

"Freddie is a star of the future who races with grit, determination and professionalism and is definitely a crowd favourite"

Matt Neal BTCC Champion 2005, 2006, 2011.



FREDDIE
LEE



#51 Sponsor Pack 2017

"Freddie was born to go racing - quite literally. What no one is born to do are all of the other things a professional racing driver must do: Talk confidently to the media, conduct oneself professionally, be courteous, sportsmanlike, and win! All of these Freddie has learnt to do in a short period, and he does them all extremely well. He's also a thoroughly nice guy! We'll be talking about Freddie for years to come, of that I am sure."

Alan Hyde - Motorsport Commentator & Broadcaster



2016 was a fantastic year for us in the Pickup Truck Racing championship.

We created a long term strategy, and with sheer hard work by all the team we achieved every goal set and won the championship.

It was a particular milestone for me as I am now the youngest driver to have ever entered and won the championship, but more importantly, I had set my own personal goal of winning a senior championship before the age of 20 and have achieved this with a year in hand.

Of course I could not have succeeded without the support of my sponsors who have joined me on the journey, and I thank them all.

Delivering exposure for our sponsors is an essential part of racing and a higher profile championship will enable us to keep achieving this. 2017 will see us move to the JCW Mini challenge, supported by BMW, and racing as part of the British GT package. It will enjoy full Channel 4 coverage, full hospitality unit and good spectator figures.

We hope the following information will give you a good insight into the championship and the opportunities it presents. Thank you for your time and we look forward to talking.

Regards *Freddie Lee*

Racing CV

2006 Age 8 - Honda cadet.
Results: Race wins - various.

2007 Age 9 - Honda cadet.
Results: London Champion, British champions race wins. Seeded driver, Zip Young gun.

2008 Age 10 – Comer Cadet Junior British Championship.
Results: Zip Young gun, British championship race wins.

2009 Age 11 - TKM Junior Karting.
Results: 2nd place. Youngest ever festival podium finish. Various race wins.

2010 Age 12 - Junior Mini-Stox, Short oval.
Results: 1st Place win.

2011 Age 13 - Junior Mini-Stox.
Results: National points champion and Essex champion.
Records: Mini-Stox lap record. Most ever wins recorded in a season.

2012 Age 14 - Junior Fiesta championship, Junior Ginetta Championship.
Results: Fiesta first championship race winner.

2013 Age 15 - (due to Age) Two rounds of Pick-up Truck Pro2 championship.
Results: 1 x Pro2 Win. 1 x 3rd Pro2. 1 x 5th position Overall championship.

2014 Age 16 - Pick-up Truck Pro2 championship.
Results: Pro2 Champion, 9th position in overall championship.

2015 Age 17 – Pick-up Truck Pro1 championship.
Results: 5th in championship, Rockingham SuperPole Champion.
Autosport Fastest Laps of 2015: 2nd place (only beaten by Lewis Hamilton).

2016 Age 18 - Pick-up Truck Racing Championship.
Results: Overall Championship Winner.
Records: Youngest ever winner. Only Driver to win both Pro 1 and 2 classes.

MINI CHALLENGE

The 'Mini Challenge' has been 'the' Championship for the new MINI in the UK since 2002 and has always enjoyed great grids, colourful cars and close racing.

Over the years the series has built a reputation for affordability, fairness and fun, by building on the iconic Mini Brand and benefiting from being the only championship to enjoy the support of MINI UK.

The championship comprises 4 classes: Cooper AM, Cooper Pro, Open Class and JCW. The JCW Class being the ultimate in Mini racing

2017 sees the JCW class separating from the other 3 and joining the prestigious British GT package as a championship in its own right.

The calendar will see the JCW championship visit the best circuits in the UK with 18 races across 8 events, and will also enjoy various prizes including a Dunlop sponsored test day in a top BTCC car for the JCW Champion.

As a true single make championship, controls are in place to ensure mechanical advantages are minimised, allowing the best team and driver combination alone to have a bearing on race results. Budgets are also kept under control through restrictions on tyre use and widespread use of control parts in areas where performance advantage could be gained.



MINI JCW

The JCW Gen.3 F56 Mini is designed as a true racing thoroughbred with slick tyres, 3 way adjustable dampers, sequential gearbox and motorsport ECU.

