names since its inception.

It is imperative to both Ollie and the team at Motorbase Performance that brands are represented in a professional and successful manner, something both parties have extensive experience in ensuring.

You can be assured that the partnerships we provide will not only meet the objectives of your commercial brand, but surpass the expectations of your guests throughout the 2021 race season.

Benefits of Partnerships:

- *Brand awareness*
- *International TV, Radio, Social Media and News Coverage*
- *Team and driver branding on **both** race cars*
- *VIP access to BTCC events*
- *Corporate hospitality - Full race day package.*
- *Networking opportunities with leading brands*
- *Driver and team participation in corporate events*
- *Full PR support including exclusive team content and image libraries*

All partnership arrangements can be tailored to the needs of your individual brand however if you would prefer a standardised package approach, these can be found later in this brochure. If you would like to discuss the opportunities such an association can bring, please don't hesitate to email emma@olliejacksonracing.com or call Ollie on **07899 892683**.



“ Many relationships are built and business concluded around sport, and the BTCC is no different. Beavis Morgan's partnership with the Motorbase-run BTCC team, including Ollie Jackson whom we have sponsored for a number of years, provides the opportunity to not only contribute towards helping dedicated and talented sports people turn their dreams into reality, but also expand our brand reach and connect with our network of clients and contacts.

With a strong presence in the sports sector, Beavis Morgan's association with the BTCC is a good fit with our business. We always select sponsorship opportunities which embrace our values of promoting innovation to achieve success, making a difference, and working together, and that's why Beavis Morgan is proud to sponsor Ollie Jackson and the Motorbase-run BTCC team.

Peter Drown - Beavis Morgan LLP

The profile and prestige of involvement in the BTCC is second to none, and participation exposes our brand to a young market of passionate enthusiasts.

Being a company at the forefront of British Motorsport it is also important that we are associated with other successful and professional companies; Motorbase are a hugely successful and popular team who epitomise our company values of presentation, innovation and attention to detail.

Vic Lee - Corbeau Seats UK

As a business we have worked with Ollie for a number of years and are thrilled that he continues to represent our brand at the highest level. Aside from his professional and racing abilities, Ollie is a genuinely great guy that has helped us expand our brand as much off the track as on it. From working with regional schools to national events, he has surpassed our expectations as a driver and fully deserves his excellent results on track.

Rachel Abbott- Cobra Sport Exhausts

Why Do Brands Sponsor The BTCC?

The publicity opportunities that the BTCC provides are unparalleled, making it an extremely desirable marketing platform. The series' iconic status and storied history combine with its enthralling on-track action, capacity crowds and incomparable free-to-air television coverage to contribute to the championship's impeccable reputation.

As the only major motor racing championship with extensive day-long, national free-to-air coverage in the UK – courtesy of its longstanding and hugely successful partnership with ITV4 – the BTCC truly sets itself apart from other national motorsport series. Each race meeting is an extraordinary spectacle in its own right, and over the past 62 years, its winning combination of recognisable cars, star drivers and first-rate circuits has consistently generated thrilling wheel-to-wheel action and continues to attract record viewing figures.

The competition is not just confined to the track, either. The paddock is a hive of motorsport networking and business to business opportunities, with numerous industry leaders attending race weekends during the year. Hospitality is therefore hugely significant for the series, bolstering marketing and sponsorship packages with an outstanding setting in which to entertain corporate guests, with a wealth of activities on offer. The ability to host in such an environment places the championship in high demand for strengthening business ties and rewarding staff with a unique weekend experience.

Some views from those brands already associated with the BTCC:



“Having been involved as a BTCC sponsor for the past eight years, we have witnessed the global reach of the sport and the huge branding awareness this has helped to create for our brand. We have clear metrics showing the benefits to our business attributed to our title sponsorship, which has helped us to grow from a start-up in 2008 to become one of top 20 insurance brokers in the UK.”

Mike Joseph, CEO, Right Choice Insurance Brokers (RCIB)

“The BTCC has provided us with a new means of engagement with our key retail partners in an accelerated and high-performance environment. The level of access afforded to us and our guests is way beyond what you would expect from a sporting platform, and this has been a huge help in strengthening these key relationships.”

Neil MacDonald, UK&I Consumer Director HP



“We’re incredibly excited to continue our relationship with into the 2020 British Touring Car Championship season. We’ve already received plenty of positive feedback from the relationship, and the exposure we get from being part of the top-tier of British motorsport is fantastic for the brand. We can’t wait to see what new opportunities 2020 brings.”

