

Dean Stoneman

Return of a Champion

Commercial Introduction 2013



Return of a Champion

In 2010 Dean Stoneman had the world at his feet. He was F2 Champion and had impressed many in motorsport during an amazing year which culminated in a stunning test with the Williams F1 team.

The following year and with an eye firmly on Formula One, Dean agreed to race in the Renault World Series as team mate to current F1 Star Daniel Ricciardo. Preparation was well under way for the exciting season ahead when he was given devastating news. He was diagnosed with advanced testicular cancer and would have to put his career on hold whilst he underwent intensive treatment.

Despite all expectations and at the hands of leading Cancer experts, Dean made an incredible recovery and just like many of his main rivals in motorsport, he had beaten Cancer with courage, determination and against all odds.

Deans inspirational story has caught the attention of many people both inside motorsport and the wider world including leading media outlets.

This year as Dean makes his long anticipated return to motor racing in a three year agreement, we are looking for commercial partners to benefit from his return. His story and profile will provide a unique component to any marketing mix. His comeback will be highly charged fusion of publicity and success which will create an unrivalled opportunity for a dynamic business in front of millions of TV viewers.

EXECUTIVE SUMMARY

Dean Stoneman is a young and extremely talented racing driver from Southampton

- He was the 2010 FIA Formula 2 Champion which led to a test with the Williams Formula One Team. He has been honoured with a number of industry talent awards and his career is now firmly back in the spotlight. Dean has retained the honour of being part of the BRDC SuperStars programme for talented young British drivers
- Dean is deeply ambitious and aims to race at the highest level. His comeback will see him racing over a three year programme after which he will become a leading GT driver
- Dean has chosen the Porsche Carrera Cup GB to make his return in 2013. The agreement will see him moving on to Porsche Super Cup in 2014 and 2015, part of the F1 Calendar
- Dean is now looking for commercial partners who wish to benefit from the success and profile his will return to motorsport will generate
- Sponsorship is essential for Dean to compete over the next three years. This presentation outlines the opportunity and illustrates how Dean has already proved his potential as a leading professional racing driver. His profile has been increased further still after taking 2011 off from racing to overcome serious illness. His achievements on and off the track are truly inspirational and are being recognised both in professional motorsport as well as the wider world making Dean a natural brand ambassador

WHO IS DEAN?

- Viewed as one of the most gifted drivers of his generation
- 2010 FIA Formula 2 Champion
- Age 22, Southampton based
- Ambitious, presentable and dynamic
- Great brand ambassador
- Tested for Williams F1 Team



DEAN'S CAREER

2013 **Porsche Carrera Cup GB**

2012 P1 Powerboat Superstock Champion and Williams Advanced Engineering test driver

2011 Rested from racing whilst receiving treatment to overcome serious illness

2010 Tested for AT&T Williams F1 Team

Winner FIA F2 Championship, 6 wins, 12 podiums, 6 pole positions

Castrol World Ranking 94th in the world, up from starting the year at 1030th

2009 Awarded BRDC Super Star Status Formula Renault UK Championship - 4th overall

2008 Formula Renault UK Championship - Graduate Cup Champion

Autosport BRDC Young Driver finalist

2007 Formula Renault UK Winter Cup Formula Renault BARC - Vice-Champion

2006 Super ICC British Champion

2005 Junior Gearbox Karting, 4th overall

Raced JICA Super One Karting

2004 JICA Super One Karting in France & Italy

Stars of Tomorrow JICA Karting

2003 JICA Super One Karting

Stars of Tomorrow JICA Karting

2002 Junior Rotax Max Karting

2001 Minimax Karting Championship

2000 Formula Cadets Karting



AWARDS



F2 Championship Trophy
Monaco, December 2010



John Cobb Trophy, December 2010



★BRDC Superstars
Award 2009



McLaren Autosport Awards

- ★ Young Driver Finalist 2008
- ★ Rookie of the Year finalist 2010

JOHN COBB TROPHY - 2010

- The John Cobb Trophy - an annual award given by the British Racing Drivers' Club to the driver who has achieved successes of the most outstanding character during the past season. Previous winner Lewis Hamilton
- Dean was presented the prestigious award by Damon Hill OBE, the BRDC Chairman, at London's Savoy Hotel which was attended by BRDC members and their guests for the club's annual awards.



