



## Guerrilla Marketing Club

Put a new heading in your marketing strategy; **motorsport sponsorship** and yes, it is an investment with a return that will even keep your accountant smiling!

Too different? Think the cost is too high?

Well, British motor racing team **YourRacingCar.com (YRC)** is changing all that with your **Guerrilla Marketing Club (GMC)**.



Having offered thousands of individual racing fans the chance to get involved with a racing team in 2009 for a club subscription fee, YRC went against the grain and proved that you could run a motorsport team with the generous support of many rather than the more traditional model of corporate sponsorship.

*(left) YRC Ginetta bringing in the first of three podium finishes at Knockhill in 2009*

New this year, the GMC has grown by talking to fans of our team who joined as individual club members for 2009 and used their picture and name space on the car to promote their business rather than themselves.

### The Guerrilla Marketing Club Aim:

*Bring together like-minded, networking focused businesses through their mutual sponsorship of the team's 2010 season*



*"YRC are natural networkers...Ghost Design Services has only been working with Hannah and the YRC team for 3 months and they've already generated great business for us, just by knowing the kind of people we want to work with and making things happen"*

**Terry Burrows – MD, GhostDS.com**





## Why you?

Here's how your business can benefit:

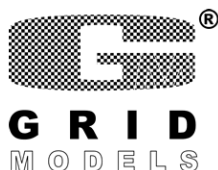
- 🏆 **Networking time** trackside with other businesses who may be your next customers or suppliers
- 🏆 **New or additional online presence with excellent optimisation** for your on the GMC and YRC websites and through our social networking channels
- 🏆 **Picture this** - your company logo on the 'MotorGeek Best Turned Out Car' in the British Touring Car Championship support paddock – did we mention that this is the most high profile motorsport championship in the United Kingdom?
- 🏆 **Business2Business opportunities** – developing relationships between all our GMC members is our focus. Linking your organisation with others within the network is the underlying purpose of the GMC
- 🏆 **Print and online media advertising** included...we know that column inches generate sales revenue. Our YRC team generates interest in sports, business and the features sections of the local, regional, national and international press both in print and online. Interest in us will generate interest in you – just ask our 2009 partners!



(above) ITV4's Louise Goodman with YRC's Fulvio Mussi

- 🏆 **A Business2Consumer market – do you have a retail product?** Promote yourself to our loyal and receptive YRC Club members – they're waiting to hear what offers you've got for them

Plus ... a whole host of opportunities through your '**Bolt-On' Scheme** enabling you to tailor your sponsorship package to meet your specific marketing objectives.



*"I have worked with Hannah James for a few years now; most recently in her role as Team Manager at YRC. Hannah has a fantastic ability to manage large-scale projects efficiently and her competence in every aspect of event management and sponsorship is reflected in the recent success of the polished and professional YRC project."*

**Clara Beasley – MD, Gridmodels.com**





## The Facts

GMC Membership: £1500 + VAT. **Join now to benefit** from the **lower 15% VAT rate** and to select **your ideal logo spot** on the race car.  
Remember your GMC membership is corporation tax exempt a saving of between £315 and £420

- 🏁 **Four VIP Networking passes** for a YRC race event
- 🏁 Invitations to **further networking** events during the season
- 🏁 Membership to the GMC **online networking** resource and promotion website
- 🏁 Your company **logo** (approx 20cmx20cm and dimension dependent) displayed on the race car
- 🏁 **Proactive promotion** of your business through GMC
- 🏁 **Signed print** of the GMC race car showing your company logo by professional race photographer

The Racing: 10 events covering the entire UK. The tracks are within 50 miles of most major towns and cities.

- 🏁 Brands Hatch - Kent (two events)
- 🏁 Thruxton - Hampshire
- 🏁 Donington Park - Leicestershire
- 🏁 Oulton Park - Cheshire
- 🏁 Croft - North Yorkshire
- 🏁 Snetterton - Norfolk
- 🏁 Knockhill - Fife
- 🏁 Silverstone - Northamptonshire
- 🏁 Rockingham - Northamptonshire

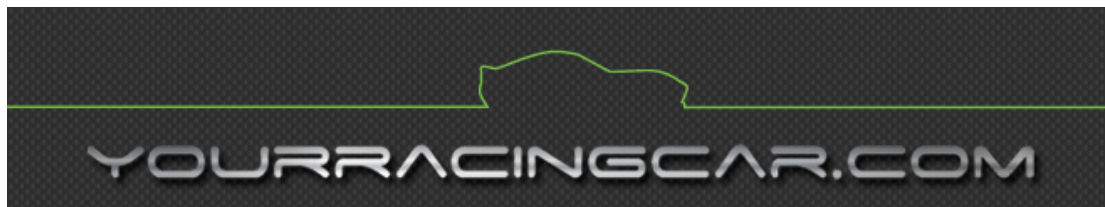
The Car: British built Ginetta sports car competing on the prestigious British Touring Car Championship support bill (**35,000 trackside spectators and 2 million ITV4 viewers each event weekend**)



*"The first time we worked with YRC was to provide them with promotional staff at various race tracks. Since then YRC has kept in constant contact and due to their effective marketing and advertising campaigns both at race events and through their quirky website, we've acquired the contacts needed to enable us to generate more business in an uncertain economic climate"*

**Carly Wall – MD, [LeVisageEvents.com](http://LeVisageEvents.com)**





## What next?

### Get in touch today!

We're ready to listen to what your needs are; see what we can do for you; we'll tell you everything you need to know and help you get a feel for how you can get the most out of your motorsport sponsorship – get a taste for it - we're only winning if you are too!



*Fulvio takes to the podium – 3 out of 3*

### Ready to jump on board?

- 🏆 We'll complete your GMC member form with you and email it to you along with details of the 'Bolt-On Scheme'. You can add on extras throughout the season, subject to availability.
- 🏆 Sign the form and return it and we'll send out the invoice. Make payment and you're officially part of the GMC, benefiting from the tax breaks available.
- 🏆 We'll send you your GMC Pack containing everything you need to know plus some tricks to maximise your sponsorship from day one.

We're looking forward to welcoming you to the club and showing you what motorsport's really about – competitive team sport, business and a lot of laughs.



*"When Hannah, approached me to drive the YourRacingCar.com Ginetta G50 for 2009 in January this year I didn't need to be asked twice! Working for a team that focuses on more than just the racing certainly keeps me on my toes and it's harder work than anything I've done before. It's also much more fun – our team is the talk of the paddock every weekend and that's the way we like it!"*

**Fulvio Mussi – Racing Driver, YourRacingCar.com**

### YRC Guerrilla Marketing Club Contacts

<p><b>Hannah James</b>, Team Manager <i>Hannah@yourracingcar.com</i> On the road: +44 (0) 7517 298454 In the office: +44 (0) 1908 678290</p>	<p><b>Kathryn Sassall</b>, PR and Marketing <i>Kathryn@yourracingcar.com</i> On the road: +44 (0) 7977 418969 In the office: +44 (0) 7977 418969</p>
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