
Mark II Motorsport

2010 Sponsorship Proposal



Innovative Marketing through Motorsport

www.mark2motorsport.com

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Having come so close to winning the 2008 and 2009 BTRDA National Clubmans Rally Championship with rounds right across England and Wales, Mark II Motorsport are aiming to take the title in 2010.

In order to achieve this, the team must continue to attract major sponsorship deals. The following document outlines the benefits available to sponsors as part of that deal.

2010 Program utilising a Group A Escort Cosworth.

Core Sponsorship Plan available for a one or a two year agreement.

Benefits:

Branding on car and service vehicle for season

Tickets and Hospitality at local or National rally.

IPR and use of all and any pics/videos/articles etc for corporate Promotion (i.e. Sky rally reports, Pacenote articles).

Branding on all Team wear, support vehicles and merchandise.

Links and advertising on www.mark2motorsport.com and www.rallyingonline.com

Full rally updates, press releases and access to the vehicle for promotional appearances subject to availability.

Up to 16 tickets and VIP hospitality at Rally Day 2010 (see www.rallyday.com). There will an opportunity for 8 guests to ride in the car during the day.

AND/OR

A bespoke Corporate Rally Event for up to 20 people utilising an actual special stage with a minimum of 3 cars will be available for rides with passengers reading pace notes to the drivers.

AND/OR

Co-Driver prize drive in an actual Rally event giving the recipient a chance to experience the thrills and spills of real competition.

Definitions.

a) *Mark II Motorsport Ltd*

1. **Choice of car*** Mark II Motorsport will be using a Group A specification Escort Cosworth (see car spec) in the BTRDA/MSA National Asphalt Rally Championship. **Mark II Motorsport** reserves the right to change the vehicle during the sponsorship period.
2. **Tickets and Hospitality at Main Rally of the Year** The team will select one of the events to provide entry and hospitality. It will usually be a round of the National Championship, and one where central viewing and facilities are available.
3. www.mark2motorsport.com The team's official website has been designed not only to give a detailed account of the season and to promote the team, but also to benefit the sponsors through further commercial opportunities.
4. www.rallyingonline.com Rallyingonline.com has been designed and developed in partnership with www.rallygallery.com and been developed to provide a simple access point to the world of Rallying. Every aspect of the sport will be made easily accessible including Rallygallery's incredible image base.

b) **Corporate events** (*includes all safety equipment and insurances*).

1. **Rally Day 2010.** Rally Day is an annual track based event held at Castle Coombe in Wiltshire. The event is well attended with 10 – 15,000 spectators. Mark II Motorsport is able to participate in 6 track sessions and 2 feature stage appearances giving its sponsors or their clients an unrivalled opportunity to sample the power and handling of a 300+bhp four wheel drive rally car.

VIP Hospitality is provided for the team's guest throughout the day including parking and access to the VIP suite where breakfast lunch and afternoon tea is included. Many of rallying's stars, past and present take part in this event with cars from the 60's, 70's 80's through to modern WRC machinery being demonstrated.

Mark II provides corporate gifts and clothing as well as a full photographic record of the day within the sponsorship arrangements. Fenwick Elliott LLP, FTI Brewer Construction and E C Harris have all enjoyed this event the past 3 years. The day is for up to 16 guests, 8 of whom will get to ride in the car. Rally Day is held in September on a Saturday.

2. **Bespoke Corporate Rally Day.** Held at an actual Rally Special Stage in the South East, Mark II Motorsport can provide a day that its sponsors and their clients will never forget. With up to 4 different cars giving high speed rides (a modern 4 wheel drive, GpB four wheel drive, GpB 2 wheel drive and modern front wheel drive), the experience encompasses all forms of rally cars.

The day runs from 10.00 to 15.00 with breakfast, lunch and afternoon tea provided in a marquee with excellent views of the stage. This day is exclusive and again gifts are provided with a full photographic record of the day along with a digital DVD. Up to 20 guests can be accommodated, all of whom will be able to ride in at least 3 different vehicles.

c) Car



GpA ESCORT RS COSWORTH.

