

JLM MOTORSPORT

2016 Promotional Document



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Who are we?

JLMotorsport are a father son team, formed by James and Jake Little.

James is the driver, and has been involved with track events for about 20 years. Starting with motorbike trackdays, he soon became hooked and spent as much time on the track as work would allow. He did his first car trackday in 1997, with a TVR Chimera. Since then he has been to almost all the race tracks in England, in a multitude of different cars, but mainly Lotuses.

He started racing 2 years ago, and his previous experience showed, with him picking up 6 podiums in his first year, including 1 race victory. For 2015, James got a new car, the first ever Lotus Elise Cup R ever made. This allowed him to have a good go at the 2015 season, and after 16 podiums and 2 class lap records, he received his first ever championship victory in the Lotus Cup UK!

Jake is the man behind JLMotorsport, with it being his idea to set up. He decided that there should be a better link between driver, team and sponsors to make it the best possible experience for all. He is hoping to pursue a career in the motorsport industry, and hopes to be studying Motorsport Engineering at Oxford Brookes, from whom he has already received the offer of a place, at the end of his final school year.



About the Lotus Cup UK & Elise Trophy

The Lotus Cup UK & Elise Trophy are MSVR's longest running race series, having started back in 2007.

Over years, the championship has grown, and now has 2 separate championships,

For the past few years, the Lotus series has had its own TV programme on Motors TV, broadcasting the highlights of each race to 15 million viewers in 52 different countries.

With hundreds of spectators at each race, there are 2 weekends with a very high spectator count. This year at Spa Francorchamps in Belgium, there were about 30,000 spectators, as we raced alongside the British GT Championship and the 25 hours of FunCup. In August, we competed at Brands Hatch with over 10,000 spectators there in support of the Lotus Festival.

