



2027 SPONSOR PROPOSAL



A MESSAGE FROM THE OWNER

Nathan Wells
Founder, DigiPlat Racing

DigiPlat Racing's aim is to become one of the top independent racing teams in Britain. For 2027, we are looking for partners to help us compete at the front of the Britcar Endurance Championship, one of the most competitive and prestigious series UK motorsport.

Though many think of sponsorship in motorsport as a branding/advertising endeavour, the real benefit comes from the unique and potentially lucrative networking and B2B sales opportunities it unlocks.

Please read on to find out how working with us could increase revenues for your organisation and form a fundamental part of your marketing efforts. We look forward to hearing from you!



ABOUT BRITCAR



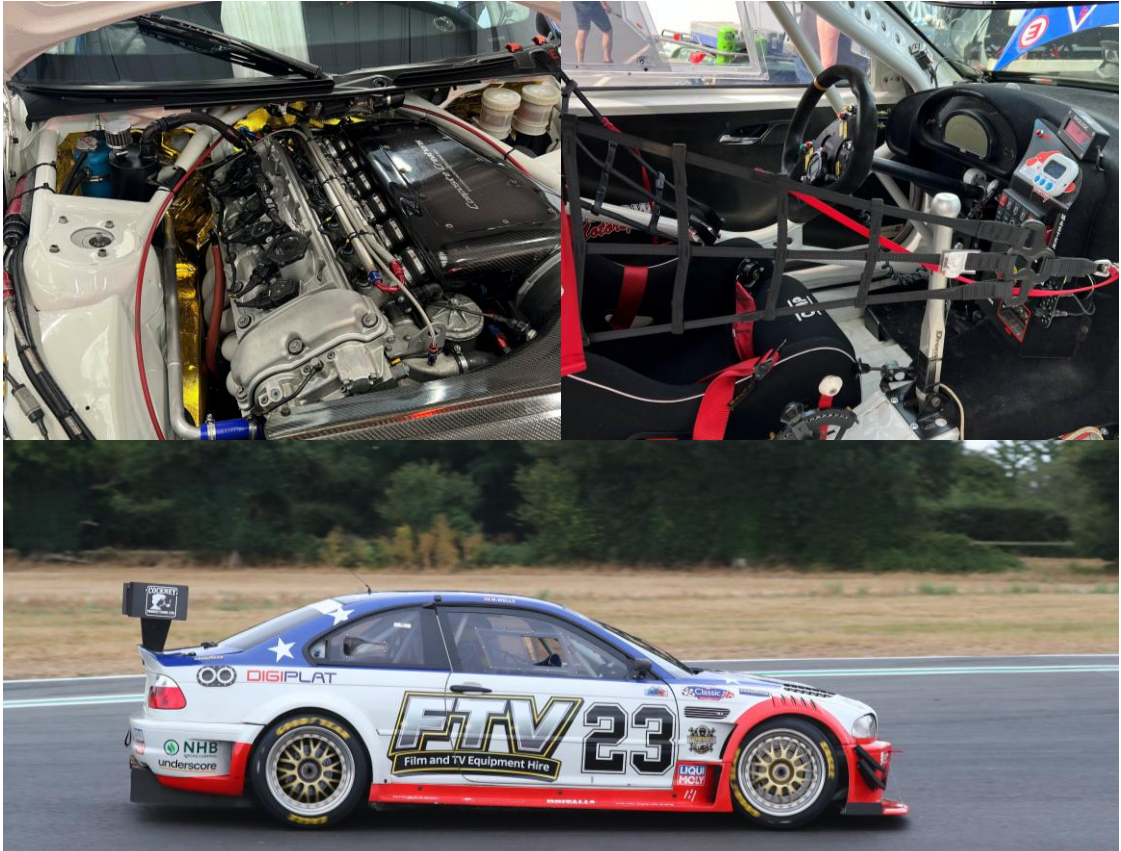
Britcar is one of the UK's longest-established and most prestigious racing series. The championship is contested by a mix of professional drivers, amateur "gentleman racers" and up-and-coming juniors. The teams compete in a variety of cars, ranging from GTs, to sports cars, to touring cars. The series is divided into multiple classes based on the relative performance of different cars, giving everyone a chance to claim the overall crown. In 2027, there will be races at top venues like Silverstone, Belgium's Spa-Francorchamps, Brands Hatch, Snetterton and Donington Park.