AT&T WILLIAMS F1 TEST



As part of his prize for winning the Formula 2 title, Dean was invited to test for the Williams F1 Team in Abu Dhabi on 16 October 2010

HE IMPRESSED...!

“I think he has strong talent and is clearly a great competitor. We shall be watching closely.”

Patrick Head, Director of Engineering, Williams F1 Team

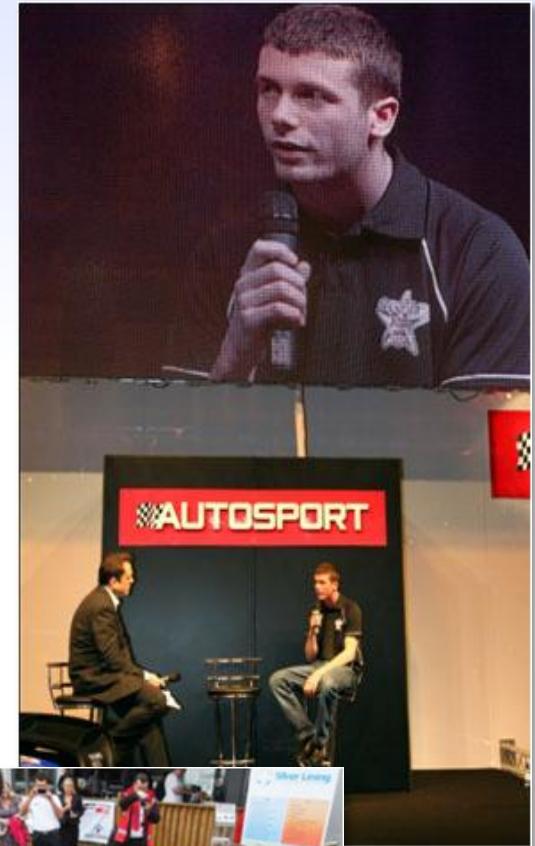
“He went quicker every lap he completed, worked well with his engineers and overall did a professional job for the team. We’re impressed by him”

Tom McCullough, Senior Test Engineer, Williams F1 Team

PUBLICITY

Dean regularly takes part in PR photo-shoots, personal appearances and editorials:

- Newspaper and magazine interviews
- Product endorsement activity
- Book production
- Extensive media coverage of personal story



RECENT HEADLINES

Like a rolling Stoneman

The Briton was utterly peerless in the wet, and went on to take a double win and big points lead

Brands Hatch
Stoneman closes on Palmer
Five points separate the leaders
Briton after a mixed weekend

QUALIFYING
Stoneman flies when falters

Like a rolling Stoneman
The Briton was utterly peerless in the wet, and went on to take a double win and big points lead

RESULTS

DEAN STONEMAN
WINS RACE OF HIS LIFE

OFFICERS

RICHARD BEVAN
TALKS EXCLUSIVELY TO INSPIRATIONAL RACING DRIVER DEAN STONEMAN WHO WAS FORCED TO SWAP RACING FOR WORLD TITLES FIGHTING FOR HIS LIFE AFTER LEARNING THAT HE HAD ADVANCED CANCER AND WAS JUST SEVEN DAYS FROM DYING IN EARLY 2011.

S OUTLOOK LOUDED

SEASON REVIEW

Young Southampton race ace may have a winning formula

GREAT FUTURE: Dean Stoneman in action.

YOKOHAMA

SPORT SPOTLIGHT
After a single year in F2 racing Dean

TOP 10 F2 DRIVERS

everycl

everycl

SOCIAL MEDIA

Extensive social media presence through:

- Presence on Facebook and Twitter
- Twitter following growing daily
- YouTube.com contains an extensive library of Deans race wins and successes
- Flickr.com has an extensive library of images
- Google alerts, Smart phone Apps, etc

The image consists of two side-by-side screenshots of a Twitter profile. The left screenshot shows a menu with options: Tweets, Following, Followers, Favorites, and Lists. Below this is a 'Tweet to Dean Stoneman' input field containing '@TheDeanStoneman'. Underneath are six thumbnail images of Dean Stoneman in racing or promotional settings. The right screenshot shows the main profile page for 'Dean Stoneman' (@TheDeanStoneman). It features a profile picture of him in a racing suit, his name and handle, a bio mentioning he is the 2010 FIA Formula Two Champion, BRDC SuperStar, John Cobb Trophy Winner, and Youth Ambassador for The Wessex Cancer Trust Southampton, with a link to his website. It also shows his tweet count (962), following count (84), follower count (1,034), and a 'Following' button. Below this is another section of tweets, with the top one from 'Dean Stoneman' (@TheDeanStoneman) dated Feb 7, thanking Tim Harvey for racing tips and sharing a photo from a Porsche test drive.



