

STUART GIBBS #46 MINI CHALLENGE 2018 Driver Proposal





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07972 262757

MINI
CHALLENGE



Welcome

Thank you for taking the time to read this partnership proposal.

In this presentation, I would like to showcase to you the opportunities of forming a partnership and how I can use my story and promotional value to help grow and enhance your branding image as well as create a long lasting business and personal connections.

I am excited about the future opportunities and I hope to hear from you soon.

About Stuart

Growing up in the south west of England Stuart Gibbs has lived a colourful life. Spending most of his career in the British Armed Forces Stuart has learned the true character and discipline of life. In Stuarts younger years he focused this trait in Rally racing, however this was all put to a halt when a tragic motorcycle accident resulting in him losing his leg changed his life forever.

The effects of Stuarts accident stayed with him for many years. Dealing with multiple infections, surgeries, rehabilitation and learning how to reconstruct every aspect of his daily life that is so often taken for granted. This is where Stuarts true character of immense grit and determination really came through.

When you speak to Stuart today he is a passionate determined gentleman with a radiance and story that is inspiring. Stuart often talks of the details of his accident and what it took to get through it and leaves a positive and long-lasting impression to everyone he meets of what can truly be achieved through a positive outlook and determination.





Why the MINI CHALLENGE?

The MINI CHALLENGE is THE Championship for the new MINI in the UK since 2002 and has always enjoyed great grids, colourful cars and close racing.

Over the years The MINI CHALLENGE has built a reputation for affordability, fairness and fun, building on the iconic MINI Brand.

Exposure and Coverage

Since 2017, the JCW championship is part of the British GT Package which draws in large crowds, high volume social media and online coverage as well as TV coverage from Channel 4 and Motors TV.

- ✓ MINI JCW Championship is broadcast on Facebook Live at every British GT Event racing 700,000 views,
- ✓ Highlights of all JCW races on Channel 4 TV achieving c750,000 views,
- ✓ Motors TV highlights programmes attracting c200,000 views,
- ✓ Mini Challenge UK Website minichallenge.co.uk,
- ✓ Mini Challenge Social Media channels (Twitter, Facebook and Instagram) reaching 3m post views,
- ✓ Peak spectators c15,000 at British GT events,
- ✓ Print and online publications including Motorsport news, Autosport Magazine and many other Motorsport related publications,
- ✓ Race reports and professional photos are published on our social media channels.



MINI
CHALLENGE



British GT
Championship



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Promotion

Stuarts Motorsport partnership promotion opportunities are virtually endless.

As Stuart is a naturally enthusiastic and extroverted gentlemen there are many options for live events, promotions, TV and media interviews, public speaking, car demonstrations, exposure at events as shows such as Autosport and more.

At the track the opportunities also include the ability to host VIP hospitality events with a branded car, exclusive pit and garage tours, exclusive ride days in the JCW MINI CHALLENGE car as well as TV and live social media coverage that is watched by thousands.

With so many options available it is very easy to completely tailor a partnership package that will suit all of your promotional and branding needs.

Get in touch with Stuart to discuss how you can be a part of his journey.



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The message in motorsport.

In 2016 Stuart decided to continue following his passion for Motorsport despite his setback. With only one leg, stepping back into a race car was going to be no easy feat. Stuart teamed up with Excelr8 Motorsport in early 2017 and together they went to work to make the dream a reality. After countless hours of training, rehabilitation, one on one mentoring the team and Stuart successfully completed the season with Stuart improving in leaps and bounds.

Stuart has made it his mission to showcase to the world that anything is achievable, despite whatever setbacks or disadvantages you may have. Stuart's ability to follow his dream, step into a race car and make it all work proves the fact that anyone who's willing can do the same. By doing this Stuart has created a very strong branding message and one that will leave a great lasting impact on all of Stuart's fans and partners. Becoming a partner with Stuart will create some branding opportunities that money simply cannot buy and a chance to get behind one of the greatest personal stories in Motorsport.



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STUART GIBBS

#46

Thank you for taking the time to consider a sponsorship partnership with Stuart.
Packages configurable at all levels
Always open to discussion



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TRACK & ROAD

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STULANE
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