

# ADVERTISEMENT OPPORTUNITY

**DO YOU NEED TO EXPAND YOUR BRAND?**



**@BROMLEYMOTORSPORT\_**

**WWW.BROMLEYMOTORSPORT.COM**



**AUTOSPORT TOP  
CLUB RIVALRY 2022**



**X5 PAUL WINFIELD  
WINNER 2025**

**FOR COSTS + ENROLMENT**

**CONTACT JOSH:**

**JOSH@BROMLEYMOTORSPORT.COM**

# DRIVER INTRODUCTION

**“2022 MG Trophy driver of the year”**

**“Autosport's top Club rivalry 2022”**

**“One to watch in 2026”**

Andy McEwan - Civic Cup Commentator

*“I've had a passion for motorsport from a young age. In 2021, I made my debut in one-make championships, experiencing some of the most competitive racing available. In 2022, I came very close to winning the championship. I've had some success in 2024, but it has been limited due to preparing, driving, and maintaining my own car. For 2025, I need more help as I look to take the next step up the motorsport ladder and fully focus on a championship challenge, I need your support!”*



**Josh Bromley**  
28 Years old  
Derby



**2018/19/20: FISCAR Class Winner**  
**2022: MG Trophy Championship P2**  
**2022: Voted Autosport's number 1 Top club Rivalry competitor**



**2024: Milltek Sport Civic cup 4x Paul Winfield Trophy Top Rookie**  
**2025: Milltek Sport Civic cup 5x Paul Winfield Trophy 1 x Podium Finisher**

