

**EXCELR8**  
MOTORSPORT



**COMMERCIAL  
PARTNERSHIP  
OPPORTUNITIES**

**DRIVE YOUR BUSINESS FORWARD WITH  
MARKETING YOU MAY NEVER HAVE IMAGINED POSSIBLE**

# 01 MARKETING YOU NEVER THOUGHT POSSIBLE

Motorsport provides a unique marketing platform which is as powerful and exciting as it is varied.

Imagine getting your brand image in front of 16 million TV viewers via ITV Sport.

What would it mean to engage with 400,000 potential customers at 10 events spread across the country?

How much could a unique networking environment help to grow and strengthen your relationships?



## 02 BRITISH TOURING CAR CHAMPIONSHIP

The British Touring Car Championship is the UK's most prestigious and popular motorsport series, and provides an irresistible marketing platform.

Imagine the leverage delivered for your brand by the high-drama on-track action, capacity crowds and unparalleled live ITV television coverage of this iconic championship.



## 03 EXCELR8 MOTORSPORT

Business first, race team second.

EXCELR8 Motorsport are as committed to delivering a return on your marketing investment as we are to achieving success on the track.

## 04 PARTNERSHIP BENEFITS

We work closely alongside our partners to develop a tailored marketing strategy which delivers the maximum possible return on investment via:

- Marketing exposure
- Brand enhancement
- Lucrative networking
- Audience engagement



# 05 EXPOSURE



Get seen by 16 million people via the only free-to-air live motorsport on UK TV, and engage with 40,000 potential customers at each event on the calendar.

## 06 BRAND ENHANCEMENT

Utilise the excitement, drama and pedigree of the BTCC to enhance the credentials of your brand or product and gain an edge on the competition.



## 07 VIP CORPORATE HOSPITALITY



Benefit from invaluable face time with members of your business network against the action packed backdrop of the BTCC.

VIP, behind-the-scenes access to the team provides a money-can't-buy incentive for your customers, suppliers and staff.



# 08 AUDIENCE ENGAGEMENT

Bring your brand to life for both existing and potential customers via dynamic marketing and social media content unique to the BTCC.



# 09 STATS & FIGURES

## AUDIENCE DATA FROM THE 2021 BTCC SEASON



### TV COVERAGE

**16 million** total UK TV audience  
**235 hours** of UK TV airtime  
**150+ countries** show BTCC highlights



### CROWD STATS

**383,000** ticket sales during typical season  
**>40%** purchased team merchandise  
**85%** earn over £30,000 per annum



### IN THE MEDIA

**71 million** total print & broadcast media audience  
**10 million** social media reach per month  
**235,000** visitors to BTCC.net per month





**EXCELR8 MOTORSPORT**


TO GET INVOLVED AND BOOST YOUR MARKETING  
**BEYOND YOUR WILDEST EXPECTATION, CALL US NOW:**

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