

The Dakar Rally 2013 - 14



Excite Rallye Raid Team
Sponsorship Discussion Document

The Dakar Rally

“The challenge of a lifetime”

- The Dakar Rally is internationally recognised as being the world’s most gruelling and arduous motorsport event, **followed by billions globally on TV and throughout the media**, as hundreds of competitors cover in excess of **9,000 kilometres in 14 days** over some of the most hostile environmental conditions found anywhere.
- Many leading **brand manufacturers** enter the event as it is a unique opportunity to market their products to a **global audience**.
- Excite Rallye Raid is the first professional British Dakar Team, combining world-class drivers with an experienced management, marketing and support crew, all working with the British purpose-designed and built RaBe Race Cars ‘D4_WN5’ vehicle, to bring together a remarkable opportunity to capitalize on the enormous exposure that the event generates.





The Team

DRIVING TEAM – CAREER HIGHLIGHTS

Martin Rowe

British Rally Champion, British Formula Rally Champion, Production World Rally Champion, Chinese Rally Champion, Manx Stage Rally Champion, Peugeot Challenge Champion, Manx National Rally Winner, Group N British Rally Champion and Ford Test and Development Driver.



Andrew Coley

Class A6 MSA National Gravel Rally Champion, ASEM 1600cc Champion, MSA Selection for “Fit To Be Champion” Scholarship and previous Reserve Driver with NISMO Dakar Team.



John Hardy

20 years of British National Rally Championship experience including ACSMC Rounds, Rally Driving Instructor providing vehicle set-up and training for British Championship Drivers.



The Car

VEHICLE SPECIFICATION

- Project named 'D4_WN5' built by British specialist manufacturer RaBe Race Cars.
- Body shell awaiting release and media launch.
- Proven mechanical reliability completed 2012 Dakar Rally (*under test body shell*).
- Engine: BMW diesel 'N57' 3.0ltr, 275 Hp, 650Nm with FIA restrictor.
- Transmission: ZF 6 speed / two speed transfer case.
- Dampers: 8 x Reiger coil overs.
- Wheels: 16 inch Compomotive Atacama Rally Raid.
- Tyres: BF Goodrich Desert Race G-series.
- Fuel tank: 260ltr capacity
- Length: 3.8m
- Width: 2.0m
- Height: 1.9m
- Weight: 1900kg

Under this specification, this vehicle is unique to Excite Rallye Raid as a professional team.

Sponsorship Overview

- The first professional all-British Dakar Rally Team.
- World-class Champion rally drivers and dedicated management and support crew.
- Partnered by Dakar Rally-proven British specialist vehicle manufacturer, RaBe Race Cars, famous for its Desert Warrior vehicles.
- Confirmed broadcast of a seven-part documentary on a major European sports network.
- High level exposure to British, European and International audiences.
- Proven media interest with journalists awaiting further news developments.
- Building on the global attention enjoyed by Britain during HM Queen Elizabeth II's Diamond Jubilee and the 2012 Olympic Games.
- An ideal opportunity not only for organisations looking to reach a wider audience but also for those with an ethos of patriotic investment.
- Each of the three phases in our competition schedule for both the Dakar Rally and the FIA World Cup for Cross Country Rallies offers recognition on the world stage of motorsport.
- The Title Sponsorship can provide a "brand" team name and prominent placement.
- The exposure and prestige associated with this sponsorship package offers genuine value.
- **Our flexibility and a rigorous drive to obtain maximum value from funds means packages can be tailored to suit corporate goals and budgets. We believe in joint benefits and are looking to form a true partnership.**



TV Documentary & Media

- **Coverage of each Dakar Rally alone reaches around 190 countries and up to 2 billion viewers.**
- Such coverage has been calculated to have a **value reaching €312,000,000** -
Source: www.dakar.com
- The seven-episode documentary will provide 3.5 hours of screen time per series broadcast.
- A global interest in the team has already been seen in printed press and online media.
- The team was highlighted by Eurosport commentator Carlton Kirby in the 2012 coverage.
- **Excite Rallye Raid Team has secured the broadcast of a seven episode series with a major European sports network.** The fly-on-the-wall style documentary will follow the team in climate training for drivers, the crew and preparation of the rally and services vehicles.
- In addition, the programme will feature sponsors involvement via media opportunities, corporate hospitality and on-competitive events.

Team Schedule

- Excite Rallye Raid Team have a challenge: to be THE British success story in the Dakar Rally and the FIA World Cup for Cross Country Rallies. With a consistent level of commitment from drivers, management and sponsors alike, over the next two years this is a realistic achievement.
- The schedule is managed in a couple of stages: each one a natural progression from the predecessor and each will see a level of competition in world events. Sponsors can expect a genuine return on their investment in media exposure and, wherever the competition schedules allow, in corporate hospitality.





Phase 1



- **Timescale:** 2013 - 2014
- **Ongoing:**
 - Filming of a documentary series charting entry in “off-road” championship events, including:
- **March – November 2013:**
 - Throughout the year, entry in the FIA World Cup for Cross Country Rallies in the D4_WN5.
 - Targets include achieving a podium finish in an International Rally by the end of the 2013 season.
- **Continuing:**
 - Development of the D4_WN5 to bring in line with the regulations for the 2014 class of the Dakar Rally. Procurement of two additional sister vehicles.
- **October 2013:**
 - Two weeks of full testing in Morocco with drivers and the D4_WN5’s, covering mileage approximate in distance and duration to that of the Dakar Rally.





Phase 1 cont.



November 2013:

All vehicles undergo scrutiny for 2014 Edition of the Dakar Rally, and will be relocated to South America for the New Year start.

January 2014:

Competing in an all-out attack on the Dakar Rally, with the intention of achieving at least two vehicles finishing within the top 10 overall in the category.

Progression:

Competitive activities (Phase 3) into 2014 and off-season media events and hospitality.





Phase 2



- **Timescale:** 2013 - 2014
- **Ongoing:**
- Filming on a third documentary series, following the team's challenge for honours in both the Dakar Rally and the "off-road" Championships, including:
- **March – November 2014:**
- Competing in the FIA World Cup for Cross Country Rallies, aiming to secure the overall honours in Driver and Manufacturer Titles.
- **December 2014:**
- End of the motorsport season – FIA Awards Ceremony, Paris.
- **Progression:**
- Opportunities to continue competitive activities into 2015 and beyond.



Finance Options

- Total costs for both phases or package have been carefully calculated to ensure maximum value and mutual benefits.
- Sponsor investment for each phase or package may come from one or multiple sources.
- Title sponsorship (ie, the name under which the team races and is recognised in media) will be available to those with the highest level of investment, however this may require discussion with the event organisers (to consider any advertising restrictions) and other joint high-level sponsors. All sponsors will be kept informed.



Progressive Costs

| SINGLE PHASES | SUCCESSIVE PACKAGES | TOTAL PACKAGE |
|------------------|-------------------------|-----------------------|
| Phase 1 £4.0m | Phases 1 £4.0m | |
| Phase 2 £4.0m | Phases 1 and 2 £4.0m | Phases 1 and 2 £8m |



What Next?

For more information or to arrange an informal discussion please contact –

IML Sports Marketing

Dean – Tel: +44 (0)7841 974376

Email: dean@imlsportsmarketing.com

Or

Richard – Tel : +44 (0)7721 527492

Email: richard@imlsportsconsultancy.co.uk

