



Hannah
PYM



**PORSCHE CARRERA CUP GB 2016
SPONSORSHIP PROPOSAL**

INTRODUCTION



INTRODUCTION

Thank you very much for taking the time to assess and consider our sponsorship proposal.

This proposal will discuss the opportunity to arrange an equally advantageous partnership between you as our sponsor and Hannah Pym Racing. Your return may come in a number of forms - Client relationship building and retention - Product/Brand awareness - New business development/sales amongst others

This is a completely flexible proposal in that we are open to any variation of requests or adaptations for other diverse ways we can add value to your company. We would like to ensure this partnership benefits both parties as much as possible.

Hannah Pym Racing appreciates your time invested in this partnership and looks forward to working with you in the future.

Thank you for your time and consideration.

Hannah Pym



ABOUT HANNAH



ABOUT HANNAH

Hello, this page is to tell you a little bit about me and my life. I live at home with my family in Surrey. We all work together in our family run businesses and I also have a job working as a driving specialist for a car manufacturer.

Even though racing takes up the majority of my time I live a very full life outside of this. Throughout my school years and higher education I was always taught to keep a good racing/school work/life balance - this is something I have maintained.

Obviously a high level of fitness is crucial for success in motorsport so I train a number of times each week. During rest days I love to go clay pigeon shooting, I enjoy open water swimming and I even manage to fit in a social life.

DATE OF BIRTH 26.06.96



EMAIL - hello@hannahpym.com
WEBSITE - HannahPym.com

RACING CAREER HIGHLIGHTS



EMAIL - hello@hannahpym.com
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2002 BEGAN RACING



2008 10TH IN NATIONAL CADET CHAMPIONSHIP



2010 EMBARKED UPON MY EUROPEAN RACING CAREER



2012



RACED IN THE U18 WORLD CHAMPIONSHIPS. THIS IS THE FIRST YEAR I RACED IN A NIGHT RACE IN BAHRAIN.

I WAS SELECTED TO BECOME PART OF THE MSA ACADEMY - AN ELITE SQUAD OF BRITISH DRIVERS

2014



COMPETED IN DKM GERMAN CHAMPIONSHIPS AND CIK FIA EUROPEAN CHAMPIONSHIPS

HIGHLIGHTS WERE 32ND TO 6TH PLACE IN AMPHFING AND 4TH IN QUALIFYING AT OSCHERSLEBEN. BUT A BROKEN RIB AT KERPEN MEANT I WAS UNABLE TO FINISH EITHER CHAMPIONSHIP

2016 COMPETING IN PORSCHE CARRERA CUP GREAT BRITAIN



2007



FIRST YEAR RACING AT A NATIONAL LEVEL

2009



2ND IN NATIONAL CADET CHAMPIONSHIP

2ND IN NATIONAL KART GRAND PRIX - 1ST EVER FEMALE TO BE ON THE PODIUM

2011



SELECTED TO REPRESENT THE UK IN THE CIK FIA HEAD TO HEAD SHOOT OUT IN GENEVA FOR A PLACE IN THE ACADEMY TROPHY.

IT WAS DECIDED THAT I SHOULD RACE IN THE U18 WORLD CHAMPIONSHIPS WHICH WAS AN HONOUR

2013



COMPETED IN DKM GERMAN CHAMPIONSHIPS.

HIGHLIGHTS WERE GETTING UP TO 10TH FROM LAST PLACE AT GENK AND 7TH PLACE AT KERPEN

2015



I EMBARKED UPON A CAR RACING CAREER; TESTING A GINETTA GT5 AT BRANDS HATCH, SILVERSTONE & SNETTERTON. I WAS THEN HEADHUNTED BY IN2RACING TO JOIN THEIR TEAM. I TESTED & RACED A RADICAL SR4 AT BRANDS HATCH GP & DONINGTON GP.