PORSCHE

CARRERA
CUP
GREAT BRITAIN

Porsche Carrera Cup Great Britain

The Porsche Carrera Cup GB is at the very pinnacle of British motor racing. Stunning cars, top teams and drivers and unrivalled back up from Porsche Cars GB makes the Carrera Cup the obvious choice for teams and drivers seeking a superb racing platform for 2013.

The 2013 season will again feature the fabulous 450bhp 911 GT3 Cup car, delivering the best possible driving experience and spectacle for the fans.

The new season will be the eleventh year of the Carrera Cup

in Britain, modelled on Porsche's long-established world-wide Carrera Cup concept. Equal cars, close and exciting racing and first-class facilities for teams and drivers all add to the strength of the championship.

The Carrera Cup GB continues to be a prime support race to the British Touring Car Championship, which guarantees bumper race day crowds and first-class TV coverage, including up to 10 hours live coverage on ITV4.

The successful Pro-Am1 and Pro-Am2 categories ensure that

the less experienced and non-professional racers can compete for their own points, prize money and podiums within the overall championship.

The Pro-Am2 category offers new drivers the chance to join the Carrera Cup GB for selected events and compete for separate points and awards.





911 GT3 Cup (Type 997)

Specification

- 997 (911 GT3 RS II) basis
- 450 bhp at 8500rpm
- Six-speed sequential dog-type gearbox
- Carbon fibre doors with window frame and plastic rear view mirrors
- Carbon fibre rear lid with adjustable rear wing
- Brake system with adjustable bias bar
- Internally ventilated brake discs:
front 380mm – rear 350mm
- Motec instrument display with integrated data recording
- 90 litre fuel tank
- Rear wheel drive
- Weight: approx 1160 kgs





Race calendar for 2013

PORSCHE

**CARRERA
CUP**
GREAT BRITAIN

Brands Hatch (Indy)	30/31 March
Donington Park	20/21 April
Thruxton	4/5 May
Oulton Park	8/9 June
Croft	22/23 June
Snetterton	3/4 August
Knockhill	24/25 August
Rockingham	14/15 September
Silverstone	28/29 September
Brands Hatch (GP)	12/13 October

The 2012 audience

In 2012, an estimated 371,000 fans watched the Carrera Cup GB races live at the circuits during the 10-weekend schedule. The events offered an excellent geographic spread, from Brands Hatch in Kent to Knockhill in Scotland.

Meanwhile, over five million people watched live television coverage of the championship on ITV4. The Carrera Cup GB featured extensive live coverage,

spanning up to three quarters of the races. This involved up to an hour of live transmission on some race days and at least half an hour of live coverage on each of the 10 Sundays as part of the overall BTCC package.

The Carrera Cup GB also features in dedicated hour-long highlight programmes in the Motorsport UK series, which is broadcast on ITV1 and then shown twice

on ITV4 in prime slots. This highlights programme takes the total TV audience to more than 19.5 million UK viewers.

In addition the full coverage is available online via www.ITV.com/ITV4 for 28 days after it has been broadcasted, ensuring that it is simply unmissable! In 2013, the Carrera Cup GB will again enjoy a superb TV package.



itv 1

itv 4

UK TV Audience	141 live hours 19.5 million viewers	Gender			Personal income		
Foot Fall	371,000 people over 10 race weekends	Male	61%		Under £20,000	3%	
Radio 54 million listeners	51 hours over 152 Stations	Female	39%		£20,000 - £24,999	3%	
Print	12.5 million circulation	Social class			£25,000 - £29,999	9%	
Internet 25,000 Views	Motorsport pages www.origin.porsche.com/uk	AB	39%	C2	7%	£30,000 - £34,999	14%
		C1	51%	DE	3%	£35,000 - £44,999	22%
					£45,000 - £54,999	21%	
					£55,000 or over	28%	