- Bodyshell:** Ex - works type specification. Refurbished and modified to Group A spec.
- Engine:** 300BHP Group A spec Cosworth YBT 2.0 litre turbocharged with ALS, Group A exhaust, works turbo with titanium shaft and Quick release, Mountune camshafts and management systems
- Transmission:** 4 wheel drive with 6 -speed gearbox.
- Suspension:** Group A alloy front hubs with compression struts and Group A TCA's, front and rear Group A anti roll bars. Adjustable dampers.
- Brakes:** AP Group A callipers. Adjustable pedal box.
- Ancillaries:** Bag tank fuel cell, Group A wiring loom, pectal engine monitor with telemetry, carbon kevlar internal panels, 18" alloy wheels, Sparco seats, Willans 3" harnesses.

Agreement Details:

1. This agreement is the sole agreement between the Parties and there have been no representations by the Parties inducing the entry by the other party to the Agreement.
2. Mark II Motorsport has the option of introducing further sponsor to the team.
3. Mark II shall not be liable for any failure to provide the Services in the event that it is not reasonably practicable to fulfil the Services by reason of matters outside the control of Mark II. In such case Mark II shall account for any sponsorships that have been saved by reason of Mark II not performing the Services (i.e. the variable cost of non performance of the relevant Services)

**** The car's suitability for events will be reviewed on an annual basis and any change will be agreed between the parties.***

For further details call Mark Welch on +44 (0)7793 037037 or email : mark2.motorsport@virgin.net



Appendix 1 – Rallying C.V.

1993 – Mark 2 Escort.

- 1st Rally win – Southsea Stages, Goodwood, West Sussex.

1994 – Mark 2 Escort.

- 2nd overall in Prewell South of England Rally Championship.

1995 – Escort Cosworth GpN

- 1st Overall – Would Be Good Stages, Goodwood, West Sussex.
- 10th Overall – London International Rally, Surrey, Berkshire and Hants. Televised on Carlton, 1 hour programme.

1996 – Escort Cosworth GpN

- 2nd Overall – Bomb Along Stages, Debden, Essex.
- 7th Overall – Imber National Rally, Wiltshire.

1997 – Escort Cosworth GpA

- 1st Overall – Mini Tempest Rally, Chertsey, Surrey.
- 2nd Overall – Azimghur Stages, Colerne, Wiltshire.
- 2nd Overall – Bomb Along Stages, Debden, Essex.

1998 – Escort Cosworth GpA

- 1st Overall – Barretts South of England Rally Championship.
- 1st Overall – Abingdon Carnival Stages, Oxon.
- 3rd Overall – Monteburg International Rallysprint, Dranouter, Belgium.

1999 – Escort Cosworth GpA

- 2nd Overall – Mini Tempest Rally, Chertsey, Surrey.
- 4th Overall and Star Drive Award – Mewla National Rally, Wales.
- 7th Overall – Tour of Cornwall National Rally.
- 9th Overall – Safety Devices National Tarmac Rally Championship.

2000 – Escort Cosworth WRC

- 4th Overall – Abingdon Carnival Stages, Oxon.
- 13th Overall – Tour of Flanders International Rally, Roeselare, Belgium. Televised on Sky Sports 2, 1 hour programme

2001 – Escort Cosworth GpA

- 1st Overall – Bomb Along Stages, Oakington, Cambs.
- 2nd Overall – S M Stages, Oakington, Cambs.
- 5th Overall – Bovington Stages, Dorset.
- 2nd in Class – ACSMC Rally Championship

2002/4/5.

- Sabbatical – Babies!

2006 – Escort Cosworth GpA

- 8th Overall, 4th in class - Smeatharpe, Devon
- 10th Overall, 5th in class – Carfax Rally, Longcross

2007 – Escort Cosworth GpA/WRC

- 2nd Overall, 2nd in class - 3 Counties stages, Smeatharpe
- 5th Overall, 1st in class - Carnival Stages, Abingdon
- 7th Overall, 3rd in class – Azimghur Stages, Wiltshire.
- 1st Overall, 1st in class – Fat Albert Stages, Keevil.
- 3rd Overall, 2nd in class - Smeatharpe Stages, Devon.

