

Feel the Spirit  
Feel the Spirit

# Feel the Spirit

Emotions for your target groups



**FIA-GTC** **FIA-TC**



Sponsoring in Historic Motorsport

**FIA-GTC** and **FIA-TC**



## ...pure emotions!

Communication platform for the Historic Motorsport!

The concepts of the Historic racing series – Motorsport with high quality and rare cars – corresponds precisely to the standing of modern lifestyle brands.

### **Historic Motorsport as an emotional platform for exclusive product presentations and attractive incentive programmes:**

- the transfer of the positive image of the Historic Motorsport onto products and services
- emotional appeal of target groups
- binding of key accounts in emotional surroundings
- attract new business partners
- motivation platform for staff members

The official FiA-Secretariat of the FiA-GTC and FiA-TC has taken over the organization of both the Historic FiA-Racing Series. The FiA-Organization promises professional events and enthralling sports:

### **Marketing**

PR and Marketing activities will be controlled centrally.

TV-contracts and commercialization.

Organization of contacts for sponsoring and advertising partners.



### **Sport**

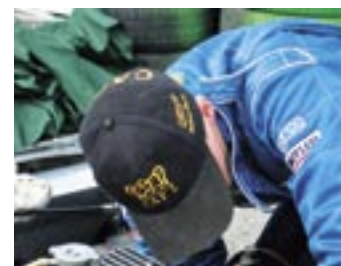
Responsibility for the events at the race courses.

Coordination of the legal sporting interests in connection with the marketing activities.

Cooperation with sponsors and advertising partners.



**Historic Motorsports,  
an emotional platform  
for lifestyle brands.**



## Historic Racing...

FiA Cup for Historic Grand Touring Cars **FiA-GTC**

FiA European Challenge for Historic Touring Cars **FiA-TC**

Thrilling Motorsport with historic racing cars, those are the impressions which one does not forget anymore. When the GTC and TC cars of the post war and the „Economic-miracle“ period (1947 – 1976) thunder over the racing course, long-forgotten memories are awoken.

This is the reason why the FiA Organization has set its sights to revive the „Spirit of the Historic Motorsports“ in the Historic FiA Championships.

### Where else can they be seen?

The drivers of the TR 3, Healey Sprite, Alfa Giulietta Spider, Ferrari 250, Lotus Elan, Chevrolet Corvette, Jaguar MK II, Ford Anglia, Alfa Romeo GTA, Lotus Cortina, BMW CSL Coupe, De Tomaso Pantera, Porsche RSR ... who race with „their“ car types and are proud to have participated even if they do not always manage to win!

### Where else can one experience the great Historic Motorsport live?

... if not on the traditional courses of the Motorsports and in the drivers' paddocks of the Historic FiA Racing Series of the **FiA-GTC** and **FiA-TC**:

#### Planned Schedule 2004

|                     |            |      |
|---------------------|------------|------|
| 22.04. - 24.04.2005 | Hockenheim | (D)  |
| 13.05. - 15.05.2005 | Most       | (CZ) |
| 10.06. - 12.06.2005 | Misano     | (I)  |
| 01.07. - 03.07.2005 | Zolder     | (B)  |
| 26.08. - 28.08.2005 | Anderstorp | (S)  |
| 23.09. - 25.09.2005 | Spa        | (B)  |
| 07.10. - 09.10.2005 | Dijon      | (F)  |



The FiA-GTC and the FiA-TC races will be accomplished during these round circuit events. In the FiA-GTC, there will be 2 practice rounds and 2 races – each lasting 30 mins. The FiA-TC will be held with a 1 hour practice round and a 1-hour race with a change of drivers. All races will generally commence with a Grand-Prix-Start.



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## ...with sponsoring to the pole position!

Historic Motorsport – an emotional bracket for all marketing/commercial activities.

### FiA Organization

The official Secretariat of the FiA-GTC and FiA-TC is responsible for the direct commercialisation of the series and controls the communication and the possible media-presence during the events through:

- fix times for broadcasts in different tv channels.
- regular broadcasting in magazine programmes.
- guest presentation through famous Motorsport figures.
- professional internet-layout with links to all race course operators, sponsors and further partners.

### Event Sponsoring

Each event sponsor is exclusively represented at an event of his choice. This event is either the ending or the peak/climax of an individual VIP-promotion for the sponsor concerned, for example:

**Dijon:** culinary wine-tasting with supporting programme.

**Misano:** visiting the romantic city of Misano

**Hockenheim:** Golf tournament in the Rhine/Main/Neckar area.

**Spa:** culinary tour through the Ardennes.

### Event Package

From EUR 80.000,- onwards (for each race event as agreed)  
 - depending on (among other points) the number of participants and event organization.

Name presentation of the FiA-GTC and FiA-TC Race Series:

#### FiA-GTC

FiA Cup for Historic Grand Touring Cars

Event of the Company \_\_\_\_\_

#### FiA-TC

FiA European Challenge for Historic Touring Cars

Event of the Company \_\_\_\_\_





## ...with Co-sponsorships!

Historic Motorsport – the platform for your own activities.

### Sponsoring Packages A, B and C

#### Sponsoring Package A

EUR 10.000,-

- logo placement in all extra magazines, supplements, mailings, homepages.
- presentation on the FiA-GTC and FiA-TC letterheads as well as on and near the FiA-VIP Truck.
- provision of the FiA-GTC, FiA-TC-VIP Tent for your customers
- plus 10 free tickets per event for your own disposition (after a separate fax request).

#### Sponsoring Package B

EUR 50.000,-

- includes the contents of Sponsoring Package A
- plus:**
  - single allotment of advertising space with your company logo on all racing cars (according to FiA appendix K – 50 cm x 14 cm)
  - plus 10 free tickets per event for your own disposition (after a separate fax request).
  - links of the FiA-GTC and FiA-TC homepages to the sponsoring partner's homepage

#### Sponsoring Package C

EUR 100.000,-

- includes the contents of both Sponsoring Packages A and B
- plus:**
  - double allotment of advertising space with your company logo on all racing cars (according to FiA appendix K – 50 cm x 14 cm)
  - plus 10 free tickets per event for your own disposition (after a separate fax request).
  - links of the FiA-GTC and FiA-TC homepages to the sponsoring partner's homepage.
  - posters on the winner's rostrum.



Public Relations

Local Marketing

Partner-Motivation

The modulation concept guarantees the largest possible advantages for all parties.



# Sponsoring – with returns on investments!

Historic Motorsport – the individual platform for a precise appeal of target groups!

Sponsoring commitments can be accomplished with a relatively low budget in both of the largest FiA Racing Series in Historic Motorsport. Here you have the possibility to portray the efficiency of your company on an extraordinary platform.

Incentive events on the race courses, with the possibility to sit or even drive along in a racing car, to converse with the racing drivers or just to enjoy the exceptional racing atmosphere – all these experiences will remain unforgotten for the business partners, customers and staff.

If you have any questions concerning our sponsoring packages or have special wishes, please do not hesitate to contact us anytime for a personal conversation:

## FiA-Organisation

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