



motorsport

sponsorship proposal

2008





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Owen Stinchcombe



Dave Edgecombe



Introduction

We would like to offer you the opportunity to link your business with the fun and exhilarating environment of Mini Se7en motorsport.

Motorsport sponsorship is an excellent way to put your business or product in front of potential customers; perfect for increasing company and brand awareness, along with creating an excellent opportunity for high impact marketing.

Mini Se7en Championship

For 2008 we, Dave Edgecombe and Owen Stinchcombe, will be competing in the Mini Se7en championship.

We believe that we make a successful team, as we both have the drive and passion for motorsport to succeed in the 2008 Mini Se7en championship.

Both cars will be run by Endaff Owens, a professional Mini motorsport company, who will handle the technical preparation and development that is vital to create a winning combination between the two cars and drivers.



Sponsorship advantages

This proposal will highlight the benefits of linking your company with Mini Se7en motorsport through sponsorship; with increased company/brand awareness & marketing opportunities.

In addition, you can also enjoy a large helping of high adrenalin fun thrown in for good measure, with the opportunity to include corporate hospitality at race meetings or arrange an on-track experience day for your guests.



Mini Se7en Championship

As a result of the action and drama within the series, the Mini 7 Championship has the reputation of being voted the second best championship of 2007 by Motorsport news.

The regulations for the championship are very tightly controlled to ensure that there is fair and close racing, maintaining the public's interest and enthusiasm in the events throughout the season.

The 2008 season is to be contested over 10 ten lap races. With two cars and two drivers in the Edgecoms team, each round will be full of additional drama on pit stops! The fast-paced action unfolds at 12 events around Britain including venues such as Brands Hatch, Donington Park and Rockingham.

2007 Mini Se7en Championship: action at Castle Combe in Wiltshire.



The competing cars can be modified to a variable degree depending on class.

The series consists of 4 Classes for 2008:

- Mini Se7en
- Mini Se7en S-Class
- Mini Miglia
- Mini Miglia S-Class



Edgecoms



An IT consultancy company based in Gloucestershire, Edgecoms provide professional IT solutions and support for small local companies to large enterprises with network's spanning multi-site environments.

As a result of their professional partnership, Dave Edgecombe and Owen Stinchcombe, company directors of Edgecoms, have created the Edgecoms Mini Se7en racing team for 2008.

Current Partnerships

Edgecoms currently work in partnership and have close relationships with the following companies:

- IBM— business partner
- Microsoft – certified partner
- Sophos – certified partner
- Symantec – certified partner
- Netgear – certified partner
- Linksys – certified partner
- PCA – certified partner



The branded 2007 Edgecoms Mini Se7en race car



Sponsorship Exposure

You can expect superb exposure for your products or services through this sponsorship opportunity, as well as including excellent public relations and corporate hospitality possibilities.

Sponsorship packages can be adapted to suit your specific requirements and can include the following:

Motorsport events

Motorsport has long been recognised as an ideal marketing arena for companies aiming to target an adult audience with considerable spending power. Motor racing is watched live annually by almost the same numbers that attend cricket rugby and golf (Source: AGB Sports Watch/BARB).



*2007 Mini Se7en Championship:
Spectator attendance at Castle
Combe, Wiltshire*

Spectators

The Mini Se7en championship is increasingly a family event, becoming more popular each season. Castle Combe alone has a huge 10,000 spectators at least and other tracks form approximately 2,500. Therefore increasing your chance of exposure.

Tickets

By sponsoring the mini's of Dave Edgecombe and Owen Stinchcombe, your company will be associated with the high profile Mini Se7en Championship.

Complimentary tickets can be provided for you and a guest to attend your local round of the Mini Se7en Championship.



Sponsorship Exposure – continued

Television

Stations such as Sky and Motors TV support the mini Se7en races and often show highlights of the series throughout the year.



Press Coverage

Due to its excellent ability to impress with exciting racing, the mini Se7en Championship has received some excellent media coverage from both the motorsport and local press in recent years.

The championship has appointed a press & media co-ordinator for the 2008 season who will be responsible for promoting the championship to specialist and mainstream media, such as Mini Magazine and Motorsport News.