ABOUT THE CAR



DigiPlat Racing's BMW M3 GTR is a remarkable machine

DigiPlat Racing's BMW M3 GTR was originally supplied as a thoroughbred race car by BMW Motorsport, and is fitted with suspension parts from BMW's American Le Mans Series sports cars, wind tunnel-proven aerodynamic components, and highly-tuned race engine. The car has won countless races and championship titles in GT Cup, Dutch Supercars, CSCC Slicks, and the Ramair BMW Championships. It is one of the most famous M3s in world motorsport, drawing big crowds and demanding attention wherever it races.



WHY SPONSOR US?

How sponsoring DigiPlat Racing could benefit your business, unlock opportunities to find new clients and grow your existing accounts.



Network

Make valuable new contacts among the racers and their sponsors, unlocking potentially lucrative deals for your company.



Win Business

Bring along your prospective customers and give them an experience they will never forget.



Retain Clients

Treat your existing clients and customers to unique experiences that will help you retain and grow the account.



Advertise

Show your products and services to new and valuable demographics. Make your brand recognisable to new customers.



Incentivise Staff

Reward your most loyal and high-performing staff with experiences that convey your thanks for their efforts.



Form New Partnerships

Meet and form new partnerships with companies providing complementary services to your own.

Not just a logo on a race car...

Partnering with DigiPlat Racing will give you access a unique and varied business hub. It only takes one new client, one sale that you would otherwise not have made, and you will reap massive return on your sponsorship investment with our team.

OUR OFFERINGS

Our services and offerings are designed to give you maximum return on your sponsorship investment.

They emphasise the incredible networking and B2B sales opportunities that can be exploited in

Britcar, whilst also giving the more traditional brand exposure and advertising space associated with typical motorsports sponsorship.



HOSPITALITY AT EACH RACE



No better way to say “thank you for your business” than bringing a client along for a VIP day at a Britcar event.

Sponsoring DigiPlat Racing gives you VIP, access-all-areas passes to each Britcar event, including the Brands Hatch ‘Into The Night’ Race. You and your guests can get up close to the action, take a stroll around the paddock, watch the mechanics hard at work in the pits, before witnessing the action in the race itself. Then, if you get tired of looking at race cars, you can simply retreat to the exclusive hospitality area, sip on some free drinks and enjoy a complementary two-course lunch!

The VIP area at Britcar is akin to an exclusive B2B networking hub. We work with other teams and the series organisers to introduce sponsors and guests who work in similar or complementary business sectors. Many long-lasting and lucrative business deals have been struck in the hospitality area at Britcar events over the years, and you may find yourself with a new client or supplier that you would otherwise never have met. It’s an ideal way to open up opportunities for your business in different market sectors and in different parts of the country or continent. As well as tickets to each race, our title sponsors will also be invited to attend the Britcar end of season awards party – yet another prime networking and B2B sales opportunity.

ADVERTISING SPACE

Get your brand and logo on DigiPlat Racing's cars, race suits and teamwear

Placing your company's logo on the side of a race car is a sure-fire way to increase awareness of your brand, and market your organisation and its products/services to potential customers. Motorsports sponsorship gives you an opportunity to advertise in a new, unusual way, and reach lucrative demographics amongst both the fans of Britcar and endurance racing, and the wealthy "gentleman drivers" in the series itself, many of whom run successful businesses or hold executive positions at large corporations.