Clive Richardson, Marketing Director of Draper Tools

“We thought long and hard about sponsoring the BTCC, because it represents a considerable investment for a company like ours and by far and away accounts for the largest part of our marketing spend, but it has been so successful that we are already into our third year. It is part of our overall marketing strategy to raise the profile of the Diamondbrite brand amongst a consumer audience, and the hospitality experience is firstclass. We leverage this opportunity for both entertaining and networking, and our guests always say how inclusive the day is and how much they enjoy it all.”

Lance Boseley, Marketing Director, Diamondbrite



Diamondbrite
AUTOMOTIVE



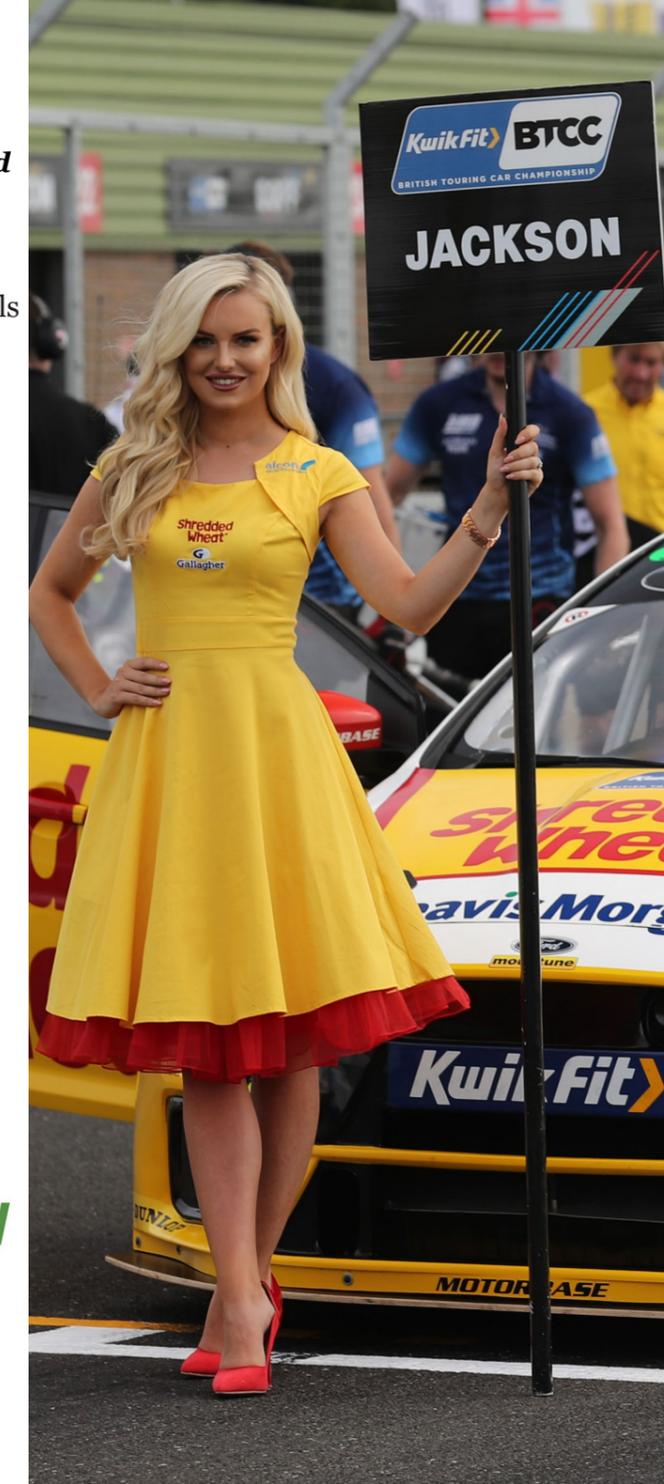
“We have been involved with the BTCC for the last three years, and there are many elements of motorsport that resonate with the way we do business at Close Brothers Asset Finance – it is fast-paced, innovative and embraces passion and speed. This, along with a great following, is why we feel the BTCC is a perfect platform for our brand profile, with the sponsorship also offering us a unique opportunity to take our customers close to the action and excitement of the race weekends.”

John Fawcett, CEO, Close Brothers Asset Finance

“As a platform to promote our brand, the BTCC is second-to-none. Being a new automotive brand to the championship, we have looked to leverage our association with the BTCC via social media, advertising and at track events, all of which have proven highly successful. In 2020, we will look to leverage that association even more, because the fans of the BTCC are ultimately a big part of our target market.”