www.lotuscupuk.com





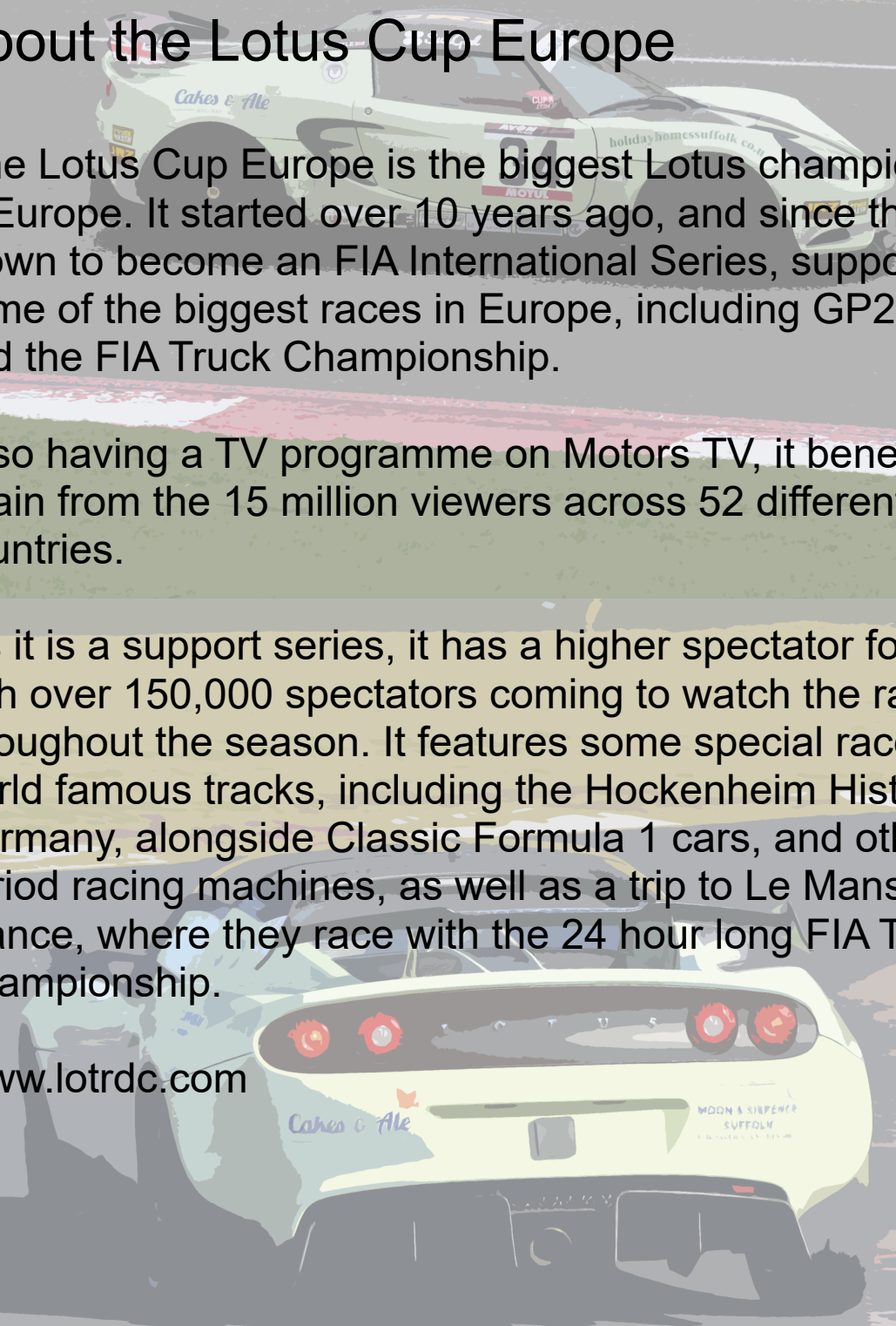
About the Lotus Cup Europe

The Lotus Cup Europe is the biggest Lotus championship in Europe. It started over 10 years ago, and since then has grown to become an FIA International Series, supporting some of the biggest races in Europe, including GP2, DTM and the FIA Truck Championship.

Also having a TV programme on Motors TV, it benefits again from the 15 million viewers across 52 different countries.

As it is a support series, it has a higher spectator following, with over 150,000 spectators coming to watch the racing throughout the season. It features some special races at world famous tracks, including the Hockenheim Historic, in Germany, alongside Classic Formula 1 cars, and other period racing machines, as well as a trip to Le Mans in France, where they race with the 24 hour long FIA Truck Championship.

www.lotrdc.com





Sponsorship Opportunities Promoting Your Business with JLMotorsport

Marketing through the motorsport business is a well known idea, and at JLMotorsport we are no strangers to this.

The Lotus series offer great sponsorship opportunities, with the availability of corporate hospitality and access to the pitlane, so you and your clients can get up close and personal with cutting edge race cars.

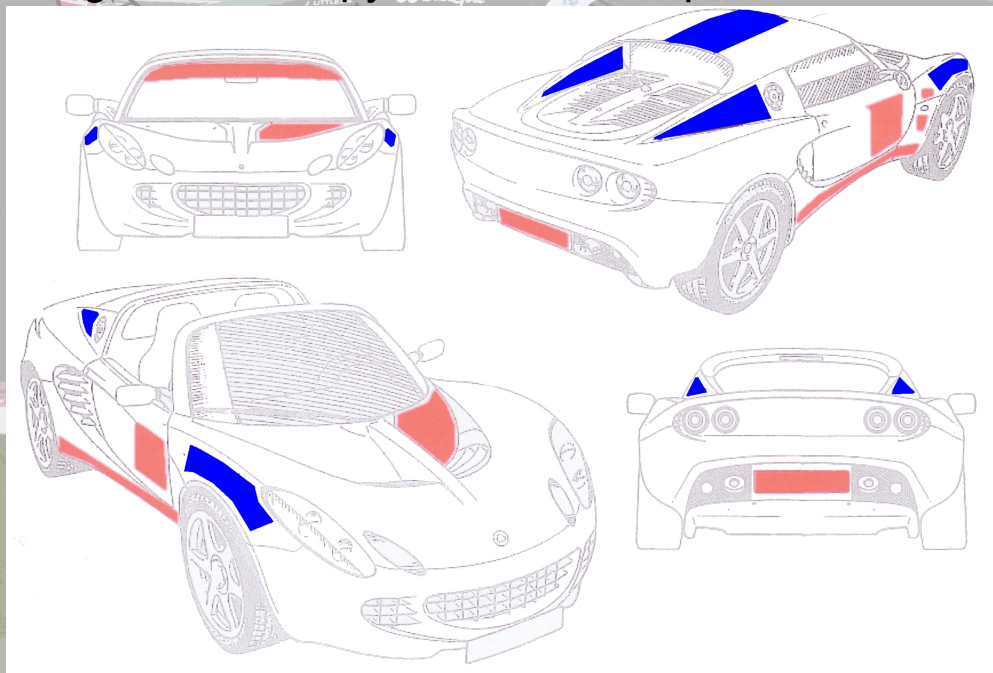
We have various packages available for the 2016 season, all with benefits including:

- Your logos on our Elise Cup R race car
- Your logos on the teams clothing, including drivers race overalls
- Availability of the car for shows and exhibitions (subject to transportation costs)
- VIP Hospitality at all races, with circuit entry tickets
- Links to your business through our social media, blogs and website

Please note, all the sponsorship packages are negotiable, and we can create a custom package to suit any business. If you need any extra information, contact Jake by emailing jake@jlmotorsport.com

'Bronze' Sponsorship Package

The positions on the vehicle for Bronze sponsors are shown below. The mandatory series sponsors logos are shown in red. In each of the positions shown there will be a maximum of 3 bronze sponsors – e.g Bronze sponsor logos will occupy 1/3rd of each space shown.