2008 – Escort Cosworth GpA/WRC

- 3rd Overall, 3rd in Class – 4 Seasons Stages, Longcross
- 4th Overall, 3rd in Class – Milbrook National Rally, Milbrook Proving Ground, Beds.
- 2nd Overall, 2nd in Class – Rally of the Midlands, Nuneton.
- 13th Overall, 3rd in Class – Mewla National Rally, Epynt, Wales
- 7th Overall, 3rd in Class – Patriot Stages, Caerwent, Wales
- 2nd Overall BTRDA National Clubman's Asphalt Rally series

Rallying C.V.(cont)

2009 - Escort Cosworth GpA/WRC

- 5th Overall, 3rd in Class – Bovington Stages, Poole.
- 11th Overall, 5th in Class – Tour of Caerwent, Wales (front diff failure).
- **1st Overall**, 1st in Class – Rally of the Midlands, Nuneton/Hinckley.
- 12th Overall, 4th in Class – Mewla National Rally, Epynt, Wales.
- 4th Overall, 2nd in Class – Patriot Stages, Caerwent, Wales.
- 3rd Overall Driver, 2nd Overall Co-Driver BTRDA National Clubman's Asphalt Rally Series.



Appendix 2. - Testimonials

From: James Stride
Subject: FW: Customer Rally Day event

Dear All,

I would like to say thank you very much for an excellent event last Friday, I really enjoyed the day and the range of cars was superb.

I hope you continue the event as from speaking to all those that attended it was a complete success!

James

PS – I have just about recovered from the RS200!

From: alan.blanchflower@ba.com [mailto:alan.blanchflower@ba.com]
Subject: Re: Pictures from the Q8 Rally Day

Mark,
Many thanks a great day had by all.....
Alan

British Airways Fuel Procurement
Waterside (HEB3) Americas House
PO Box 365, Harmondsworth
UB7 0GB

From: Jonathan.Pardoe@fly.virgin.com
[mailto:Jonathan.Pardoe@fly.virgin.com]
Sent: 26 November 2009 09:29
To: Mark Welch
Subject: Re: Pictures from the rally event

Many thanks Mark, a great day, some great pictures, especially the one of Nick!!!

Jonathan Pardoe
Head of Fuel Management
Virgin Atlantic Airways Limited
The Office (SE1), Manor Royal, Crawley,
West Sussex, RH10 9NU, United Kingdom

Appendix 2. – Testimonials (cont)

From: Gemma Welsher [mailto:gemma.welsher@btinternet.com]

Sent: 13 October 2009 21:13

Subject: Rallying

Hi Mark,

It was really good to meet you at the rally day, I had a fantastic time and I am really hoping that Brewers will invite me again!! It sure beats being invited to a Rugby or football match that I often get invited to! Rallying is something I hadn't tried before, it was great experience and you and your team made it a really enjoyable day out!

As a client of FTI Brewers I was really impressed with the day and it offered something that bit different.

Thank you so much for a wonderful day and I would love to do it again and maybe next time you'll be able to make me scream!!

All the best

Gemma Welsher

From: Freeman, David (ASIG UKHQ) [mailto:David.Freeman@asig.co.uk]

Sent: 02 December 2009 15:45

Subject: Rally Day

Hello Mark,

At last, I've both remembered to email you at the same time I've found the time to do so.

The day itself was excellent made even better by the company and even the rain help off. However, at times like that I think every normal driver realizes he's either to old or just crap at driving.

Those proficient make it seem so easy and we did enjoy some proficient driving....!

My son was really ecstatic; he's raced karts (still does) and done track days with the Caterham. But neither of us have had the opportunity to experience rally cars and what an experience.

It's also interesting in that I preferred the Escort while he was smitten with the RS 200.

He did ask what one would be worth; with I think intentions of perhaps buying one.

However having been given an estimate..... we're sticking with the Kart!

Overall a great day, the drivers were fun, the cars fast, the food brilliant and thrills for everyone. Many, many thanks.

Please also pass our thanks on to Nick and Mary.

In fact there was too many people to thank just don't know their names.

Best wishes.

David