# THE OPPORTUNITY

PARTNER WITH ME, AS WE ENTER THE  
2026 MILLTEK SPORT CIVIC CUP  
CHAMPIONSHIP

CHOOSE FROM ONE  
OF OUR TAILORED  
SPONSORSHIP  
PACKAGES

YOUR BRAND  
ASSOCIATED WITH  
A CHAMPIONSHIP  
BATTLING DRIVER

WEEKEND  
HOSPITALITY AND  
EXCLUSIVE ACCESS  
FOR YOU AND  
YOUR TEAM

TAILORED  
CONTENT TO  
RESONATE WITH  
YOUR AUDIENCE



# TOURING CAR + BRITISH TRUCK RACING SUPPORT PACKAGE!



**SELL OUT CROWD  
OF 44,000 PEOPLE**  
(BRANDS HATCH (2/11/24))

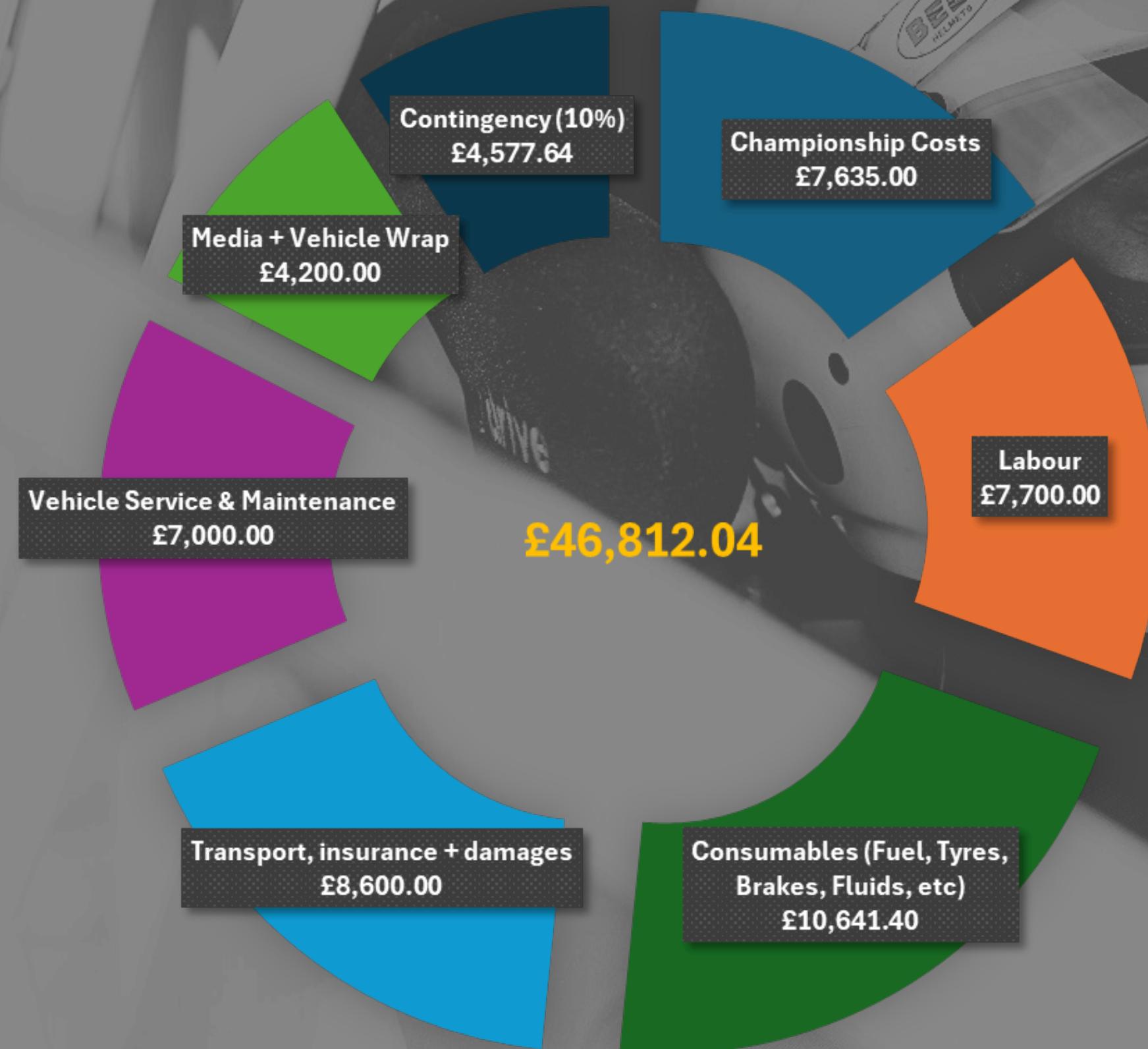
**TICKETS TO WATCH  
BOTH TOURING  
CAR, AND THE  
BRITISH TRUCK  
RACING!**

**VIP BEHIND THE  
SCENES ACCESS TO  
SEE BOTH TCR &  
BRITISH TRUCKS**

# DEMOGRAPHIC & COVERAGE

- **Age Range:**
  - *Core audience typically falls between 18-45 years old.*
  - *Significant interest among younger audiences due to esports and streaming.*
- **Gender:**
  - *Historically male-dominated (~70-80% male).*
  - *Growing female fanbase, driven by diversity initiatives and inclusivity efforts.*
- **Income Levels:**
  - *Appeals to middle-to-high income brackets due to ticket prices, merchandise, and event costs.*
  - *Strong luxury brand associations (e.g., automotive, watches).*
- **Fan Engagement:**
  - *Active participation in fan forums and social media communities.*
  - *High attendance at live events and willingness to travel for races.*
- **Brand Loyalty:**
  - *Motorsport fans show strong brand affinity, particularly towards sponsors and manufacturers.*
  - *High engagement with affiliated products like automotive brands, energy drinks, and luxury goods.*
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  - *Motorsport fans show strong brand affinity, particularly towards sponsors and manufacturers.*
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- **Interests and Lifestyle:**
  - *Tech-savvy audience, interested in automotive innovations and performance.*
  - *Fans often engage with simulators, esports, and motorsport-related video games.*
- **Research**
  - *UK Industry worth around £6 billion (Motorsport UK)*
  - *Approximately 1000 companies are directly involved in the UK's motorsport industry.*
  - *Younger viewers (18-34) are on the rise with social media platform use, gaming etc*
  - *Male dominated, with estimates suggesting 70-80%*
  - *Increasing female viewership*
  - *Growing Diversity*