Sponsorship Detail



B2B OPPORTUNITIES

- An association with Dean Stoneman and his 2013 racing programme will provide many opportunities for active B2B engagement
- There are countless examples of effective B2B benefits through active motorsport involvement
- Dean's management will work with you to identify and realise valuable synergies where they exist for mutual commercial benefit
- Motorsport is a high-profile world of technology, lifestyle, youth and excitement that provides many opportunities for like-minded individuals and companies to exploit these attributes

.....unlimited possibilities through success and imagination.....

CONTRACT FEATURES

Contract Options

Driver Branding

Branding options include driver racesuit and helmet. Branding only needs to be discreet to have a positive and relevant effect. Branding also available on crew suits and all teamwear.

Car Branding

Car Branding can be applied to reinforce your position as a business with international reach.

Race Hospitality

This is an unbeatable way to entertain and impress business associates and to build relationships away from the office.

Driver Appearances

Probably the best way of motivating a workforce is a personal visit by a star driver. Dean Stoneman is a very effective motivational character and will create strong motivation within any organisation with his determination and success. A great example is for you to host a pre-race cocktail with Dean and invite your key Contacts.

Driver and Team images

Use of these images together with quotes and endorsements offer a powerful combination of relevant and effective marketing and communications tools.

Merchandise Programme

This will undoubtedly prove to be a huge success. Branded clothing and accessories will be sold worldwide.

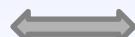
Showcar

A dedicated replica race car can be supplied for use as a static or mobile focal point and attention-grabber.

CONTRACT FEATURES



On car branding can include elements of SPONSOR in association with the Team branding. Designs and detail by further negotiation.



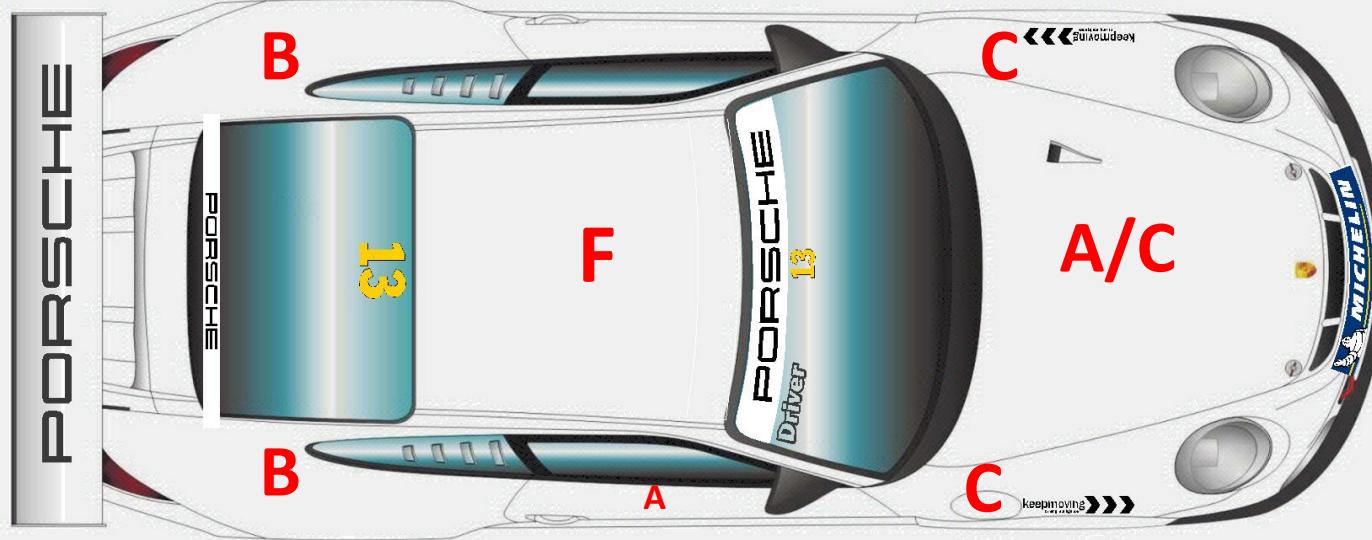
Drive helmet branding is very popular since it is the most personal item of driver brand identity, carrying the drivers personal helmet design. This is the most photographed item of driver wear alongside the driver cap.