The series is covered by Motorsport News which has a circulation of 300,000. Mini Magazine and mini world also cover the series heavily consisting of a 20,000 Circulation.



WWW exposure

Motorsport is particularly popular with 'new' media and the Mini Se7en Championship is supported by prominent motorsport websites such as:

Official Mini Se7en website: www.mini7.co.uk
www.edgecoms.co.uk (see *race reports and photographs*)
www.youtube.co.uk (see *in-car video footage of the 2007 race series*)
www.owensfabrication.com (*mechanical team*)
www.sheepspeed.com
www.aprmarketing.co.uk (*Edgecoms marketing & pr agency*)

If you have a company website you could include race reports and photographs of your sponsored Mini's in action.



Sponsorship Exposure – continued

Race event hospitality

Motor racing is an exhilarating environment that is perfect for corporate hospitality. We can offer hospitality within the team marquees or the Dunlop marquee; a main Mini Se7en sponsor, where you can entertain guests with breakfast or lunch. You and your guests would be welcome to visit the team in the Mini Se7en paddock at anytime, where you can meet the drivers and view the cars up close.



Exhibitions / Corporate Events

Add some excitement to a trade event. If you have an exhibition or corporate event, we could arrange for your sponsored mini's to be made available for use in a static display. Subject to team commitments.

On-track experience days

We can arrange an on-track experience day for you, providing the opportunity to invite guests to enjoy the first hand thrill of being driven at race speeds around national race circuits, in your sponsored Mini's. We take part in various track & charity days at our local circuit, Castle Combe.

Your guests can meet and chat with Dave and Owen and be part of a professional race team for the day. Lunch and refreshments could be provided.



Inside of the Mini 7

Current Mini Se7en Sponsors





Sponsorship Exposure – continued

rockingham website.

Mini star Owens to step away from driving to focus on his Sheepspeed outfit

Owens sold his car to Edgcombe

Mini Miglia championship runner-up Endaf Owens is to step aside from driving next season to focus on running his Sheepspeed team.

The Welshman narrowly missed out on the crown in 2007 and has sold his race-winning car to Mini Se7en racer Dave Edgcombe.

Edgcombe will line up alongside business partner and newcomer Owen Stinchcombe, who has bought Tim Simms's 2007 car, and Owens will look after both of them.

Owens said: "I thought I'd put the car up for sale and see what the reaction was, and there was lots of interest. I've been so busy with work I decided the best thing to do would be run the team and let the others drive. I may be tempted out for the Pembrey rounds though."

Edgcombe said: "We looked around for a car and Endaf's is one of the best. Having him looking after it is a crucial part of the deal. We've already been out testing and we'll get plenty of running before the season start."

●Owens is in the process of building a new Mini to compete in the Welsh Sports and Saloons Championship.

Motorsport News, press coverage 2008

back.
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o be the unstoppable

SPORTSCAR OF THE YEAR

Prizio Giovanardi
ny Cocker
ham Fennimore
athan Adam
rdon Shedden

CHAMPIONSHIP OF THE YEAR

1	BTCC
2	Mini Miglia
3	British Formula Ford
4	Dunlop MN Saloons
5	British GT

Other nominations: Lotus-on-Track; Ginetta G20; Pickup Trucks; Caterham Superlight; Formula Palmer Audi; Mazda Max5; Formula Vee; Castle Combe Saloons; Mini Challenge; Ford Saloons; British F3; Renault Clio; Stock Hatch; Toyota MR2; Historic F1; Mighty Minis; Formula Renault; Kumho Scottish XR2; Britcar.

2006 winner: BTCC

Asmer

Motorsport News, press coverage 2007

MINI MIGLIA

Road to racer

How difficult would it really be to convert a standard Mini into a mean 140 bhp track-eating Miglia machine? Jeff takes his Sprite to meet 2007 championship runner-up Endaf Owens.

This is perfectly illustrated by the Mini Se7en kit car, which initially foundered for a while as a low-cost beginner's championship in 1966. Fast forward 41 years and it's well established as the longest running single-make series ever, offering the same close racing and packed grids. For those who like their racing a little faster, there's also the Mini Miglia championship, which began back in 1970 to cater for the more experienced driver.