# SEASON COSTS



# CHOOSE YOUR PACKAGE:



**TITLE SPONSOR**  
£11,999

**GOLD PACKAGE**  
£10,999

**SILVER PACKAGE**  
£4,999

**BRONZE PACKAGE**  
£2,499

**TOOLS/EQUIPMENT**  
**ENQUIRE NOW**

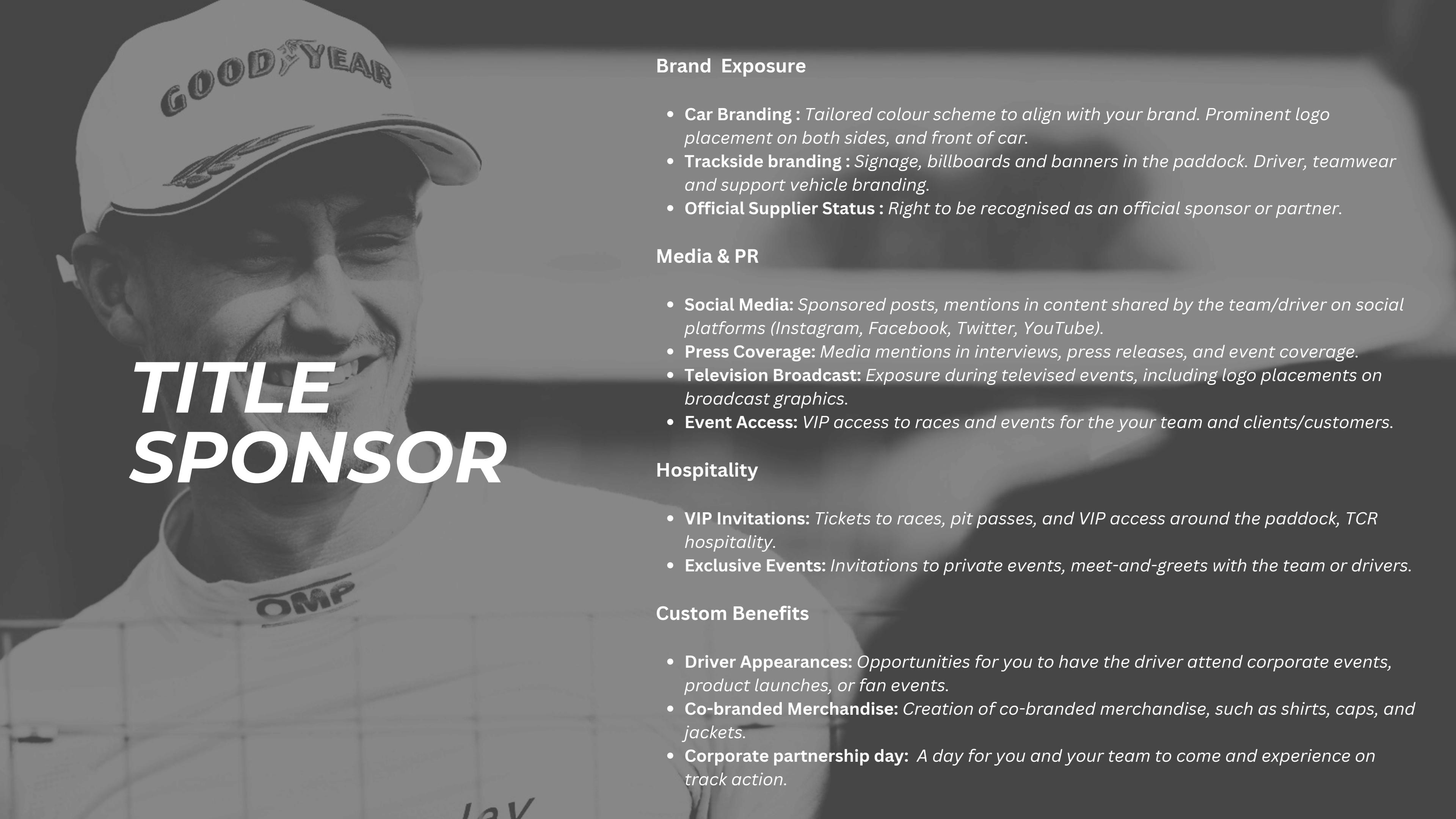
**1 SLOT AVAILABLE**

**LIMITED AVAILABILITY**

**LIMITED AVAILABILITY - 2 SLOTS  
ALREADY TAKEN**

**LIMITED AVAILABILITY**

**SEE PACKAGE DETAILS**



# TITLE SPONSOR

## Brand Exposure

- **Car Branding:** Tailored colour scheme to align with your brand. Prominent logo placement on both sides, and front of car.
- **Trackside branding:** Signage, billboards and banners in the paddock. Driver, teamwear and support vehicle branding.
- **Official Supplier Status:** Right to be recognised as an official sponsor or partner.

## Media & PR

- **Social Media:** Sponsored posts, mentions in content shared by the team/driver on social platforms (Instagram, Facebook, Twitter, YouTube).
- **Press Coverage:** Media mentions in interviews, press releases, and event coverage.
- **Television Broadcast:** Exposure during televised events, including logo placements on broadcast graphics.
- **Event Access:** VIP access to races and events for the your team and clients/customers.

