

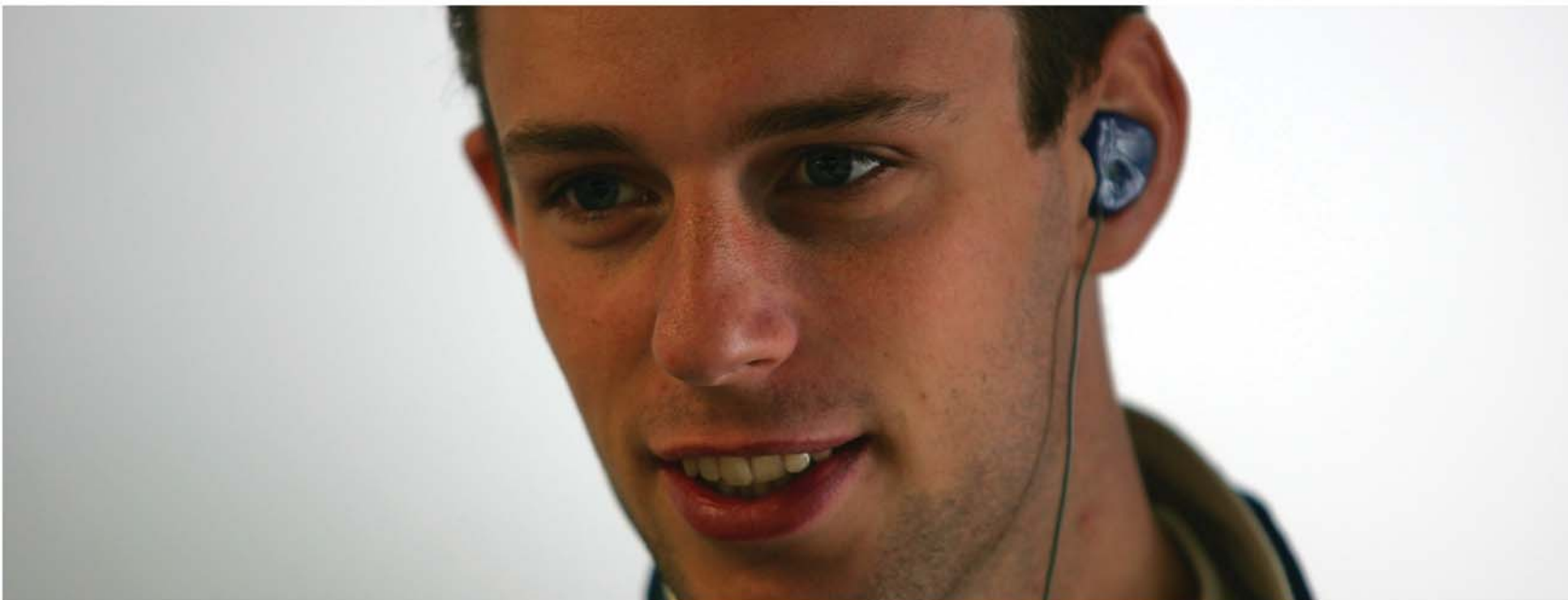
MB

A Unique Marketing Opportunity





Introduction

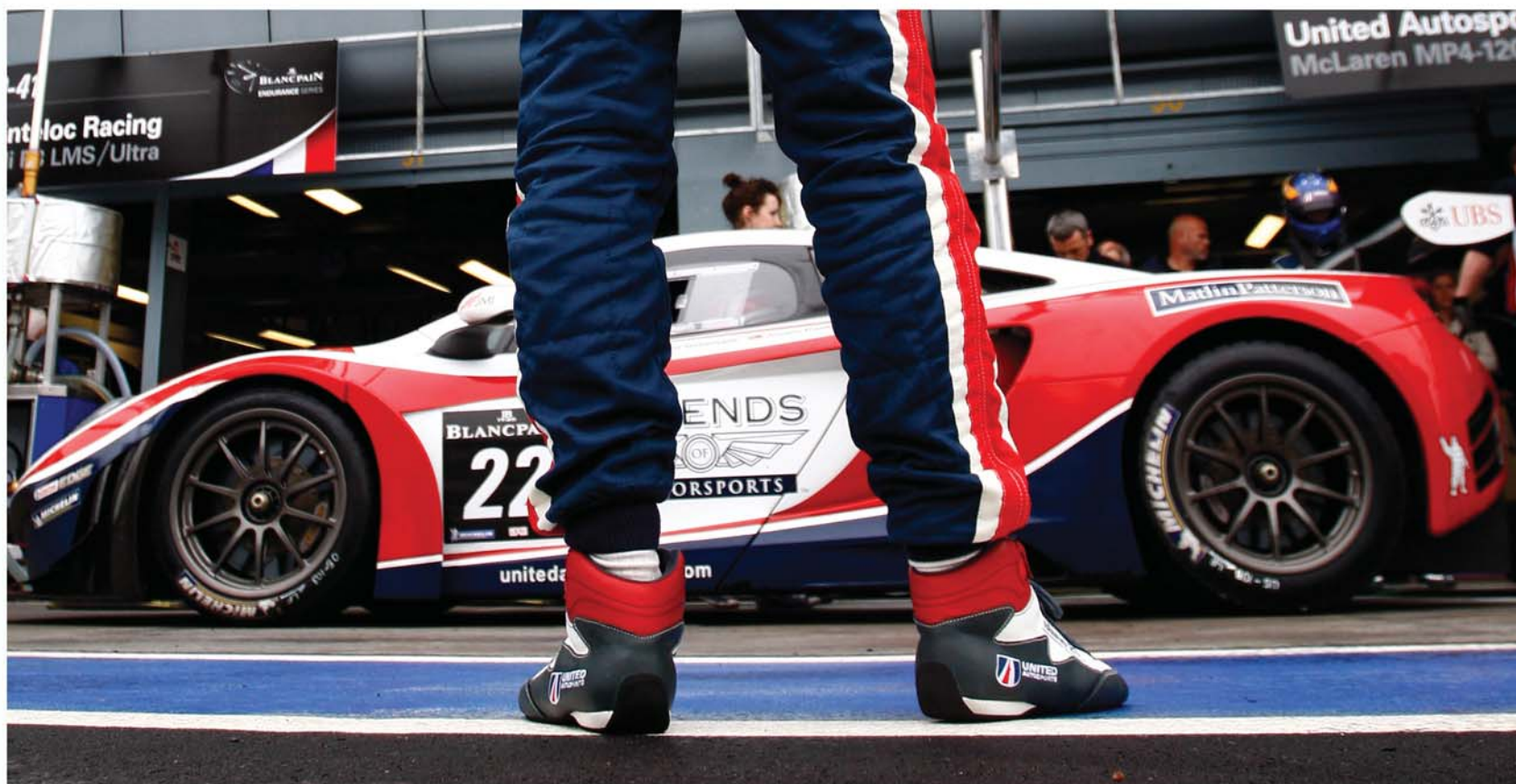


Motorsport has long been a proven way for leading companies to promote their brand and products, whether it's a business looking to reach new audiences or aiming to associate their brand with the quality, precision and success of such a highly competitive industry.

Young, upcoming and race-winning sportscar driver, Matt Bell, is offering like-minded companies a unique opportunity to share his success and use the high-profile platform to promote their brand on a global stage.



Branding



Gets your company's name in front of a large motorsport audience as well as other sponsors up and down the grid, and gets your brand associated with exclusive global partners within the team such as McLaren and Audi.

» Race Car

» Drivers Helmet

» Drivers Suit

» Driver and Team Clothing





Hospitality



Entertain your company's clients and business partners, incentivise staff with a fantastic race day experience, or invite new and target clients to showcase your companies competitive edge through its association with a leading driver in motorsport.

- » Guest and Sponsor entertainment
- » 5-star hospitality
- » Full VIP access to the race team and driver
- » Grandstand tickets



Coverage



MOTORS
TV UK
High Speed Television



Mobil 1
THE
GRID

Live and delayed TV broadcasts as well as internet streaming gets your company name viewed all over the UK, Europe and the rest of the world.





Media



Use targeted press releases and video blogs involving Matt to get your company message sent directly to where you want it.