PRINT MEDIA COVERAGE

Britcar enjoys considerable coverage in the specialist motorsport press, as well as local newspapers.

On average, there are around 18 articles per month about Britcar in outlets such as Autosport, Motorsport News, and local newspapers. Most articles are accompanied by an image, giving your brand considerable exposure if featured.



Team BRIT switches Aston to Britcar

BRITCAR

Team BRIT will enter its specially modified Aston Martin Vantage GT4 in next season's Britcar Championship, and may even expand to a second entry later in the year.

The team, which aims to inspire those with disabilities to get involved in motorsport, has already enjoyed success with the Aston this year. It won its first race at

Oulton Park during the Aston Martin Owners' Club meeting and competed at the Aston Martin Le Mans Festival, among other races.

It will now contest the full Britcar campaign as the squad builds towards its target of becoming the first all-disabled team to race in the Le Mans 24 Hours.

Team BRIT founder Dave Player said: "We've got the car and we've got drivers with enough experience

to be competitive. It's a great step forward."

The driver line-up is expected to be Warren McKinlay, Martyn Compton, Jamie Falvey and Jon-Allan Butterworth.

Team BRIT will also run four cars in the 750 Motor Club's new BMW 116 Trophy, but will cease racing in the Fun Cup. Player said it might also buy a car to slot between the Aston and BMW.

STEFAN MACKLEY



CORPORATE TRACK DAYS

Reward your staff and customers with an unforgettable day

Our track days typically take place at legendary venues like Silverstone and Brands Hatch, and we limit them to 10 guests per day so that everyone gets plenty of seat time. At these events, we will take each guest out for some “extreme taxi” laps in our 420+ bhp BMW M3 GTR, while you can spend plenty of time pitching, networking, and generally getting to know your guests in order to help your business.

These events are also a great way to reward your staff and team-build.

Snacks and hot/cold drinks will be served all day.



OTHER OFFERINGS



Social Media and Web Coverage

Your company will be included in social media posts, blog posts and videos published by DigiPlat Racing on our social and web channels. You can also expect coverage via Britcar's popular Twitter, Instagram and Facebook pages.

Pit Displays

You will have the chance to showcase your services and products in our pit garage at each race. This provides a great opportunity to engage and pitch to potential customers as they wander around the paddock.

Our Car Showcased At Your Events

Nothing stands out more than a race car in a unique location! You can showcase the DigiPlat Racing BMW M3 GTR at your own events during the off-season, creating a unique talking point and finding new customers and clients who are into motorsports, and prime candidates to bring along to future events.

SPONSORSHIP PACKAGES

DigiPlat Racing has created a set of four packages with a different mix of our offerings to suit all budgets and levels of commitment to the programme. These packages range from our Title Sponsor package, which gets the full set of offerings and the opportunity to brand the whole team, through to our entry-level Bronze package.



SPONSORSHIP PACKAGE OVERVIEW



TITLE SPONSOR

Name the team, brand the car. All of our offerings included.



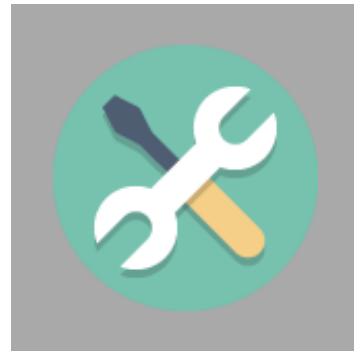
GOLD SPONSOR

Prominent logos and a large selection of our sponsorship offerings.



SILVER SPONSOR

Good-sized logos and tickets to Britcar events so you can network and treat your clients.



BRONZE SPONSOR

Our entry-level package with small logos and attendance at a selection of races.

GOLD SPONSOR PACKAGE

Offerings and services included in our top tier package.

Advertising

Large, prominent logos on our race cars, driver race suits and helmets, team wear (T-shirts and baseball caps worn by the crew).