William Jones, Sales Director, Cataclean Global Limited

CATACLEAN



30 Races At 8 Iconic Venues

10 Race Meetings Across the UK



Oulton Park, Cheshire

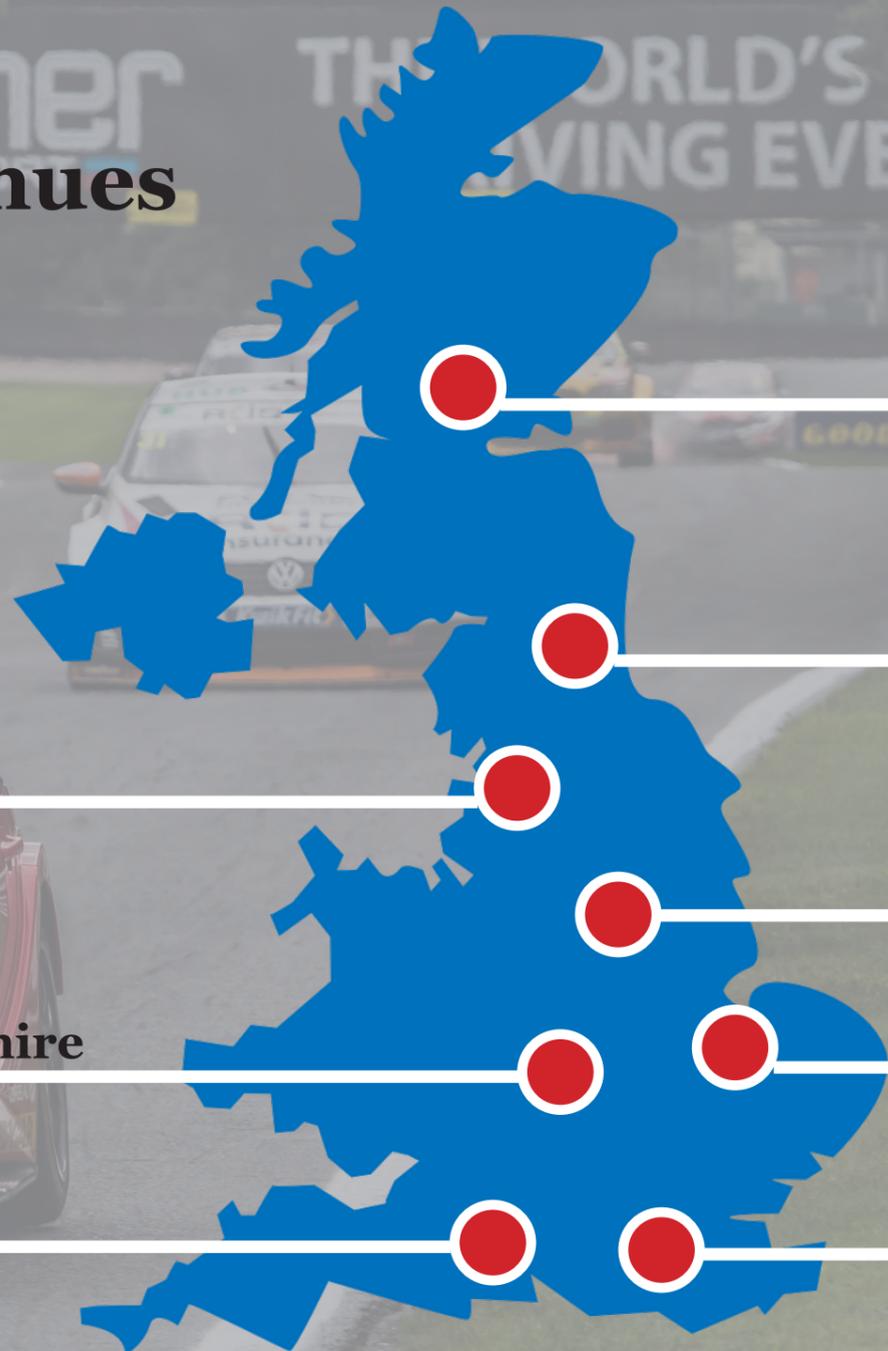
Rounds 10,11,12

Silverstone, Northamptonshire

Rounds 25,26,27

Thruxton, Hampshire

Rounds 7,8,9 & 22,23,24



Knockhill, Fife

Rounds 19,20,21

Croft, North Yorkshire

Rounds 13,14,15

Donington Park, Leicestershire

Rounds 4,5,6

Snetterton, Norfolk

Rounds 16,17,18

Brands Hatch, Kent

Rounds 1,2,3 & 28,29,30



2021 BTCC Race Calendar

3/4 April Brands Hatch (Indy)

17/18 April Donington Park (National)

8/9 May Thruxton

15/16 May Oulton Park (Island)