Racesuit branding available on chest, back and sleeves by negotiation. This suit will always be worn in the car and at various times for events and round the paddock area in public view



	Tier 3 £15 – 25k	Tier 2 £50k	Tier 1 £75-125k	Title naming rights £300k
On-car	✓	✓	✓✓	✓✓✓
Racesuit	✓	✓	✓	✓✓
Shirts		✓	✓	✓✓
Helmet / Cap		✓	✓✓	✓✓
Driver Appearance	3 Day	6 Days	7 Days	Extensive
Image use	Print media	All media	All media	All media
Website, launch logos	✓	✓	✓	✓



Whole car value
£285,000



Championship Livery Positions.

Clear areas of car body available for sponsor placement.



	Location	Spot value	Suit included	Helmet included
A – Tier 1	Doors & Bonnet	£100k	Location J	Location L/M
B – Tier 1	Rear ¼ Side	£75k	Location J	Location L/M
C – Tier 2	Bonnet	£50k	Location J	Location L/M
D – Tier 3	Front wings	£25k	Location K	None
E – Tier 3	Front /Rear	£20k	Location K	None
F – Tier 3	Roof	£15k	Location K	None

DRIVER BRANDING OPTIONS

Racesuit

J

K



Helmet

L

M

Other suit locations
Possible by negotiation

Race Day Hospitality



An unbeatable way to entertain associates, build relationships, reward staff and generate new business

BUDGET 2013

Title Partner - Budget £300,000

- Company name included in team race entry
- Car base colour and full branding at your disposal
- Driver racesuit, helmet team shirts fully branded
- Additional branding on race trucks and pit equipment
- Full use of driver images for movie and stills advertising
- Unlimited use of Car/Team/Driver images
- Attendance at creative photoshoots as required
- Personal appearances in addition to photoshoots
- Integrated merchandise programme
- Race and test hospitality as required
- Inclusion on website of logo and hyperlink



BUDGET 2013

Tier 1 - Budget £75-100,000

- Full use of personal image for movie and stills advertising.
- Use of Car/Team image
- Full use of personal image for editorial purposes
- Attendance at photoshoots as required
- Personal appearances. At least 4 in addition to photoshoots
- Major logo branding of racesuit, helmet, shirts and racecar
- Integrated merchandise programme
- Race and test hospitality as required
- Inclusion on website of logo and hyperlink



BUDGET 2013

Tier 2 - Budget £50,000

- Full use of personal image for movie and stills advertising.
- Use of Car/Team image
- Full use of personal image for editorial purposes
- Attendance at 2 creative photoshoots
- 2 Personal appearances in addition to photoshoots
- Logo branding of racesuit, helmet, shirts and racecar
- Integrated merchandise programme
- Race and test hospitality as required
- Inclusion on website of logo and hyperlink



BUDGET 2013

Tier 3 - Budget £15,000 - £25,000

- Use of personal image for stills advertising
- Use of Car/Team image
- Full use of personal image for editorial purposes
- Attendance at one creative photoshoot
- One personal appearances in addition to photoshoot
- Logo branding of racesuit, and racecar
- Race and test hospitality as required
- Inclusion on website of logo and hyperlink



FOR VISIONARIES AND ALTRUISTS ONLY....

How can Dean Stoneman help your business ?

- ★ Dean is a winner. His much awaited comeback will see one of the UK's brightest young motor racing talents return to the track.
- ★ Dean's incredible story of overcoming Cancer is to receive extensive media coverage providing a brand association with a amazing human achievement His comeback is likely to create an unprecedented amount of coverage in 2013
- ★ People who support Dean now will benefit from his success and the media exposure expected for this incredible sportsman. They will also become a solid part of Dean's "Racing Family". With a three year programme in Porsche Cup racing and all partners will enjoy a long and productive relationship.
- ★ In years to come commercial partners will be able to enjoy the satisfaction of knowing that their support helped to get a talented and courageous young Brit to become one of the most recognised sporting names in sport.

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