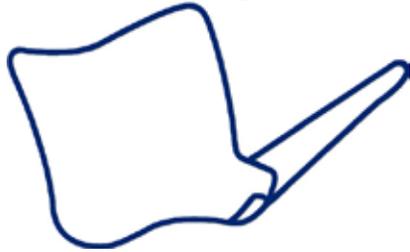
The technical specification is;

- Lightened Bodyshell
- Welded in cage with side impact bars
- 2.0lt Turbo engine developing 255 Bhp
- Bespoke Specialist Control Systems motorsport ECU
- Forge Intercooler, Radiator & Induction system
- Scorpion Stainless exhaust system
- Owen Developments spec turbo
- Engine oil cooler
- Quaife sequential dogbox
- Bespoke Quaife driveshafts
- Tran-X plated limited slip differential
- Lightweight flywheel
- Motorsport clutch
- OBP pedal box with Alcon master cylinders
- HEL braided brake hoses
- Powerful Alcon brakes with floating discs
- Mintex brake pads
- 3 Way adjustable Nitron dampers
- Powerflex Black Series bushes
- Bespoke aero kit
- GRP dash
- 17 Inch Team Dynamics rims
- Dunlop 237/17 slick and wet tyres
- Cosworth full colour dash
- Weight circa 1160kg with driver

2017 CALENDAR

Oulton Park

Round 1: 15th-17th April - National
Round 7: 19th August - GP



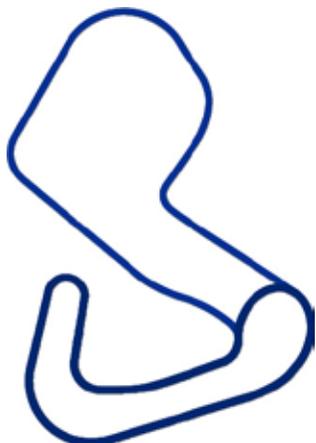
Snetterton

Round 3: 27th-28th May



Brands Hatch

Round 5: 15th-16th July - Indy
Round 6: 5th-6th August - GP



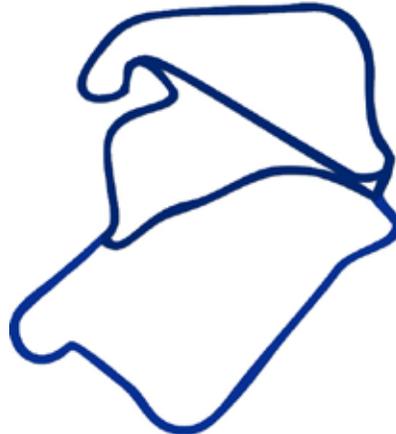
Rockingham

Round 2: 29th-30th April



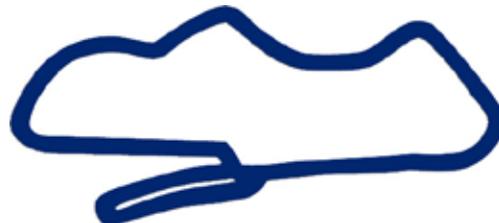
Silverstone

Round 4: 10th-11th June



Donington Park

Round 8: 23rd-24th September



MEDIA

Freddie Lee Racing understand that media coverage, including modern media, is important to deliver maximum benefit for our sponsors. Mini Challenge have consistently demonstrated their commitment to delivering exposure, not only for their championship, but for the race teams and sponsors alike and was an important factor in choosing the JCW championship to compete in.

Headlines

- Over 1m video content views
- Over 30 hours TV coverage
- Dedicated Channel 4 programme
- Motors TV
- Over 3m Social Media post views
- Attended Goodwood Festival of Speed



Spectators

With JCW now competing as part of the British GT Package, plus the 2 high profile Mini festivals, spectator figures are projected to be circa 100,00 for the season.

TV Coverage

The JCW Mini Challenge will enjoy coverage with a dedicated programme on Channel 4 and further coverage on Motors TV.

During 2016 the Channel 4 programme achieved circa 500,000 views with Motors TV attracting circa 175,000 views.

Social Media

The Mini Challenge have invested in a new website and are well represented on Facebook with posts seen by over 3 million people, with Twitter and their YouTube/Facebook Videos enjoying over 500,000 views .

This in combination with Freddie's already established online presence provides significant opportunity for our sponsors.

Press

Mini Challenge news and editorial regularly features in Autosport, Motorsport News, Autocar, AutoExpress, EVO, X-Car, MINI International and Modern MINI magazine with adhoc coverage via MINI UK's retailer newsletter and many of their partners newsletters.

HOSPITALITY

Successfully used by sponsors, race hospitality has a proven track record when it comes to providing an environment for companies to strengthen ties with Suppliers, Clients and Staff when used as either an incentive or reward in marketing strategies.