## Hospitality

- **VIP Invitations:** Tickets to races, pit passes, and VIP access around the paddock, TCR hospitality.
- **Exclusive Events:** Invitations to private events, meet-and-greets with the team or drivers.

## Custom Benefits

- **Driver Appearances:** Opportunities for you to have the driver attend corporate events, product launches, or fan events.
- **Co-branded Merchandise:** Creation of co-branded merchandise, such as shirts, caps, and jackets.
- **Corporate partnership day:** A day for you and your team to come and experience on track action.

# TITLE SPONSOR

## LIVERY

- Body colour in line with company logo
- Prominent logo placement



## Brand Exposure

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- **Television Broadcast:** Exposure during televised events, including logo placements on broadcast graphics.
- **Event Access:** Tickets to races and events for the your team.

## Hospitality

- **VIP Invitations:** Tickets to races, access to TCR hospitality
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# GOLD PACKAGE

# SILVER PACKAGE

## Brand Exposure

- **Car Branding** : *Logo placement on both sides, and rear of the car.*
- **Trackside branding** : *Signage, billboards and banners in the paddock. Driver, teamwear and support vehicle branding.*

## Media & PR

- **Social Media**: *Mentions in content shared by the team/.driver on social platforms (Instagram, Facebook, Twitter, YouTube).*
- **Press Coverage**: *Media mentions in interviews, press releases, and event coverage.*

## Hospitality

- **VIP Invitations**: *2x weekend tickets to races with access to TCR UK hospitality*

## Custom Benefits

- **Driver Appearances**: *Opportunities for the driver to attend your corporate events, product launches, or fan events.*
- **Co-branded Merchandise**: *Creation of co-branded merchandise, such as shirts, caps, and jackets.*

# BRONZE PACKAGE

## Brand Exposure

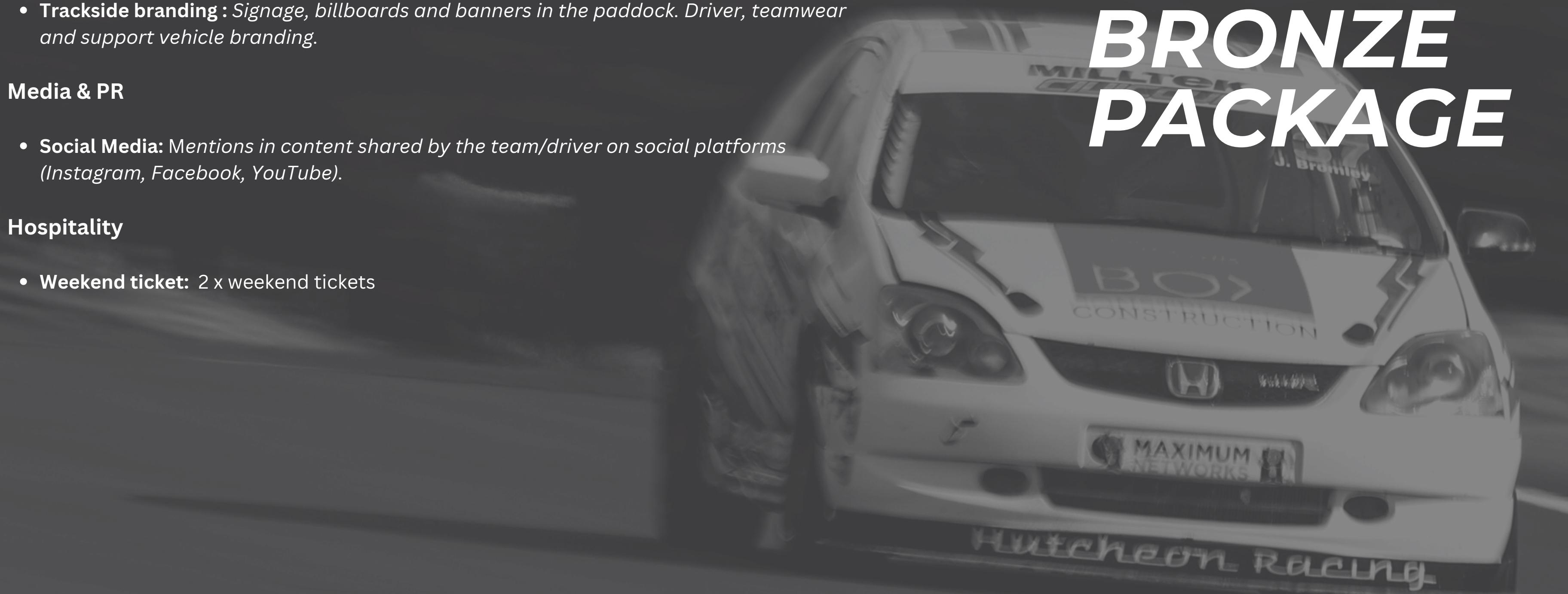
- **Car Branding** : Small logo placed on the a/b/c pillar
- **Trackside branding** : *Signage, billboards and banners in the paddock. Driver, teamwear and support vehicle branding.*

