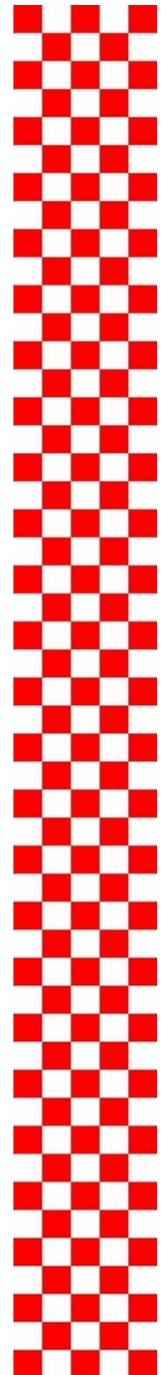


2012 Television Advertising Opportunity



BSMOTORSPORT
RACE PREPERATION • RACE SUPPORT • DRIVER TRAINING

Hello

I am Ben Short and would like to start by thanking all my previous sponsors, I would not have got this far without your help and support. Today I would like to offer you the opportunity to buy nation wide TV advertising to a huge and varied audience as well as your branding in magazines and on the internet. You would also be associated with a professional team in a high profile car racing championship.

I have successfully raced karts and cars for over 15 years boasting many podiums in Cadet and TKM karts and more recently taking championship crowns in both the Revington TR Sprint & Hillclimb championship and MGOC class B. During a two year campaign in the MGOC championship I decided to form BS Motorsport and take on another driver. The team (now run in house) proved to be very competitive with the 2 cars taking numerous wins and podium not to mention 1st and 2nd overall in class B.



BS Motorsport's
MGs leading
the way to a class
one two in
2009



With the huge success of the 2009 season it was decided that 2010 should bring a bigger challenge for BS Motorsport team, so we moved away from the MGOC and after much consideration we decided that the biggest single class championship in the UK would be best for everyone including our sponsors.

The fiercely competitive Ma5da Racing championship offered the challenge along with unrivalled exposure for sponsors including 100+ hours of TV coverage. This required newly built Mazda MX5 cars and new skills, so in the closing months of 2009 the planning began. Come April, BS Motorsport rolled out the first of 2 beautifully prepared cars and headed for the season's first meeting at Brands Hatch to prove their worth to the new competition.

With great thanks to everyone involved I can say the new car was a great success and only required minor suspension tweaks to hone the handling. By the end of the 3 race meeting I had the hang of the MX5s handling and was able to bring it home in 9th place (of 64). Very impressive for a car in early stages of development and as I predicted, by the end of the season, top 3 podium finishes were achieved with the top step of the podium within striking distance. The second car (number 72) debuted at Castle Coombe near Chippenham Wiltshire and has also proved to be competitive.

2011 will see a "rent-a-car" allowing clients to race within the team and make BS Motorsport a 3 car strong team!

View all the 2010 racing action to date at www.ma5daracing.com and click on the tv camera located near the top left corner of the screen.

2011 Race Budget

As its well known motorsport is not cheap, however as far as it goes my 100% reliable MX5s are cost efficient for the amount of time the cars spend in the television media. I keep the cost down by doing the work in house with the help of my never tiring race engineer and team. We have negotiated discounts from MX5 parts specialists and we have built a two car transporter to reduce fuel costs. When possible we drive to and from the events on the same day to cut back on accommodation, however most meetings are two day events and testing is required. The costs that I've predicted for the 2011 season are as follows:-

Travelling and Accommodation

Accommodation for a team of 4 = £100 per night x 9 nights	= £900
Tow Vehicle fuel = Average of £170 x 9 meetings	= £1530
Tow Vehicle servicing = £300 x 2 services	= £600

Race Car Running Costs

Fuel = £12.50 per race x 40 races	= £500
Service (oils, brakes, filters, bearings etc) = £100 x 4 services	= £400
Tyres = £212 x 4 sets	= £848
Yearly re spray = £400 x 2 cars	= £800
Yearly safety equipment renewal = £250 x 2 cars	= £500
Crash damage and paint work = £1000 approx x 2 cars	= £2000

Testing and Developments

Circuit fee = £220 per day x 4 days	= £880
Development Parts and specialist services = £475 approx x 2 cars	= £950
Fuel = £80 per day x 4 days	= £320