The Mini challenge hospitality suit is the perfect place to entertain our sponsors and their guests during any race weekend. Rivalling other top race championships, its facilities include; Two 50" screens showing Mini challenge TV coverage as well as airing other live sporting events throughout the season when clashing with race weekends. Comfortable seating inside and out for those sunnier race weekends. Beverage counter including Barista drinks.

Hospitality packages can be customised to suit your budget from an 'entrance and drinks only' option all the way through to a fully inclusive package which provides: hot breakfast, gourmet lunch and afternoon tea & cakes. Even if not an official sponsor we can provide a hospitality deal on an ad-hock basis.

Qualifying/Race day example itinerary:

- 07.30 - 09.30 On arrival guests should proceed to the hospitality suit reception desk, where either a sponsor or Freddie Lee Racing representative will greet them.
- 08.30 - 10.30 Relax and enjoy Breakfast with the hosts and, race schedule permitting, Freddie Lee and his representatives.
- 10.30 - 11.30 Join us for a Garage Tour and up close look at the JCW Mini.
- 12.00 - 12.30 First Racing or Qualifying session.
- 12.30 - 13.30 Join us for lunch in the hospitality facility.
- 13.30 - 14.30 Pit lane walk-with Barry Lee or appointed representative.
- 14.30 - 15.30 Meet the driver, Q's & A's.
- 16.00 - 16.30 Second Racing or Qualifying session.

The information above is only a guide as the finalised time tables for each round are only released 2 weeks prior to each event.

Hospitality is available for both the Saturday and Sunday, however please be advised that qualifying and race programmes vary meeting to meeting. On both days there is continuous Track activity throughout the day.



PARTNERSHIP OPPORTUNITIES

With Freddie's continuing success record and extensive fan base, he has established a reputation for delivering both on and off track for his team and sponsors.

With a number of high profile teams approaching Freddie for a two year commitment, 2017 will be a very proactive and highly visible year for the Freddie Lee Racing team and their sponsors.

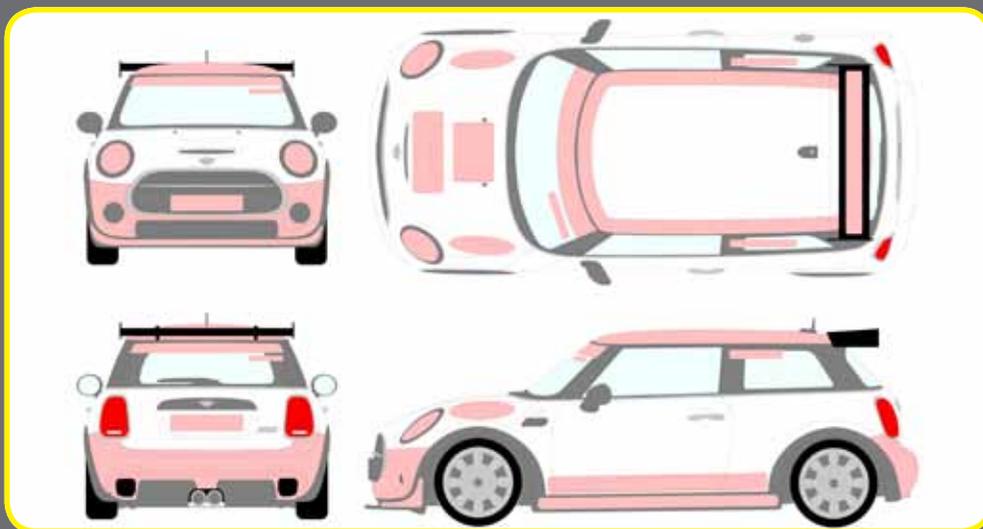
Sponsor packages can be tailored to a budget so please find below details of our most popular sponsor branding initiatives. However there are a range of additional activities that could be incorporated and we would welcome the opportunity to discuss these further.

Brand Exposure

Your brand name and Logo can be prominently represented on the following medium:

Vehicle Leverage

Prominent car panels will carry 'Partner Branding' (and web address if required)
Prominent panels could include: Rear side areas, Wings, Doors or Rear panels. As per diagram below. Please note all areas marked in PINK are allocated for championship decals.