I CONDUCTED A SERIES OF TESTS IN THE PORSCHE 991 GT3 CARRERA CUP CAR. FOLLOWING THIS I WAS PUT FORWARD FOR THE PORSCHE CARRERA CUP GB SCHOLARSHIP. THIS IS ARGUABLY THE BIGGEST PRIZE IN BRITISH MOTORSPORT, AGAINST ALL ODDS, I FINISHED IN THE FINAL 4

IN MY FIRST RACE IN THE PORSCHE I SET THE FASTEST LAP IN THE BIRKETT RELAY RACE, WHICH IS THE UK'S LARGEST ANNUAL MOTORSPORT EVENT.

SCHOLARSHIP

“Running since 2008 the hugely successful Porsche Carrera Cup Scholarship programme strives to find and nurture the best young UK racing talent”



SCHOLARSHIP

PORSCHE CARERRA CUP GB 2015-2017

I was put forward for the 2015/17 Porsche Carrera Cup GB Scholarship. I had no expectations going into it due to having no experience in this field as well as there being a record number of applicants. Ten applicants from all that entered were invited for highly pressurised interviews at the Porsche Experience Centre Silverstone where we presented ourselves in front of a panel of judges.

To make it through to the interview stage had been a huge achievement so I was ecstatic when I found out I had been selected as one of the final four. I am the first female ever to get so far which is an achievement that I am very proud of. The final stage comprised of intense driving, media and fitness assessments over the course of two days. Unfortunately I was not ultimately selected as the scholar but to be recognised by the most successful sports car racing marque was an honour and it has allowed me to build a great relationship with them. Porsche are very keen to keep our relationship strong, they are being unbelievably supportive and we are discussing how I can work with them very closely.

“Hannah has been thoroughly impressive both in & out her Porsche 911 GT3 Cup. She is clearly a very promising racing driver and would without doubt make an excellent ambassador for any brand she represents.”

Ragnar Schulte, General Manager, Marketing, Porsche Cars Great Britain Ltd



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GOALS



GOALS

2016

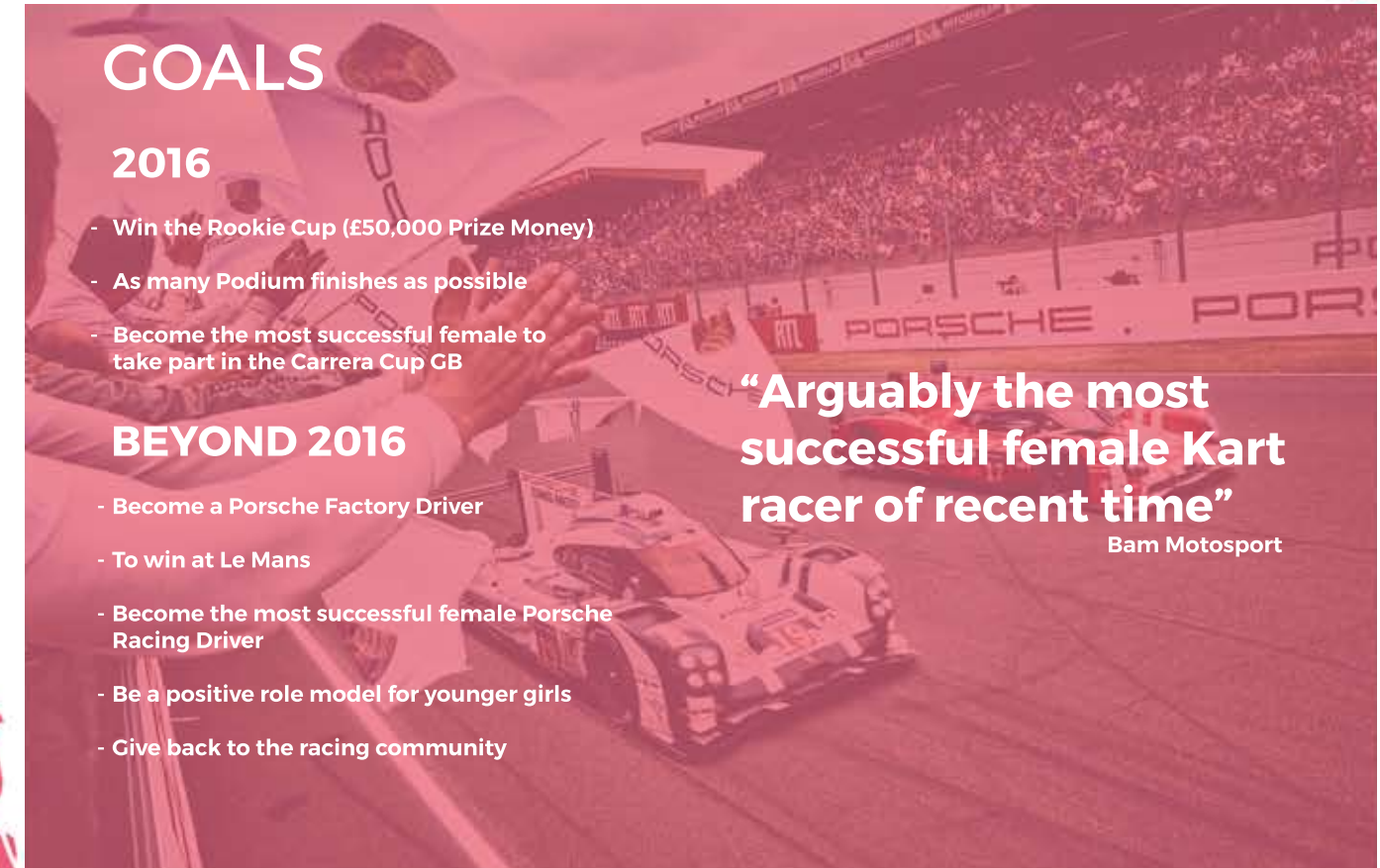
- Win the Rookie Cup (£50,000 Prize Money)
- As many Podium finishes as possible
- Become the most successful female to take part in the Carrera Cup GB