12/13 June Croft

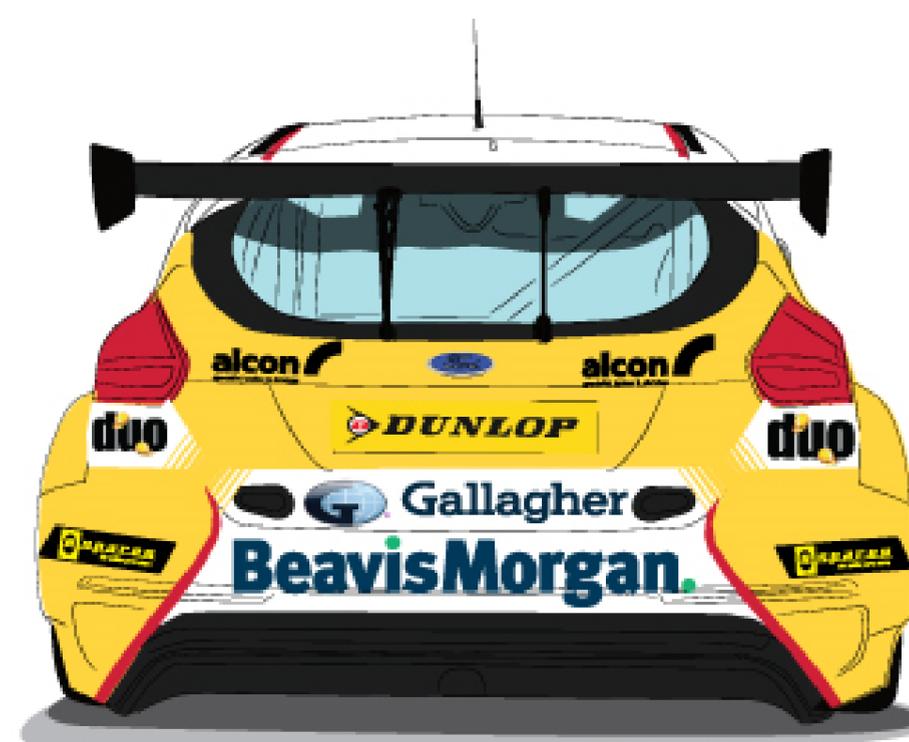
31 July/1 August Snetterton (300)

14/15 August Knockhill

28/29 August Thruxton

25/26 September Silverstone (National)

9/10 October Brands Hatch (Grand Prix)



Images - 2019 Motorbase Performance Ford Focus. For illustration purposes only.

All packages include:

- Entrance and full paddock access on raceday
- Full raceday corporate hospitality inc. meals, full tabled seating.
- Branding - car (both)
- VIP transfers
- Grid access
- Garage tour
- Meet and greet drivers
- Driver talks in the hospitality suite
- Social media coverage
- PR support
- Website exposure for the season
- Images for promotional purposes

Platinum Package

- Full package
- Primary logo location (larger logo, main focal area)
- Full BTCC press release to announce the partnership, Coverage in related mainstream media. Full social media launch.
- 10 tables of 8 guests over the 2021 season **
- 2 corporate attendances at brand events (car and driver). Endorsement by driver for marketing purposes.
- Full race kit branding inc. race suit, helmet
- Team clothing and merchandise branding
- Professional race weekend images for brand use.
- Focused brand promotion (10 features throughout 2021)

Diamond Package

- Full package
- Secondary logo location (medium logo, main focal area)
- Team/Driver Press Release. Social media launch
- 5 tables of 8 guests over the 2021 season **
- Professional race weekend images for brand use (dedicated team photographer)
- Second tier logo on Ollie's race suit, helmet
- 1 driver attendance at corporate event
- Focused brand promotion (5 features throughout 2021)

Gold Package

- Full package
- Secondary logo location (small logo, secondary area)
- Driver press release. Social media launch
- 4 tables of 8 guests over the 2021 season**
- Tertiary logo on Ollie's race suit
- Tertiary logo on Ollie's race helmet
- Professional race weekend images for brand use (dedicated team photographer)
- Focused brand promotion (2 features throughout 2021)

Silver Package

- Full package
- Tertiary logo location (small logo, secondary area)
- Social media launch
- 2 tables of 8 guests over the 2021 season**
- Professional race weekend images for brand use (dedicated team photographer)
- Focused brand promotion (2 features throughout 2021)

Bronze Package

- Full package
- Tertiary logo location (small logo, secondary area)
- Social media launch
- 1 tables of 8 guests over the 2021 season**
- Professional race weekend images for brand use (dedicated team photographer)
- Focused brand promotion (2 features throughout 2021)

** Hospitality Covid compliance pending.

Ollie Jackson

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