Bronze Package Benefits

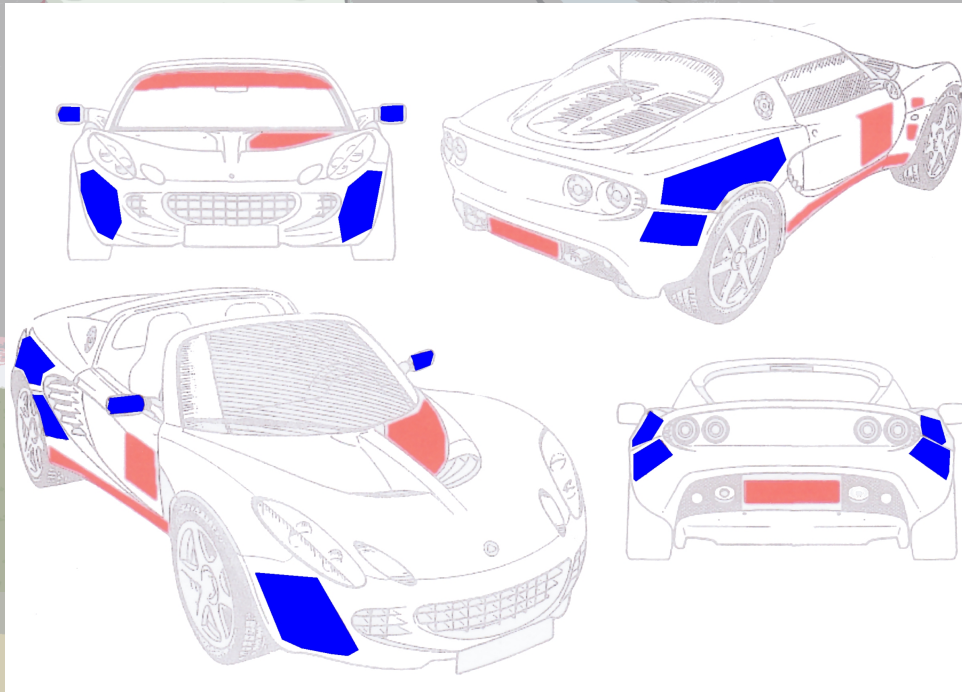
- Your brand on the latest Lotus racing car.
- Promotion of your brand and links to your websites across JLMotorsport web site, blogs and social media.
- Images of the vehicle in action for use in your literature and websites etc. with close-up shots of your Logo.
- Paddock entry at circuits on test and race days.
- Allocation of 2 tickets for entry at each race during the season.
- Invitations to track test days and shows in which the vehicle will feature.
- Availability of vehicle for shows and exhibitions (subject to transportation costs).
- VIP Hospitality at Selected Race Meetings and Events.
- Logos on team clothing and drivers race suit.

Bronze Package Costs

Branding of the vehicle (estimate)	£300
Sponsorship for the 2016 race season	£6,500

Silver Sponsorship Package

This package gives a number of larger, more highly visible positions for your brand logos on the vehicle and additional benefits. The mandatory series sponsors logos are shown in red and Silver sponsor positions are marked in grey. In each of the positions shown there will be a maximum of 2 silver sponsors – e.g. Silver sponsor logos will occupy one-half of each space shown.