BEYOND 2016

- Become a Porsche Factory Driver
- To win at Le Mans
- Become the most successful female Porsche Racing Driver
- Be a positive role model for younger girls
- Give back to the racing community

“Arguably the most successful female Kart racer of recent time”

Bam Motosport



IN2RACING



IN2RACING

In2Racing have provided professional, independent support and service to drivers competing in various championships and categories since 1998.

They have achieved Championship success and multiple race victories in every category.

The In2Racing team is run by former Champion Driver Nick Dudfield. With over 25 Years experience at the highest level in Karting and car racing.

The In2Racing team of top engineers and technicians ensures on track success and development of drivers in the racing programmes.

www.in2racing.co.uk

"Very rarely have I seen somebody jump into the car and drive it as impressively as Hannah did on her first test"

Nick Dudfield- Team Principal In2Racing



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ABOUT THE CUP



ABOUT PORSCHE CARRERA CUP GB 2016

OVERVIEW

Contested over 16 races and eight weekends, the Championship will support the British Touring Car Championship (BTCC) at Brands Hatch (Indy), Oulton Park (Island circuit), Croft, Snetterton, Knockhill, Silverstone (National) and Brands Hatch (GP). Teams, drivers and **sponsors will therefore benefit from Porsche Carrera Cup GB action being broadcast live on ITV4 and total crowds of approximately 370,000 over the duration of the season.**

Carrera Cup GB drivers will also be eligible to participate in the prestigious Porsche Mobil 1 Supercup support race at the British Grand Prix at Silverstone and qualify for a limited number of guest slots with Carrera Cup France and GT3 Cup Challenge Benelux in their championship round supporting the WEC at Spa-Francorchamps (both at extra cost).

Porsche UK Motorsport Manager James MacNaughton said: "It's fantastic that we will be supporting the World Endurance Championship at Silverstone. Not only will it give the drivers a superb platform to show their talent but it will also allow their **UK-based sponsors even greater exposure.**" I'm also delighted that we'll be racing at seven rounds on the BTCC package. **The TV exposure, media coverage and race crowds it offers are exceptional."**

HOSPITALITY

Join the drivers, teams and other sponsors in Porsche's own hospitality unit catering for breakfast and lunch, to the standards you would expect from Porsche. The hospitality centre will provide you with refreshments throughout the day as well as a comfortable place to relax. A must for the true Porsche Racing Experience.