Marketing & Branding

Press release mentions.

Video and social mentions on DigiPlat Racing channels.

Car provided to use at 1 event of your choice during off-season.

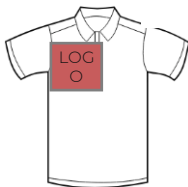
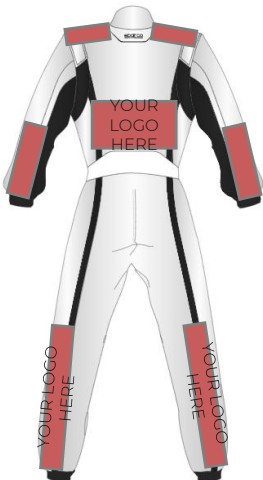
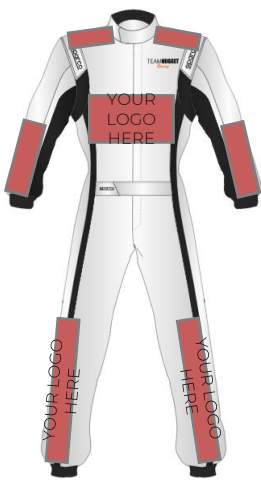
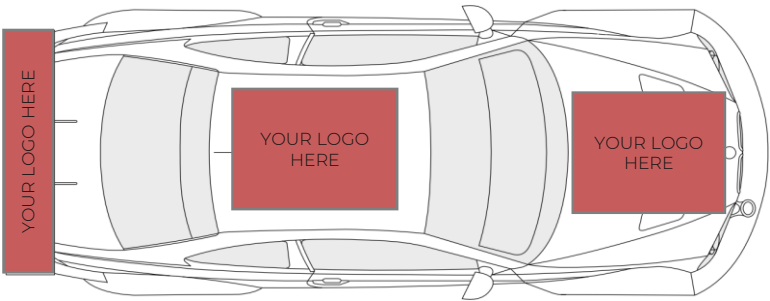
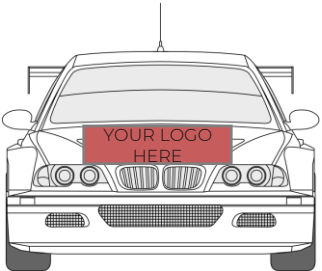
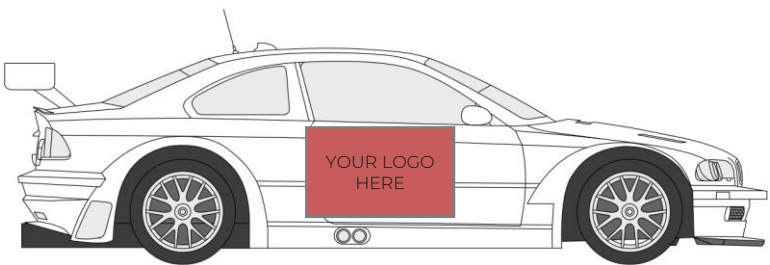
Networking & Sales

4x full VIP tickets to each Britcar event.

Price: Please enquire

GOLD SPONSOR PACKAGE

Advertising Space



SILVER SPONSOR PACKAGE

Offerings and services included in our 2nd tier package.

Advertising

Prominent logos displayed on multiple locations of the race car.
Smaller logos on race suits.

Marketing & Branding

Press release mentions.

Video and social mentions on DigiPlat Racing channels.