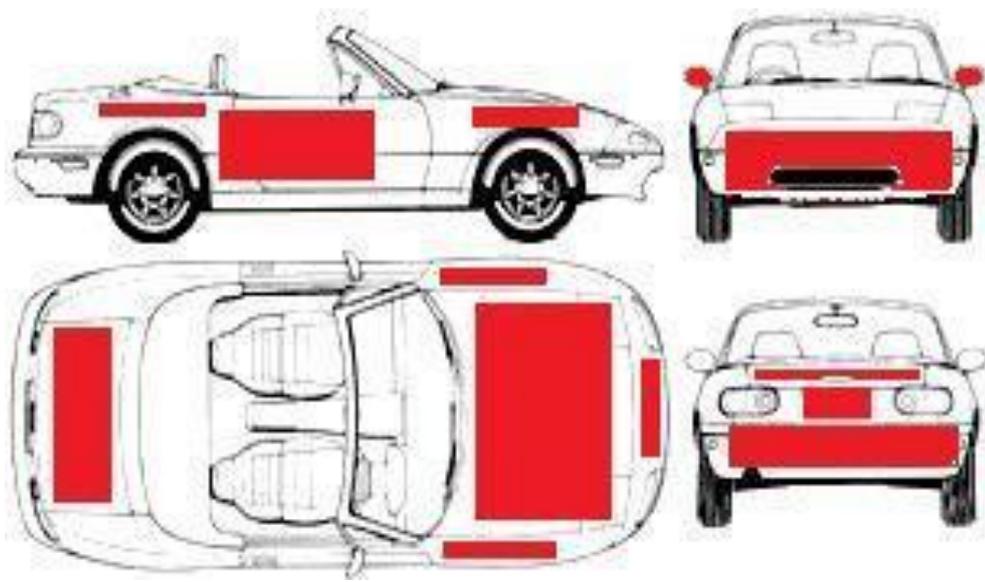
Other Costs

Entry fees = £140.75 x 40 races	= £5630
Racing Licence = £ 152 x 2	= £304
Club membership = BRSCC £120 + Ma5da £225 x 2	= £690
Sponsor Branded Team Clothing = £40 per person x 4 + 1 spare	= £200
Sponsor Branded Livery for Racing Cars and Tow Vehicle	= £580

Total = £17,632



Available Advertising And Media Coverage For 2010



The diagram shows the vast areas available on the car for branding!

The red areas are all reserved for sponsors branding and the long thin areas are ideally sized for web site addresses

(All other areas are used for compulsory championship and safety stickers)

All of the extensive area is available for the national television coverage. I can offer it all or, if you prefer, a particular panel or area, the front for example. All fees for your advertisements will require negotiation and will depend on other elements such as re-painting the car in your company's livery or graphics made to your specification etc. It is worth remembering that any shared space can reduce the impact of your branding and there are more opportunities for an exclusive sponsor.

As well as the space on the racing car we can offer branding opportunities off the track using team clothing worn by team members and guests and other team vehicles. Our Toyota Landcruiser 4x4 tow car is available for branding and covers some 20,000 miles on UK roads and motorways a year.

In the paddock we use a free standing awning that can be branded creating a display along with any products, banners, leaflets and catalogues that you provide to increase your exposure at the race events. We will of course happily talk to your potential end users and clients to promote your company when approached.



Outside of the race events the car will be made available to you with myself, when possible, for shows or publicity events where you feel it would benefit your profile. This spectacle draws allot of interest from the public giving greater public awareness.

I am currently seeking further exposure from the motoring press and mention my sponsors whenever possible. I often feature in race reports in several club magazines, along with photos of the car and interviews, continually increasing exposure.





A quick look at the exposure in the motor press, following some of our

antics.



Another available media is internet forums and sites like youtube. We have found that dash board advertising is very visible on the in car footage when posted on youtube. In the past two years I have seen forums such as Car Domain, Piston Heads and particular single make forums such as MX5Nutz take off. My interest in cars and racing means I am a member of ten or more of these forums where I document developments on the racing car and short reports. Where possible I put sponsorship branding on these pages with links when relevant to products etc.

Along with all these promotional options we can help arrange corporate entertainment at the race events, passenger rides in the car that are guaranteed to thrill your clients and keep you updated with race results, reports and photos. We are always thinking of new ways for us to promote sponsors products and increase coverage.



If any of these marketing opportunities seem attractive? If being an integral gear in a great racing team appeals? Or if you want to capatlise on this fresh media then please contact me before someone else does. I hope we can come to a deal and I look forward to working with you.

Finally from myself and all the BS Motorsport team,

Thank you



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