Social network sites and Matt's website can also be utilised, with thousands of dedicated fans following Matt and his team, and more followers to come with greater success!



Matt Bell: BRDC Rising Star



In recognition of his rapid progression and achievements in motorsport, Matt has been invited to join the prestigious BRDC Rising Stars programme.







As part of his exclusive membership, Matt's partners can get the opportunity to enjoy full hospitality in the BRDC Clubhouse at the British Grand Prix, MotoGP and many other feature events hosted at Silverstone circuit.



Matt BELL
UNITED STATES
23




2012 BLANCPAIN ENDURANCE SERIES



- | | | | | |
|----|---|-------------------|---------------|-------------------|
| 1. |  | Monza | Italy | 14 - 15 April |
| 2. |  | Silverstone | Great Britain | 2 - 3 June |
| 3. |  | Paul Ricard HTTT | France | 31 June - 1 July |
| 4. |  | Spa-Francorchamps | Belgium | 28 - 29 July |
| 5. |  | Nurburgring | Germany | 22 - 23 September |
| 6. |  | Navarra | Spain | 13 - 14 October |

2012 BRITISH GT CHAMPIONSHIP



- | | | | | |
|----|---|----------------|---------------|-------------------|
| 1. |  | Oulton Park | Great Britain | 7 - 9 April |
| 2. |  | Nurburgring | Germany | 17 - 19 May |
| 3. |  | Rockingham | Great Britain | 9 - 10 June |
| 4. |  | Brands Hatch | Great Britain | 23 - 24 June |
| 5. |  | Snetterton | Great Britain | 4 - 5 August |
| 6. |  | Silverstone | Great Britain | 8 - 9 September |
| 7. |  | Donington Park | Great Britain | 29 - 30 September |



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