"Porsche provide hands down the best hospitality experience in UK motorsport."
Thomas Baker, Owner of Torque Motorsport Marketing Agency



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SCHEDULE



SCHEDULE PORSCHE CARRERA CUP GB 2016



- 1 Brands Hatch (Indy)**
1st - 3rd April
- 2 WEC Silverstone(GP)**
15th - 17th April
- 3 Oulton Park (Island Circuit)**
3rd - 5th June
- 4 Croft**
17th - 19th June
- 5 Snetterton**
29th - 31st July
- 6 Knockhill**
12th - 14th August
- 7 Silverstone (National)**
16th - 18th September
- 8 Brands Hatch (GP)**
30th September - 2nd October

N.B Each track will hold 2 rounds

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MARKET REACH



PORSCHE



MARKET REACH

Media Highlights:

- Bam Motorsport, October 2015
- Parr, October 2015
- GT Porsche, October 2015
- The Checkered Flag, November 2015
- Female First Interview, November 2015
- Radio Interview - BBC Surrey & BBC Sussex, November 2015

"Hannah Pym is a name you need to watch out for"
Female First

"Her enthusiasm for racing goes beyond what happens on the track and that is particularly refreshing"
The Checkered Flag

"Hannah is a promising racing driver with the potential for a great future in motorsport. To achieve the next level at this stage, commercial partners are essential. I wish her the best of luck and will be following her progress with great interest."
Susie Wolff

f 2335
Followers

t 930
Followers

i 1111
Followers



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EXPOSURE



EXPOSURE PORSCHE CARRERA CUP GB 2016

20.8 MILLION
UK TV AUDIENCE
LIVE ON 



RADIO

33 Radio Stations
60 Live Reports
245 Interviews & Programmes



PORSCHE DIGITAL

10,274,318 Facebook Followers
1,100,000 Twitter Followers
7,000,000 Website Views P.A



TRACKSIDE

378 000 Spectators
42% Of Males Bought Merchandise
50% Of People Over 35 - AB Social Class

All TV data sourced from IFM Sports Marketing Surveys Ltd



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SPONSORSHIP OPPORTUNITIES

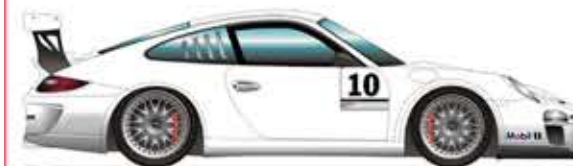


SPONSORSHIP OPPORTUNITIES - PART 1

HEADLINE PARTNER

- Logos on race equipment
- Naming rights to car
- Influence on vehicle branding
- Major logo on vehicle bonnet and roof
- 8 x Porsche race centre hospitality tickets for every race Weekend (4 x Sat & 4 x Sun) inclusive of breakfast, lunch & all day refreshments
- Access to paddock for all hospitality guests
- 6 x team race jackets with personal branding
- Brand ambassador appearance available at event of choosing
- Car available for display purpose, events, exhibitions etc. (Cost of transport additional)
- 10 x guests to enjoy fast passenger laps in the race car at a given circuit
- The chance to take part in driving experiences at the Porsche experience centre at Silverstone
- The possibility of guests taking part in a karting day experience with the European Championship winning Team, Forza racing, if they so wish
- 6 x guests to enjoy the race car simulation which I train with, accompanied by myself for both instruction & guidance
- Regular social media updates & reports; Twitter, Instagram & Facebook