Over the years, the Miglia series has developed to the point that 140 bhp is now the norm, and it's not uncommon to see £40,000 pumped into a track-running car. For fans of Mini more sport, the championship has lately established itself as one of the most thrilling to watch, showing the talents of such illustrious names as Peter Hobbins, Mick O'Connell, Chris Lewis and Bill Sallis.

It all seems a far cry from the Mini's origins of an affordable, easy-to-drive car that hasn't stopped many of us adopting the Miglia's trademark low and squat stance for our road car. It's a scenario that's just as thinking – just how far removed are these built-out racers from the Minis we drive on the road? In order to find out, we looked at the bare bones of Endaf Owens's front-running Miglia and compared it to a typical sub-£1000 road car – in this case my ever-reliable Mini Sprite. What would it take to transform a standard car like mine into a race winner?

Getting started

Preparing a Miglia shell for more than simply stripping the standard interior parts and adding a roll-over. Firstly the donor needs to be fully stripped and

Mini Magazine coverage



Driver Profiles

Dave Edgecombe

From: Ledbury, Herefordshire

Occupation: Company Director

Dave started his career in auto grass in 1995 where he achieved many driver awards and winning positions. After five years of auto grass Dave decided to move his motorsport career onto the Mini Se7en Championship in 2003.

Since starting the Championship Dave has achieved 2nd overall in the Novice championship and 7 top ten finishes. Since 2004 due to work commitments he has not been able to compete in all rounds of the championship. This year Dave has dedicated his time and money to compete in every round for 2008, demonstrating his passion and commitment to succeed in the mini Se7en Championship.

Racing Aspirations:

Regular top 10 finishes, with a view to regular top 5 finishes and podiums later in the season. Overall Dave aims to finish in the in the top 5 of the championship.



Owen Stinchcombe

From: Gloucester, Gloucestershire

Occupation: Company Director

Owen has recently passed his ARDS test with flying colours and has been spending lots of time testing at various tracks in order to prepare for the 2008 season. Not to mention many a late night playing TOCA 2 on the playstation!

Racing Aspirations

This is Owen's debut season in mini miglia, and his first season in racing. This year will be a massive learning curve, not only mastering the handling of the car but also learning the tracks. The year will be about getting a good basis for next season. Despite this he is confident that places in the top 10 will be achievable by the end of the year.



Budget Proposal for 2008

Cost Breakdown

Main Expenses

12 races (10 championship rounds + 2 non championship rounds)	£2310
Tyres (16 tyres, 4 rear, 12 front)	£2000
Oil & Filter changes (6 Changes per year)	£250
Brake pads (2 sets per year)	£180
Engine rebuilds (main engine and spare engine rebuild)	£2500–£3500
Wheel Barings / rose joints	£175
Gaskets (head gaskets, oil seals—head gasket usually every other meeting)	£250
Damage / other (bodywork, wheel arches, modifications)	£2000

Car preparation

Prepare car, transport, race engine	£11,000
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Miscellaneous expenses

New engine & gearbox complete	£12,500
Wheels (3 piece alloy)	£1500
Alloy radiator	£275
Wheel arch set	£75
Bumpers	£30 each
Pre-season testing (6 days testing before start of season)	£1000–£1500

Approx Total	per car: £30,000-£40,000
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Sponsorship Packages

Complete Car & Company Livery

Package includes:

Car in company livery

Complete car sponsorship (all areas offered as part of package)

Passenger ride test session

£25,000

2007 mini se7en in Edgecoms company livery



Complete Car

Package includes:

Complete car sponsorship (all areas offered as part of package)

Passenger ride test session

£20,000





Sponsorship Packages – continued

Gold

Package includes:

sponsorship on following areas:

- 1 x Boot
- 1 x Grill
- 1 x Bonnet Front
- 2 x Front Wings

£2,000 per area



Silver

Package includes:

sponsorship on following areas:

- 2 x Bottom Side Panels
- 1 x Bonnet top
- 1 x roof rear
- 2 x Roof sides

£1,500 per area



Bronze

Package includes:

sponsorship on following areas:

- 2 x Sills
- 1 x Bonnet front
- 1 x Bumper rear
- 4 x Wheel Arches

£750 per area



The sponsorship packages and costs above apply to each car

All sponsorship packages can be negotiated, along with advertising availability on the car, team vehicle etc depending on the commitment to sponsorship and budget requirements.