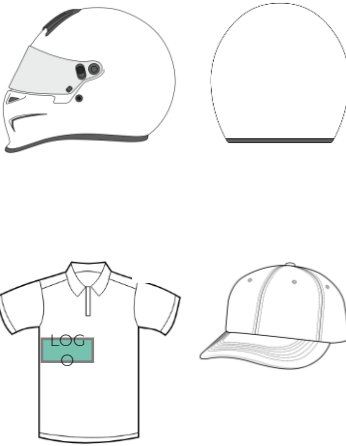
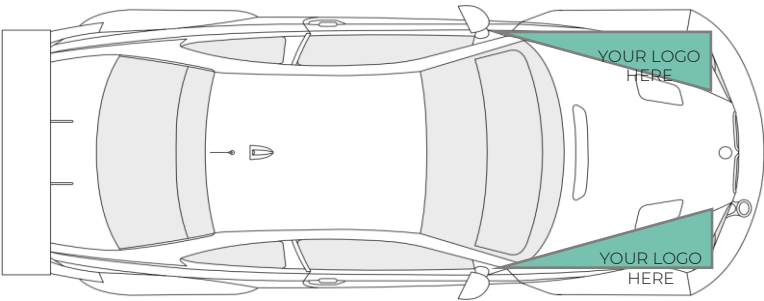
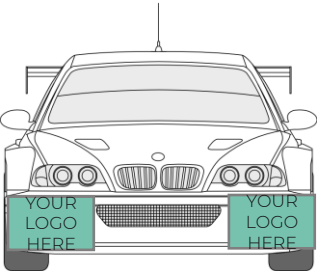
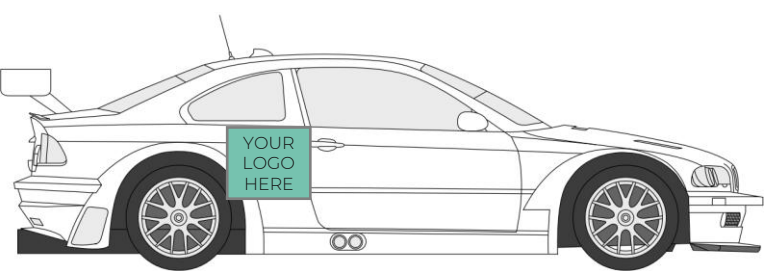
Networking & Sales

2x full VIP tickets to each Britcar event.

Price: Please enquire

SILVER SPONSOR PACKAGE

Advertising Space



BRONZE SPONSOR PACKAGE

Offerings and services included in our entry package.

Advertising

Small logos on the side of DigiPlat Racing's car.

Marketing & Branding

Press release mentions.

Video and social mentions on DigiPlat Racing channels.

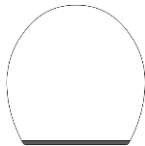
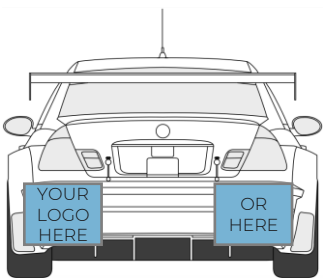
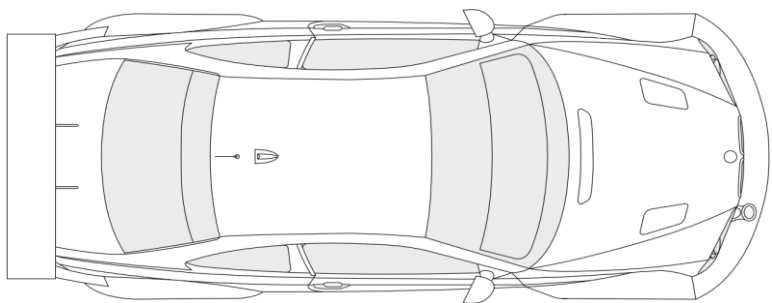
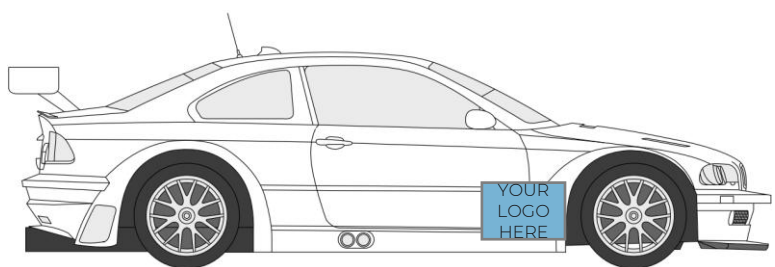
Networking & Sales

2x standard entry tickets to each Britcar event.

