

Guerrilla Marketing Club Bolt-On Scheme

The idea behind the 'Bolt-On' scheme

One size does not fit all. Every sponsorship deal needs a certain amount of tailoring to enable each business to meet its own marketing objectives. That's why we've put together a package of added extras that you can choose from to bolster your marketing plan and increase your involvement with our team.

At the Track

Additional Hospitality

With our exclusive hospitality offering you can choose to attend additional rounds, bring your clients or treat your staff to an intimate and comfortable experience trackside.

Additional VIP networking passes include breakfast, lunch and afternoon tea on Saturday or Sunday on offer at each race event. If you'd like to make a weekend of it, we can point you in the direction of great local hotels and restaurants.

Additional Exposure on the Race Car

Your logo will be prominent on the GMC race car. However, should you want to increase this exposure for media purposes or you'd like to feature a product specific logo or your company charity, we can offer a range of additional spaces for you to choose from.

Truck Livery

The VIP hospitality truck will be travelling to and from each circuit and outside events. Two options are available, rear end of truck or both sides. Both offer considerable exposure on the move and at the track and are offered for the 2010 season. This option is well suited to businesses looking to increase their brand exposure.

Garage Boarding

In 2009, the YRC car has frequently been used as the backdrop for ITV's coverage of the various support championships due to its high level of preparation standard. This opportunity offers great exposure through the garage boarding, on TV and also to the trackside audiences who are invited to visit our paddock garage. Capturing additional exposure by using these boards is a cost effective way of boosting your brand awareness trackside.



Event Headliner

The hospitality centre will be co-branded for the race event of your choice. All reference to the weekend from the YRC press office will name-check the headline partner. There are opportunities to include gifts in the VIP goodie bags and promote specifically within the hospitality centre. 10 VIP tickets are included for this weekend and this is a perfect opportunity for your business to make a big impression both with the other GMC members, the YRC club members and the trackside audience.

The Business End

Tailored E-Shots

We use a dedicated e-shot system to allow us to keep in touch with you as a GMC member and YRC club members alike. If you have a new product, service or offer for either group, let us know and we'll work with you to design an effective digital mail-out to your specific market.

Marketing Collateral

YRC produces a wide variety of marketing collateral including the popular trackside publication the 'Gremlin Gazette', fliers, posters, letterhead etc. Inclusion of your brand in this 'partners strip' will generate repeat exposure to the audience we capture and is available to GMC members who supply products or services to the team on an exclusive basis.

YourRacingCar.com Club Memberships

YRC Members gain access to our world. 'Behind the scenes' is the name of the game and we can offer GMC members packs of five memberships at discounted rates. Offer these as prizes to gain local pr, gift them to valued clients or reward your staff – each member will get their own selection of picture on the YRC race car for the 2010 season along with a host of money saving benefits.

Ginetta G50 Show Car

Nothing attracts attention quite like a race car! We'll arrange for the Ginetta G50 show car, emblazoned with your business logos to come to your event. With a member of YourRacingCar.com staff on hand to answer questions and show people around, if it's the wow factor you're after, we're on hand to deliver.

Welcome to our world

GMC Driving Experience

This is no off-the-shelf driving day. Ever been for a spin in a real race car? No modified road cars on this day out! We'll be giving you the chance to sit alongside the official GMC racing driver when he takes you for some flying laps in a G50 around a circuit near you. Not only that but we'll be bringing along another jewel of British motorsport engineering. The Ginetta G20 is a more manageable but no less spritely race car and with professional supervision, you can see just what potential you have as a racer when you take to the driving seat. A brilliant team building opportunity or treat for your most valued clients.

Race Tuition

Ever fancied yourself as a racing driver? First you'll have to prepare for your MSA Competition Licence. As the youngest driver to qualify as a race instructor, YRC peddler Fulvio Mussi will put you through your paces and prepare you for a different type of driving test. Have you got what it takes?

Got some great ideas?

We'd love to hear them. We're all about innovation so if there's something we can do for you, let us know!



Bolt-On Price List

Bolt On	Price (all prices ex VAT)
Additional Hospitality	Saturday £55 per person Sunday £75 per person
YourRacingCar.com Memberships	Pack of five £100 inc postage
Tailored E-Shots	To YRC Members £250 per shot To GMC Members £150 per shot
Additional Exposure on Race Car	£500 per space
Truck Livery	Rear Tailgate £1000 for the season Both Side Panels £1000 for the season
Garage Boarding	Two boards at one event £150 Two boards at all events £1000
Marketing Collateral	£650 All season
Event Headliner	£6000 per event
Ginetta G50 Show Car	Price on application
GMC Driving Experience	Price on application
Race Tuition	Price on application

All Bolt-On packages are subject to availability.