Mini Se7en Championship

Race Schedule 2008

April 27	Snetterton, Norfolk	Round 1
May 11	Pembrey, Wales	Round 2&3
May 24	Oulton Park, Cheshire	Round 4
June 15	Croft, North Yorkshire	Round 5
July 20	Castle Combe, Wiltshire	Round 6
Aug 03	Donington Park, Leicestershire	Round 7
Aug 25	Brands Hatch, Kent	Round 8
Sept 07	Thruxton, Hampshire	Round 9
Sept 28	Rockingham, Northamptonshire	Round 10

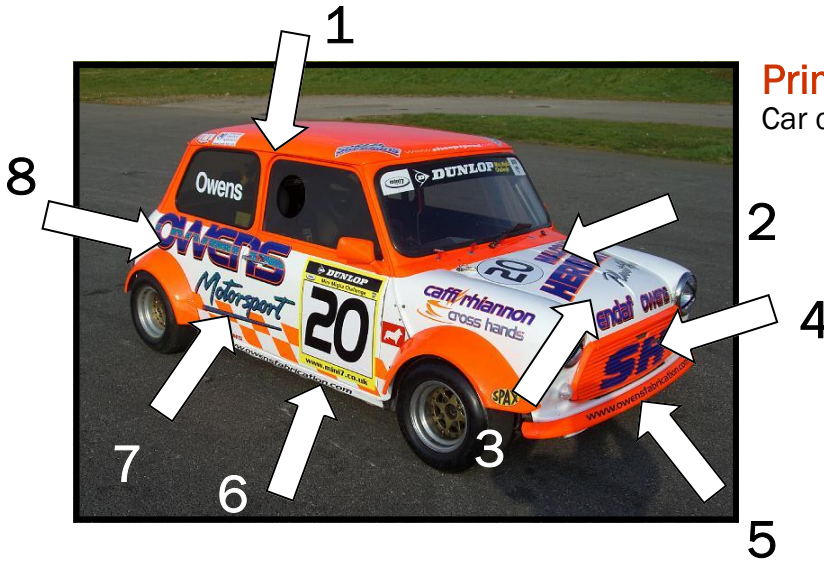
Each Mini Se7en meeting will consist of:

- Practice sessions
- 1 x qualifying session
- 1/2 x 10 lap race (*depending on round*)





Sponsorship Availability

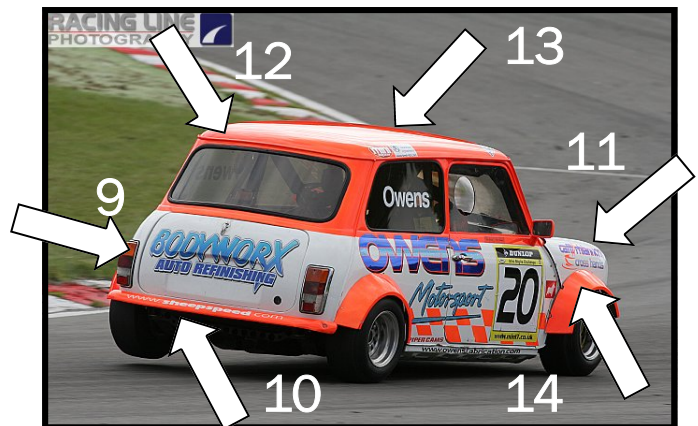


Primary Sponsor:

Car can be in your company livery

Subsidiary Sponsor:

Area:	Description:
1	2 x Roof sides
2	Bonnet top
3	Bonnet Front
4	1 x Front Grill
5	1 x Front bumper sill
6	2 x Side Sill
7	2 x Bottom side panel
8	2 x Rear wing panels
9	Boot door
10	1 x Rear bumper sill
11	2 x Front wings
12	1 x Roof rear
13	1 x Roof front
14	4 x Wheel arches





Please contact us to discuss sponsorship opportunities

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We look forward to spending our 2008 season with you