N.B. Packages can be tailored to suit individual requirements



SPONSORSHIP OPPORTUNITIES



SPONSORSHIP OPPORTUNITIES - PART 2

N.B. Packages can be tailored to suit individual requirements

PRIMARY PARTNER

- Logos on race equipment
- Major logo on vehicle doors or rear
- 4 x Porsche race centre hospitality tickets for every race weekend (2 x Sat & 2 x Sun)
- Access to paddock for all hospitality guests
- 4 x team race jackets with personal branding
- Brand ambassador appearance available at event of choosing
- Car available for display purpose, events, exhibitions etc. (Cost of transport additional)
- 6 x guests to enjoy fast passenger laps in the race car at a given circuit
- The chance to take part in driving experiences at the Porsche experience centre at Silverstone
- The possibility of guests taking part in a karting day experience with the European Championship winning team, Forza racing, if they so wish
- 4 x guests to enjoy the race car simulation which I train with, accompanied by myself for both instruction & guidance
- Regular social media updates & reports; Twitter, Instagram & Facebook

ASSOCIATED PARTNER

- Logos on equipment
- Company logo on at least 2 positions of car
- 4 x Porsche race centre hospitality tickets for a race weekend of your choice (2 x Sat & 2 x Sun)
- Access to paddock for all hospitality guests
- 2 x behind the scenes access passes for a race weekend of your choice
- Brand ambassador appearance available at event of choosing
- Car available for display purpose, events, exhibitions etc. (Cost of transport additional)
- 2 x guests to enjoy fast passenger laps in the race car at a given circuit
- The chance to take part in driving experiences at the Porsche experience centre at Silverstone
- The possibility of guests taking part in a karting day experience with the European Championship winning team, Forza racing, if they so wish
- 2 x guests to enjoy the race car simulation which I train with, accompanied by myself for both instruction & guidance
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SPONSORSHIP BENEFITS



SPONSORSHIP BENEFITS

- Build your brand values through association with Porsche
- One in three fans would prefer the products of sponsors over their competitors
- Reach a loyal demographic in a growing audience
- Porsche provides an outstanding platform for teams and sponsors
- High spectator figures and high awareness with on-site contacts
- Top motorsport venues guarantees an emotional atmosphere with premium hospitality
- Create a point of differentiation for customers
- Create engaging promotional campaigns for existing or new products and brands
- Use event marketing activity around the eight races on the calendar offering competitions, product samples and personal appearances
- Drive sales and retail traffic
- PR benefits in local and national newspapers, television, radio and magazines
- Use content in internal communications, press releases, presentations and reports
- Further your businesses reach with branded merchandise



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CONTACT



dir
designs



CONTACT

Contact us to discuss how this partnership can be tailored to best meet your marketing goals. We are open to all requests you may have to add or modify what the partnership entails.

Give us a call or email to discuss how we can work together to make the upcoming race season a success for Hannah Pym Racing as well as your business.

Thank you for your time, we look forward to hearing from you.

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Hannah versus the world

KARTING

IT WAS Pym's lemonade all round as a Staines family celebrated a schoolgirl's rise in the sport of karting.

Hannah Pym, 14, will compete in the CIK FIA U18 World Karting Championship this year, a series run by the FIA – the official governing body for motorsport.

The youngster (pictured) will go wheel to wheel with some of the world's top karters and being one of the youngest in the field doesn't faze her.

She beamed: "Being one of the youngest competitors could be seen as a disadvantage, but I have stepped up my training to make sure I am in the best physical condition possible. The others may have more experience than me, but I believe that racing skill does not necessarily come with age. I feel confident, but mostly I am just really excited for what is coming up this year."

Pym will race in Ortona, northern Italy (July 8-10), France (August 26-29), Bahrain (November 1-3).

This year's busy or...



Sports Association to represent the UK at a karting 'shootout' in Geneva. Michèle Mouton, president of the FIA Women and Motor Sport Commission, commented: "Hannah Pym is one of the young ladies who showed enormous potential. I wish her the best of luck in her career."

be chosen to... was a... amazing... karting...



ym will enter Under 18 World Championship with rising star Hannah Pym this year's CIK-FIA World Karting Championship. Pym is one of the youngest in the field and is expected to be a contender for a place in the Trophy, which is the most prestigious of the championships. "It was difficult for me to get into karting because I was so young, but I have worked hard to get to this point and I am really excited for what is coming up this year."

