

YOUR MARKETING OPPORTUNITIES WITH JRM RACING



BENTLEY



JRM RACING



JRM is an advanced engineering and motorsport company synonymous with racing success. JRM's racing heritage records multiple international wins and podiums across a variety of motorsport categories including LMP1, GT, Rally and Rallycross, as well as celebrating a

championship title win in GT. JRM's presence on the track guarantees attention from the racing industry, teams and press. Adding the incredible new Bentley Continental GT3 to the team, after a season of development, is set to be breath-taking.



#BRINGGTHETHUNDER

BENTLEY CONTINENTAL GT3



JRM Racing is lining up on the grid in the astonishing second generation Bentley Continental GT3. With a world-class pedigree, this new GT3 race car was developed in tandem with the recently launched Continental GT road car.

The mostly aluminium structure has created a much lighter car while the new developments

on the race-proven 4.0-litre Bentley twin-turbo V8 delivers unrestricted power is in excess of 550 bhp and Bentley's unmistakable sound. Combined with sleek aerodynamic surfaces, new suspension and braking systems, JRM are taking all of the optimum ingredients for a fearsome addition to the track in this impressive race car.



British GT Championship

A grid full of some of the most impressive and desirable latest-model sports cars featuring performance enhancements that will blow your mind. This series has everything – drama, speed, nail-biting overtakes as teams battle for position and tense pitstops including driver changeovers where precious fractions of a second could mean the difference between the podium and the paddock.



BE PART OF
THIS SPECTACULAR
CHAMPIONSHIP.

April 11/13 – Oulton Park

May 16/17 – Snetterton

June 6/7 – Silverstone

June 20/21 – Donington Park

July 18/19 – Spa-Francorchamps

August 29/30 – Brands Hatch

September 19/20 – Donington Park

MOTORSPORT SPONSORSHIP



YOUR 2020 MARKETING SOLUTION IN ONE PACKAGE

Inject some life in to your marketing plans for 2020! Do something different, make some noise and align your company with a luxury British brand. Celebrate successes in the office and on the podium as we take your business, your future and current clients, as well as your staff, on a journey of a lifetime. A season-long experience where you're guaranteed to get bang for your buck and activation to take every board report to the next level.

The opportunities for marketing with the team and car are endless. We'll give you a taste of some of our ideas on the next page, but we prefer the bespoke route – we know this is how you'll get the best season from us. Let our marketing activation and sponsorship experts sit down with you to discuss your 2020 marketing or business objectives and we'll come up with some unique ideas that make up the perfect package to allow you to achieve your goals which can be activated throughout the year.

HOSPITALITY

With on-site hospitality available, give your guests the VIP experience as you entertain them trackside among the world's most luxury brands in automotive. Enjoy a dining experience like no other as your current and future clients feel the thrill of behind the scenes access to a race team at the track. With VIP dining, garage tours, meetings with the drivers and grid access ahead of the race start. They can get close to the action as your car battles for the position and perhaps even get to enjoy a champagne-spraying podium finish!

NETWORKING

Develop relationships with motorsport industry connections using association with a race team to help you get your foot in the door. With prime access to the garage and JRM network, let us help you make new contacts in the paddock. There are varying types of audiences within the race series. At every race weekend, there are spectators for B2C connections – we can help you with sampling to the mass audiences during the packed-out pit walk session. You could also be brushing shoulders with industry experts, decision makers and racing teams if your aims are with B2B audiences.

EXCLUSIVE EVENTS

Bring the Bentley to your next event! Your package isn't limited to trackside opportunities – if you have a corporate open day, staff party, industry trade show or charity event to support, we can come to you. Show off the race car featuring your logo at a chosen event – we promise its presence will stop anyone in their tracks. Give a talk on the car, send vibrations through the floor as the engine revs and create fantastic photo opportunities with your sponsored Bentley and even let them take a seat behind the wheel.

MONEY CAN'T BUY EXPERIENCES

Have you got some VIPs to entertain? Some shareholders to impress or some high performing employees to reward? Take them on a tour of the Bentley HQ. Get exclusive access to enjoy a day at the prestigious British brand's headquarters. We can even arrange to get them collected from the airport or station in a Bentley to enjoy the tour.

BE PART OF THE RACE TEAM

With exclusive garage access, your guests could get closer to the action than any VIP guest pass could allow. Join the team for a tour of the garage, an overview of the car and race strategy by our drivers and get a private view of the mid-race pit stop.

TEAM BUILDING

A race crew is one of the closest-knit teams you can get – every person has to deliver under pressure for the race to be a success. Your team could become pit crew for the day with a staff event to include simulated pit stops, overseen by our very own crew. Change a tyre in seconds, compete against each other for the best performance of the day and learn how to work together to deliver the perfect stop.

PR & MEDIA

We can help you generate incredible content for use across your social platforms to help increase engagement with your audiences and open up new conversations. Add some exciting images and press copy to industry and local news as well as on your website and other media outlets. Give your next corporate brochure a visual boost with your company logo splashed across the impressive Bentley Continental GT3, the opportunities are endless.





COME ALONG FOR THE RIDE...



"I just wanted to say a big thank you for today and for bringing the car down. We had a fantastic day, and our customers loved it, and your team were amazing, so again thank you so much, we really appreciate it."

ORBITAL FOOD MACHINERY

"Thank you to all the JRM Team for the experience today – all companies enjoyed it"

AIR LOGISTICS GROUP

"A HUGE thank you to you and the team for your kind support over the weekend. You really went above and beyond to help us, and the public loved coming over to look at / talk about the car."

ALZHEIMER'S RESEARCH UK



Let us create a bespoke sponsorship package that can help you achieve your goals in 2020. Contact Darren Andrews on +44 (0)7845 316 969 or email dandrews@jrm-group.com to arrange a discussion around your needs and we can help you get there.