Silver Package Benefits

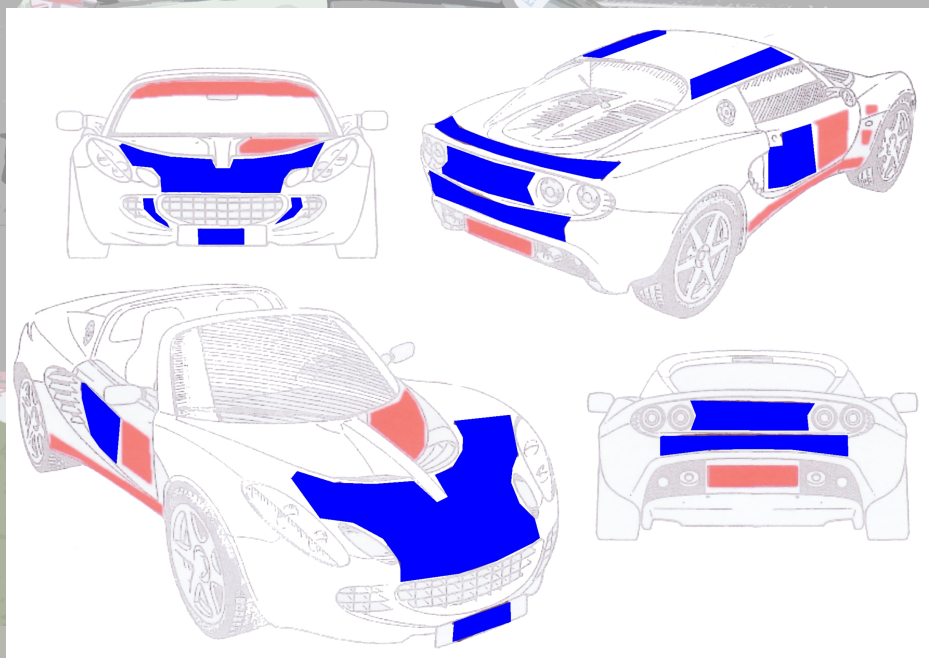
- Your brand on a the latest Lotus racing car.
- Images of the vehicle in action for use in your literature and websites etc.
- Promotion of your brand and links to your websites across JLMotorsport web site, blogs, social media and email newsletters.
- Availability of vehicle for shows and exhibitions (subject to transportation costs).
- Paddock and Pit-Lane entry at circuits on test and race days.
- Allocation of 4 tickets for each race during the season.
- Invitations to track test days and shows in which the vehicle will feature.
- VIP Hospitality at Selected Race Meetings and Events.
- Logos on team clothing, drivers race suit and drivers helmet.

Silver Package Costs

Branding of the vehicle (estimate)	£500
Sponsorship for the 2016 race season	£9,500

Gold Sponsorship Package

This package gives the highest visibility of your brand in key positions across the race car. A single Gold sponsor will feature on the vehicle during one season. The positions for Gold sponsorship package are shown below. The mandatory series sponsors logos are shown in red.



Gold Package Benefits

- Your brand on the latest Lotus racing car.
- Vehicle branding, photos of the vehicle for use in your literature and websites etc.
- Promotion of your brand and links to your websites across JLMotorsport web site, blog, social media and email newsletters.
- Pre-Season Photo shoot with driver and car at a motor-racing circuit.
- Availability of vehicle for shows and exhibitions (subject to transportation costs).
- Paddock and Pit-Lane entry at circuits on test and race days.
- Allocation of 6 tickets for each race during the season.
- Invitations to track test days and shows in which the vehicle will feature.
- VIP Hospitality at Selected Race Meetings and Events.
- Logo on drivers baseball-cap for post-race interviews.
- Priority positioning for your logos on team clothing, drivers race suit and drivers helmet.

Gold Package Costs

Branding of the vehicle (estimate)	£800
Sponsorship for the 2016 race season	£11,500

Platinum Sponsorship Package

Sole sponsorship of the race car with complete coverage of the car in the design layout of your choice. All the benefits associated with Gold sponsorship, plus additional tickets and team naming rights – e.g. “XYZ Racing”. The ultimate blank canvas for your brand.



Platinum Package Benefits

- Your brand on the latest Lotus racing car.
- Full vehicle branding, photos of the vehicle for use in your literature and websites etc.
- Promotion of your brand and links to your websites across JLMotorsport web site, blog, social media and email newsletters.
- Vehicle Painted to reflect your branding colours.
- Pre-Season Photo shoot with driver and car at a motor-racing circuit.
- Availability of vehicle for shows and exhibitions (subject to transportation costs).
- Paddock and Pit-Lane entry at circuits on test and race days.
- Allocation of tickets for race entry during the season.
- Invitations to track test days and shows in which the vehicle will feature.
- VIP Hospitality at Selected Race Meetings and Events.
- Logos on team clothing, drivers race suit and drivers helmet.
- Logo on drivers baseball-cap for post-race interviews.
- Team Naming Rights

Platinum Package Costs

Branding of the vehicle (estimate)	£1,200
Sponsorship for the 2016 race season	£50,000