Garage Branding

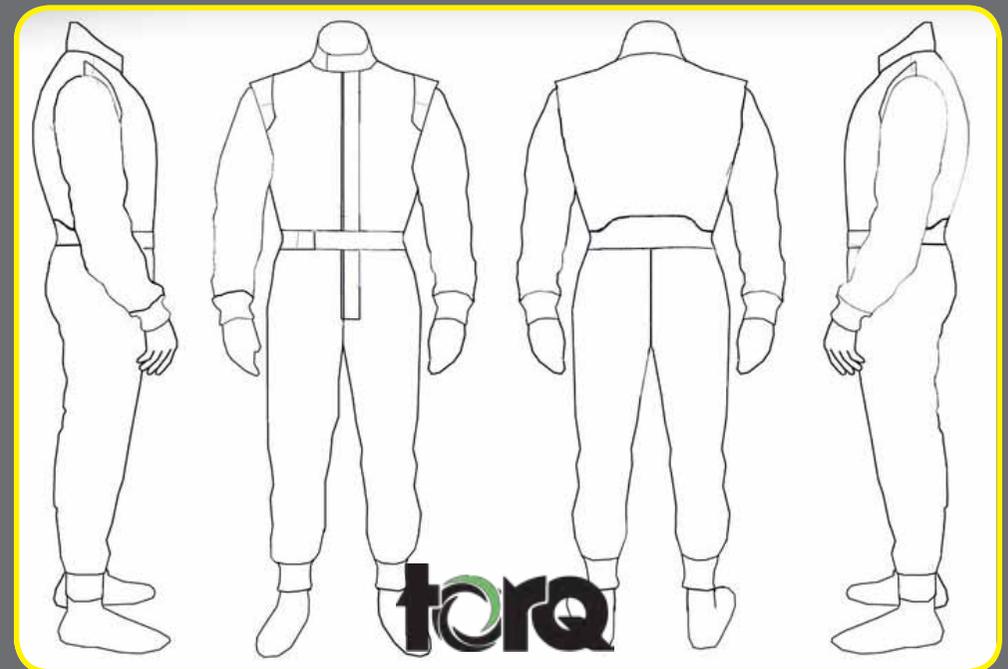
Garages will be dressed with promotional banners/inner wall boards. Banners/Wall boards will carry partner Branding and company information with things such as web address and branch location information.

Driver Race Suit

Partner branding can be carried on the main visually prominent areas of the Race suit as per diagram.

Race suit: Suit will be created in team colours with partners branding to be displayed on Back, Chest, upper Arms Legs and Gloves.

Please note limited space is available on Freddie's race helmet.



Team Clothing

All team clothing will carry Partner Branding.

Freddie Lee Racing reserves the right to carry additional branding in high/low profile areas of the cars, garages, race suit, Helmet as is in keeping with the commercial ethos of championships.

Partner Marketing Material Distribution

Marketing materials may be distributed from our Garage.

Autograph Signing

A Freddie Lee Racing A3 poster promoting his sponsors will be distributed via the 'Pit lane autograph signing' sessions .



Social Media

Freddie Lee Racing currently utilises social media at a low level, however all social media will be re-launched through 2017 and will include;

Facebook: Freddie Lee Racing.

Website: www.freddieleeracing.com

Twitter: Freddie Lee #51

Pre-season and throughout, the team will undertake a number of test and track days, and whilst seen as hospitality, the following opportunities are only available to our key sponsors who are welcome to join us on any of these occasions.

Test Days

These are a serious business and are for the sole purpose of 'mechanically de-bugging' the car, and for the driver to get as much 'seat time' as possible. The days are often full of emotion whilst team, car and driver work to become one.

For sponsors and their guests these days give a glimpse into the hard work that goes on behind the scenes, often leading to a greater appreciation of what is occurring on race day.

Track Days

More relaxed and informal, these days are essentially used to check that repairs or alterations to the car are sound.

They also provide the driver with the opportunity to either acquire or hone their knowledge of a circuit, and are an opportunity for partners, their guests, editors, competition winners and other individuals to get up close to the vehicle and, where possible, experience some 'track time' in the vehicle. Please Note: The JCW Mini will only be available for passenger rides. At no time will the race vehicle be available to drive.



Corporate Hospitality Days

Freddie Lee Racing also organise and run full corporate hospitality events, centred around driving experiences, for any business, not just our sponsors. If you would like to discuss how we can help you entertain and impress your customers, suppliers and/or staff, then please talk to us about our unique packages which will be tailored to your requirements and budget.



Freddie Lee
Mob: 07702 868986
Email: flracing51@yahoo.com
Facebook: Freddie Lee Racing
Twitter: Freddie Lee #51

Gill Leeds
Tel: 01371 872423
Mob: 07801 953896
Email: gill.leeds@cmluk.net