Price: Please enquire

BRONZE SPONSOR PACKAGE

Advertising Space



TITLE SPONSOR PACKAGE

If you want to be fully involved in the programme, we can provide a package with all our offerings and extras.

Advertising

Large, prominent logos on our race cars, driver race suits and helmets, team wear (T-shirts and baseball caps worn by the crew). Logos on pitwalls, flags, signage and support vehicles.

Marketing & Branding

Team name prefixed with your brand. Whole team and car branded in your colour scheme. Space to demo your products and services in the pits. Press release, video and social mentions. Car provided to use at 2 events of your choice during off-season.

Networking & Sales

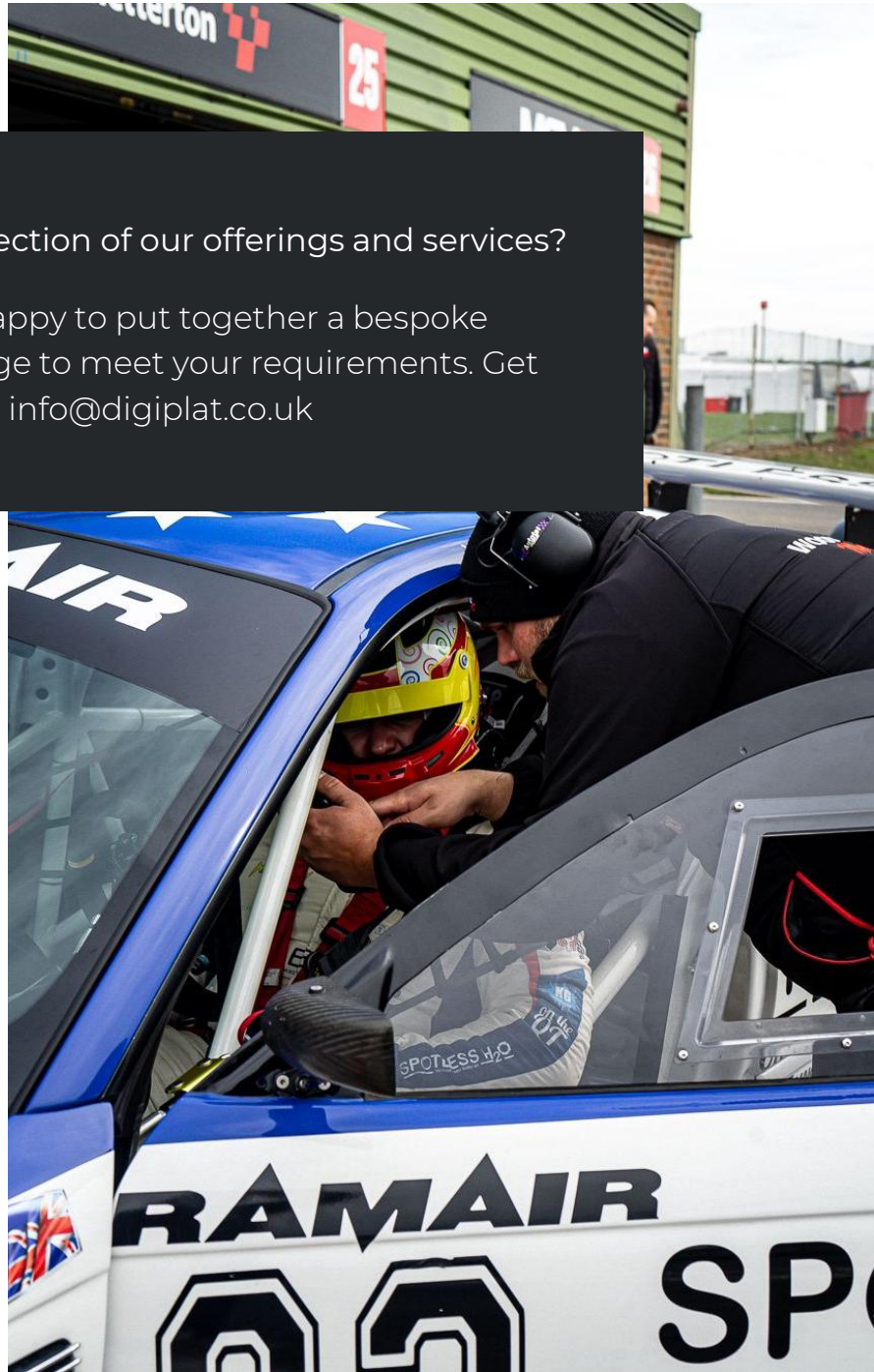
1x Corporate track day for up to 10 guests. 4x full VIP tickets to each Britcar event. 4x additional standard entry tickets for each race. 2x tickets Britcar end of season awards ceremony for yet more networking.

