

BRAND EXPOSURE TO YOUR TARGET AUDIENCE

2025 PARTNERSHIP PROPOSAL



JOHN LANGRIDGE
RACING DRIVER



YOUR TARGET MARKET WATCH & ATTEND MOTORSPORT EVENTS

Position your brand in front of 1000s of potential clients.

Meet some of those potential clients.

Increase brand exposure to your target demographic.



PARTNERSHIP BENEFITS

What are you trying to achieve, or overcome? It's my goal to see where the **value of motorsport** is for you, and then provide it.

There are many 'levers and dials' we have available, including...

- **Branding** on the car, race suit, helmet, team wear. Ideal at the circuit, but also if you would like the car for your stand at a trade event.
- **Corporate hospitality** either at the race meetings, or on a hot laps track day.
- **B2B opportunities** with other partners in the team and at the circuit.
- **Social media** engagement via my channels and also by adding a unique element to your feeds.

Partnerships can be tailored to your needs; completely **bespoke options** are available, as well as my package called **The Works**, which is outlined on the following pages...



THE WORKS

A great opportunity to enjoy a unique motor racing experience.

Packed with benefits for 2025 and costing £3000 +VAT.



Track Day Hot Laps

The headline act. **Enjoy time on track** as the passenger, in my Mazda MX-5 race car. A unique opportunity to be driven round one of the best circuits in the country, and really see how it works behind the scenes.



Branding

Naturally. See **your logo on the race car** and across all promotional material – trackside, in print, online and in the race coverage. In any given year the car will be seen by over **20,000 eyeballs** across the YouTube live streams, trackside spectators and online. There is also opportunity for branding on team wear and race wear.



**“ I GREATLY ENJOY MY DAYS
OUT AT THE RACE TRACK - ON MY OWN,
WITH FAMILY OR WITH BUSINESS GUESTS. ”**

Nick Tiley - Owner, Cambridge FD

[**CLICK HERE FOR MORE ABOUT THE WORKS ON MY WEBSITE**](#)

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Car at your event

We can arrange to bring the car to **your trade show or event**. It would be a unique addition, and would look pretty impressive with your company name proudly displayed.

Interview Mentions

Podium, TV, print, magazine and championship organiser interviews (race meeting programme); **your name will be on my lips**.

B2B Partner Networking

A great chance to **build new professional relationships** with business owners, consumers and other enthusiasts across industries.

“ AS A COMPANY, HAVE BEEN SUCCESSFULLY PARTNERING WITH JOHN FOR 5 YEARS NOW ”

Greg Spink
Founder,
ValetPRO

Race weekend tickets

Come along to race meetings throughout the season. Full access to the paddock, garages, pit lane, viewing areas and perhaps even the podium! **We race all over the country**, including visits to Brands Hatch, Silverstone and Donington Park.

Tax Benefits

Your company can treat becoming a partner as a **business expense** and therefore deduct any payments from your business profits before you pay tax.

Hospitality Suite

Thanks to **The Perfect View**, we have access the **best hospitality suite available at Brands Hatch**. The view of the circuit really is second to none for you to enjoy all of the action. You can also enjoy priority booking for other meetings throughout the year (such as BTCC, British GT or British Superbikes).

Car and Garage Tours

We show you around the set up we enjoy over the course of a race weekend, and you can have a **close up look** at the race cars.

Targeted Social Media Posts

Posts, tagging, mentions and promotions across **multiple social media platforms** throughout the season.



PARTNER WITH A CHAMPION

Like most modern racing drivers, I began my career **karting**, and after success at national level, we decided to progress into **car racing**. I started in the **Ford Fiesta Championship**, which I was able to win, before moving into the highly competitive **Mazda MX-5 Championship**, for the older mark 1 (NA) cars. This was an amazing journey and I became **champion**, having seen off 112 other drivers!

Now I race the newer mark 3 (NC) car in the **Miata Trophy**, and became **2024 champion**.

Join forces with a **proven winner**. As a champion, I bring passion and drive to **represent your brand** across the UK. Together, we'll cross the finish line with your brand in the spotlight, gaining exposure and credibility. Partner with a champion and **feel the power of success**.



“Langridge’s switch
to cars surpassed
expectations.”

MOTORSPORT NEWS

JOHN LANGRIDGE
RACING DRIVER

THANK YOU

Thank you for taking the time to read my proposal.

In this document ran through a few ways I can help you to increase your brand awareness, professional network and sales... and have fun along the way!

I'd love to have a chat with you, so I can find out what **your goals** are and we can work out how motorsport can help you **achieve them**.

I look forward to speaking, so we can take things further.



John Langridge

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