Pym's No 1 for us, says team chief

FOUR candidates remain in contention for the coveted 2016 Porsche Scholarship – and a Surrey teenager is one of them.

Hannah Pym, an In2Racing driver from Staines has dazzled the motorsport community by displaying a raw and innate ability on her ascent up the karting ranks, which has encompassed prolific campaigns in British Cadets,

announced on November 9. "It would be a real shame to lose the Porsche Scholarship now and fall at the final hurdle, but it's a massive achievement to have made it this far, especially given that I'm yet to do any car racing," said Pym. "However, I believe I came across well during the interview and I'm confident in myself as a driver."

"The previous Porsche



HANNAH PYM

The series will be an exclusive to drivers and two champions included. Drivers will be compared with weekend and main tyres in Friday practice can also complete the Porsche Human Performance

FEMALE FIRST
Hannah Pym Exclusive Interview
by Helen Earnshaw | 5 November 2015



Hannah Pym is a name you may not know, but if you are a fan of motorsport, you will know she has made it to the front of the pack.

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Life's all go for girl karting ace

A 13-year-old girl is beating the boys at what many of them consider to be their game, as **MARK GOODE** discovers

Green Man Championship for eight to 13-year-olds.

Her mother, Emma Patinson, of St Pinnock Avenue, Staines, said: "She has always been into driving and she even did it before she could walk. We bought her a little kart and she used to drive it around the living room. When

Hannah was four we bought her a bigger kart and she drove round my friend's stables in Cobham." Hannah, a former pupil of St David's School in Ashford, began serious racing when she was eight, encouraged by her father Simon Pym, who was a karting champion.

Hannah says her father was her inspiration, but she is also fascinated by her long-term ambition is to become a Formula 1 driver. "But I know how hard that is to get into. There are no Formula 1 women at the moment," she said.

For now, she relishes karting presents.

"I am nervous before soon as I get in the kart and down, I become focused."

She doesn't find racing intimidating. "I like to be get really annoyed when I have been beaten by a girl who likes fashion and grew up playing with dolls, also likes active sports such as skiing. She also likes to play, and although her ambition wouldn't mind becoming a designer or architect."

She said: "But my main aim is to become a Formula 1 driver."

She has won more than 30 trophies and is one of the fastest drivers in the UK Karting Association's



Pym will stick with Millennium Motorsport for her U18 return. Pym returns for second shot at U18 crown.

Top female karter Hannah Pym will again challenge for the CIK-FIA U18 World Championship title this year with Millennium Motorsport.

The 15-year-old showed promise in the championship last season. The Staines-based driver was nominated by the CIK-FIA Karting Association

Pym is also contemplating a drive in the WSK Masters Series as well as a potential run in the CIK-FIA European Championship.

"I am more prepared for karting this year," she said. "Last year was tough because I had to get used to larger engines and bigger teams, and it was

KARTING

by Matthew Wiggins
sport@trinitysouth.co.uk

STAINES karting sensation Hannah Pym hopes to be named



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On track to be the world's best young female driver

Staines teenager to represent UK in top 10 shoot-out



Hannah Pym
"It's unbelievable to be selected as one of the finalists. I did some testing in a Porsche and I felt that I got on really well with the car. I've raced for 10 years in the highest level of karting so in terms of racing experience, I think I have got as good as anyone's, just not in cars."

RACE OF THE YEAR



KARTMASTERS WTP CADET FINAL

PF International, August 2
The Kartmasters British Grand Prix again provided several nail-biting first halves

Hannah Pym slotting in behind. Over the first half of the race, Shaw eked out a small advantage, only for Pym to reel the leader back in heading into the closing stages.

first hairpin with two laps to go to outbrake Shaw, but before she had a chance to make a break, Shaw made a brave move heading into the Esses to retake the lead.

becoming Kartmasters' first female winner by about a metre. What stood this out as a great wasn't just the pace and in-



**“If you can't stop thinking about
it, don't stop working for it”**

Thank you for your time and consideration,

Hannah Pym



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