Price: Please enquire

BESPOKE PACKAGES

Want a specific selection of our offerings and services?

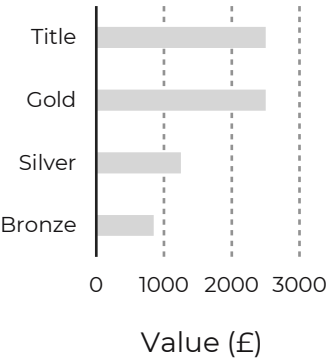
We are of course happy to put together a bespoke sponsorship package to meet your requirements. Get in touch with us via info@digiplat.co.uk



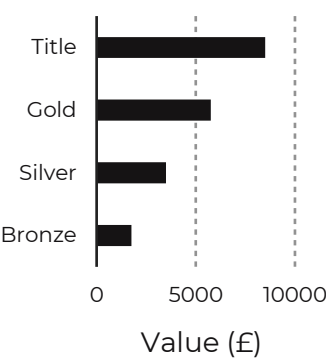
DELIVERING RETURN ON YOUR INVESTMENT

Sponsoring DigiPlat Racing provides tangible value against advertising costs, hospitality costs, and costs of other marketing activities/events.

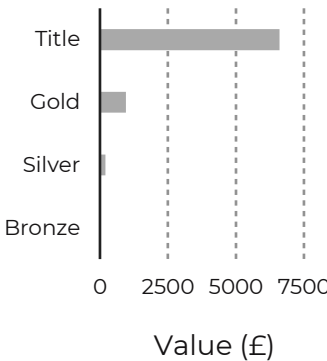
VIP entry
and tickets



Media
advertising



Other tangible
benefits



SPONSORSHIP COMPARISON

	Title	Gold	Silver	Bronze
Vehicle Advertising	✓	✓	✓	✓
Racewear Advertising	✓	✓	✓	✓
Website & Social Advertising	✓	✓	✓	✓
Showcasing space in pits	✓			
Use of car for own events	✓	✓		
Team name branding	✓			
Full team colour scheme branding	✓			
VIP tickets	✓	✓	✓	
Event tickets	✓	✓		✓
Corporate track day	✓			
End of season awards tickets	✓			
Social, web, video content	✓	✓	✓	✓
Press release and media mentions	✓	✓	✓	✓
Rights to images and content	✓	✓	✓	✓

Cost (£)	Enquire	Enquire	Enquire	Enquire
Tangible Value (£)	17600	9200	4950	2400

GET IN TOUCH

If you would like to discuss your requirements in more detail, we would be delighted to hear from you.

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✉ info@digiplat.co.uk

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Thank you for reading

