

**JAY BRIDGER**

*The Road to Formula One...*



**PROPOSAL**

Target  
Brand  
Logo  
Here

**Partnership Prospectus**

## Introduction..

JAY BRIDGER

### Meet Jay Bridger

- One of THE biggest new talents in UK motorsport
- Already recognised by the British Racing Drivers Club as one of their 'rising stars' programme – only awarded to young drivers with outstanding talent and potential
- Championship winning pedigree



### Facts and Figures

- 20 years old
- **2008** – National Class Champion in British Formula Three with an incredible 16 podium finishes in 20 races including 4 wins and 8 2<sup>nd</sup> places.
- **2007** – UK Formula Ford Championship – 5<sup>th</sup> overall with 8 podiums – 5 x 3<sup>rd</sup> places, 3x 2<sup>nd</sup>'s a 1 race win
- **2006** - UK Formula Ford : 9th Overall : One podium, Formula Ford Festival : 2nd, UK Formula Ford Winter Series, Rounds 3 & 4, two podiums, 1st and 2nd, Tested Bio fuel for Ford at Silverstone
- **2005** –First season in cars – racing, testing & development
- **1996-2004** - Formative years in Karting



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## Jay's story from Farmers field to Formula 3 Champion...

### Jay Bridger

- Jay's story is one of true dedication and belief. Without the funding of many contemporaries, Jay has let his driving talent and determination to succeed do the talking, having learnt to drive a go-kart around the family farm
- Now two steps from Formula One, Jay is ready to follow in the footsteps of Lewis Hamilton and Jenson Button who both progressed to Grand Prix careers from British Formula 3
- Success in the 2009 Championship will see Jay progress to GP2 in 2010, the recognised feeder series to Formula One.
- Jay repays those who support him with dedication, hard work, commitment and flawless performance where it matters – on the track
- Jay offers his partners all the associations with a fast moving, hi-tech environment, where results and the demand to deliver are key . He knows that his partners expect a return on their investment in him.
- "I want to be the best in whatever I do, and I enjoy nothing more than winning. Motorsport is very competitive, but I know with the right backing I have the ability and determination to succeed"



## Jay will be racing with Team West-Tec

JAY BRIDGER

### Team West-Tec

- Established over 20 years
- Championship winning pedigree
- 2007/08 saw 30 F3 podium positions including 12 race wins
- Values – engineering excellence, performance & results
- Commercially focused – proven to deliver excellent integrated sponsorship campaigns
- Past Blue Chip sponsors – NEC, Irwin Tools, Learn Direct
- Vast experience in a wide range of series across the world

### Formula 3

- Single seater racing championship two steps away from Formula One
- Engines supplied by manufacturers inc Mercedes, VW & Honda
- Proven and essential career step for tomorrow's Grand Prix drivers
- Current Formula One drivers who honed their skills in F3 include
  - ✓ Lewis Hamilton
  - ✓ Nico Rosberg
  - ✓ Mark Webber
  - ✓ Jenson Button
  - ✓ Nico Rosberg
  - ✓ Nelson Piquet

TEAM WEST-TEC



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## 2009 Formula 3 Championships

- For 2009 Jay will race in the following:

➤ ***The British International Formula 3 Championship***

Regarded as one of the most competitive F3 Championships in the world attracting both home grown and overseas drivers.

Mercedes and Red Bull use BF3 as a proving ground for their protégés.

No other series anywhere has produced as many future Grand Prix winners and Formula One World Champions as BF3.

- 20 races across 10 race weekends
- Racing on premier UK circuits inc Silverstone & Brands Hatch
- 3 overseas rounds including street race in Bucharest

The goal – to win the 2009 Championship

**British International F3 Championship**

Oulton Park	
Donington Park	
Silverstone	
Rockingham	
Hockenheim	
Snetterton	
Spa	
Silverstone	
Bucharest	
Brands Hatch	

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## TV Coverage, Media and Fans..

### TV

- British F3 is filmed for Channel 4 seen by 1.8m viewers per year and also syndicated across other terrestrial and satellite channels including **Motors TV**

### Spectators

- British F3 is the leading UK formula series and attracts crowds of circa 10,000 per weekend eager to see tomorrow's F1's star's in action
- The European F3 rounds attract large crowds with 65,000 at the street race in Bucharest

### UK Motorsport Fan Profile

- Gender Split: Male 65% Female 35%
- Sub 34 years old - 30%
- Sub 44 Years Old - 65%
- ABC1- 45%
- C2 - 41%
- DE- 14%
- 50% of fans earn in excess of £30,000 p.a.
- 25% of fans earn in excess of £45,000 p.a.



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## Partnerships

### Partners

- Technical partnerships in place with:
  1. French constructor Mygale for racing chassis
  2. Mugen-Honda for BF3 engine supply
  3. Motul UK as official oil partner

### Partnerships with Jay

- Jay Bridger can offer brand partnerships as following examples:

### Primary Sponsor

- Primary level branding on key retained areas of the car
- Driver visor strip and helmet
- Driver overalls
- Quantity of season VIP season passes

### Associate Sponsor

- Associate level branding on the car and drivers overalls

### Partner

- Minor branding on the car
- Bespoke partnerships tailored to budgets and objectives

JAY BRIDGER



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## Other benefits available

- VIP Hospitality – opportunity to entertain guests at venues across the UK and Europe
- Nationwide and European coverage
- Behind the scenes access with Jay
- Personal appearances, track days, staff motivation
- Sampling at selected venues UK/Europe
- Trade presence at selected venues UK/Europe
- Customer incentive/reward programmes tied to activity with the team
- Money can't buy opportunities to offer clients and staff
- A platform to launch a product across UK and Europe
- Support promotion arranged – on event/trackside, etc

## Summary

### Partnering with Jay Bridger

- Audience – reach target audience of 18-35 males
- Image – high profile, important series, 2 steps from F1
- Driver – role model, future star – be part of Jay's world and career
- Emotion – Give your people someone to support and follow
- Team – Speed and team work - real examples to use
- Join – Be part of the team for a day – opportunities for staff incentives
- Winners – winning driver & team with excellent pedigree

## Contact



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Prospectus issued by MacLean Communications on behalf of Farm Racing (Jay Bridger) all proposals subject to their final approval