## Media & PR

- **Social Media**: *Mentions in content shared by the team/driver on social platforms (Instagram, Facebook, YouTube).*

## Hospitality

- **Weekend ticket**: 2 x weekend tickets



## Brand Exposure

- **Car Branding** : Logo placement on both sides, and rear of the car.
- **Trackside branding** : Signage, billboards and banners in the paddock. Driver, teamwear and support vehicle branding.

## Media & PR

- **Social Media**: Mentions in content shared by the team/driver on social platforms (Instagram, Facebook, Twitter, YouTube).
- **Content creation**: Media creation with the use of your products on social platforms (TikTok, Instagram Reels)
- **Press Coverage**: Media mentions in interviews, press releases, and event coverage.

## Hospitality

- **VIP Invitations**: 2x weekend tickets to races with access to TCR UK hospitality

## Custom Benefits

- **Driver Appearances**: Opportunities for the driver to attend your corporate events, product launches, or fan events.
- **Co-branded Merchandise**: Creation of co-branded merchandise, such as shirts, caps, and jackets.

# TOOL / EQUIPMENT SPONSORSHIP



# SPONSORSHIP BENEFITS

## BRAND RECOGNITION

- *Exposure to national audience, reach of 400,000 +*
- *Cross channel marketing*
- *Increase brand visibility through:*
  - *Live events*
  - *Social media*
  - *Digital content*
  - *Live broadcasts*

## ENGAGEMENT & EXPERIENCE

- *Host clients & partners at the event*
- *VIP Behind the scenes experience*
- *Engage with potential customers*
- 

## TARGETED DEMOGRAPHICS

- *High income individuals & professionals*
- *Brand loyalty*
- *Dedicated fan base*
- *Diverse fanbase*

## BRAND RECOGNITION

- *Exposure to national audience*
- *Engaged fanbase*
- *Diverse fanbase*
- *Increase brand visibility through live events, social media, Live broadcasts*
- 

GRUM

# VIEWING FIGURES

- 2024 Civic Cup Youtube viewing figures:
  - 428,687
- 
- Civic Cup Instagram Reach
  - 256,725
- 
- Civic Cup Facebook reach
  - 167,305
- 
- BARC (2022BARC) Viewing figures
  - 350,000
- 
- BARC Ticket sales 2022
  - 383,600

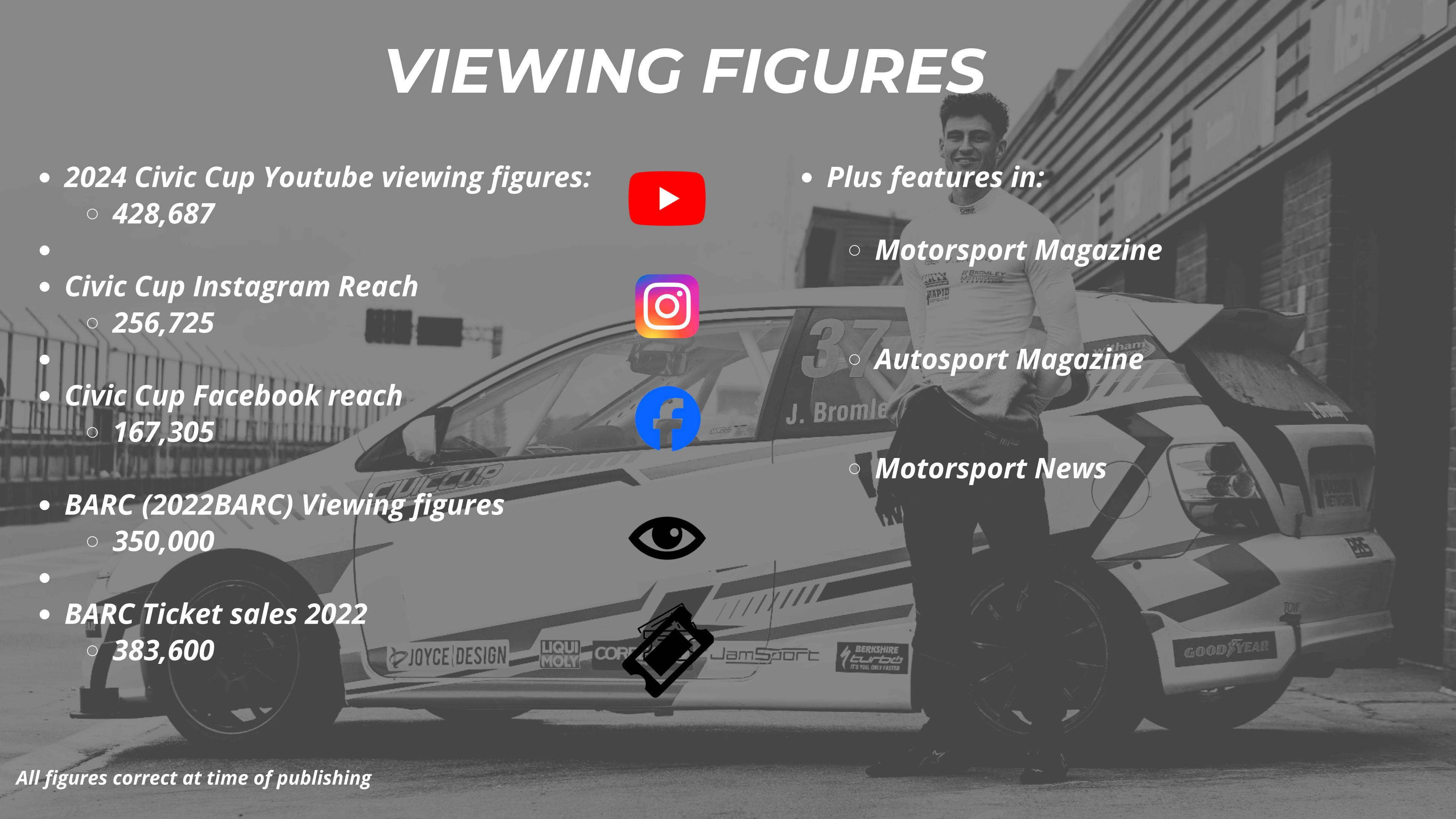


- Plus features in:

- Motorsport Magazine

- Autosport Magazine

- Motorsport News



## MEDIA VALUE:

- *BROADCAST EXPOSURE: TIME AND REACH OF TELEVISED COVERAGE.*
- *MEDIA COVERAGE: VALUE DERIVED FROM MENTIONS ACROSS DIGITAL, PRINT, AND BROADCAST PLATFORMS.*
- *EVENT ATTENDANCE: AUDIENCE NUMBERS AND ENGAGEMENT AT LIVE EVENTS.*

## ENGAGEMENT METRICS:

- *POST REACH: TOTAL IMPRESSIONS ACROSS SOCIAL MEDIA PLATFORMS.*
- *USER INTERACTIONS: LIKES, SHARES, COMMENTS, AND OTHER ENGAGEMENT ACTIONS.*
- *MEDIA MENTIONS: FREQUENCY AND QUALITY OF BRAND MENTIONS IN VARIOUS MEDIA OUTLETS.*

## SALES IMPACT:

- *REVENUE GROWTH: BOTH DIRECT AND INDIRECT SALES ATTRIBUTED TO SPONSORSHIP ACTIVITIES.*

## SENTIMENT ANALYSIS:

- *CONSUMER PERCEPTION: EVALUATION OF HOW SPONSORSHIP INFLUENCES PUBLIC ATTITUDES TOWARD THE BRAND.*

## ***How we measure and report on these metrics?***

*We will measure and report the impact of the sponsorship using key metrics across various areas. Media Value will be assessed through the duration and reach of broadcast exposure, the value of earned media coverage, and audience attendance at events.*

*Engagement Metrics will focus on tracking social media impressions, interactions (likes, shares, and comments), and the volume of media mentions to gauge fan engagement.*

*Reports will be supplied post race weekend*





**ACTION**

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07948819594

josh@bromleymotorsport.com

[www.bromleymotorsport.com](http://www.bromleymotorsport.com)

@bromleymotorsport\_

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