

TEAM-HARD.COM

PARTNERSHIP BROCHURE | 2022

JOIN ONE OF THE FASTEST GROWING MOTORSPORT TEAMS IN THE UK



IT'S TIME TO JOIN THE FAMILY...





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WELCOME

"With a shared love for speed, skill, and success, Team HARD. Racing's relationship with UK motorsport continues to go from strength to strength. Extending far beyond the track, from team partnerships to supporting the most talented young drivers in the country, the team is dedicated to being the best and offering the complete package.

Whilst we love racing, we also have a great appreciation for the ROI of our Commercial Partners, and we are just as determined to achieve this as we are to achieve results out on track. Team HARD. channels vast amounts of resources into optimising our off-track operations and activities in order to deliver a return on your marketing investment. Attending car shows and hosting our own,

boosts your marketing reach, whilst our invite-only networking events ensure that we connect you with like-minded business decision-makers.

Founded in 2013 by myself and my wife, Sam, Team HARD. has grown from the ground up. Combining our determination to win with our professional experience has yielded results both on and off-track over the past eight years, with 10 championship crowns to the team's name.



Since the team's inception, we have competed in the UK's premier racing series, the Kwik Fit British Touring Car Championship (BTCC), which until the 2021 season had yielded us a best Independents Team's Championship finish of 5th, an overall race win and multiple podiums.

The 2021 season saw a major development for the team as it acquired the already established Laser Tools Racing team; the defending 2020 champions.

We secured four of the six available titles in 2021 including the overall drivers and teams championships under the Laser Tools Racing banner.

Proof of our commitment to the sport,

in 2021 we also introduced Cupra to the championship for the first time with four brand new Leon's built and developed with the 2022 hybrid series rules in mind.

So that's a total of seven cars run and managed by Team HARD. Racing in the UK's premier racing series for 2022 with the defending champions and the newest car on the block in our stable.

We are geared up for many, many years of success in the championship and we'd love for you to come along for the ride and join us on this journey."

Tony Gilham, Managing Director



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INTRODUCING TONY GILHAM





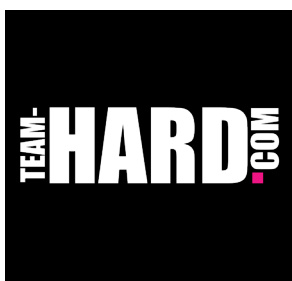
Managing Director, Tony Gilham, has led the team since its founding on New Year's Eve of 2013. However, his racing career began in 1983 on a BMX, aged just 4 years old. Tony later became the National Junior Champion on two wheels.

In 1999 Tony ventured into motor racing, competing in the British Formula 600 Series and sweeping up multiple wins and podiums. He then took home two championship titles in the well-regarded MR2 and Volkswagen Racing Cup. Tony's British Touring Car Championship debut soon followed.

Tony entered the championship with Triple Eight Engineering before establishing his own team in 2012. Racing an ex-manufacturer Honda Civic, the team finished on the podium in only their second race meeting. The team bagged several top ten finishes over the next two seasons before Team HARD. was formed in its current guise.

Building the team from the ground up, Team HARD. has taken multiple UK championships in the Volkswagen Cup, British GT, and GT Cup series, whilst Tony also led the teams' Kwik Fit British Touring Car Championship campaigns since the team first entered the series in 2015 with a one-car entry.

Fast forward to 2022, multiple podiums and race wins later, Team HARD. now boasts the largest fleet in the paddock. With seven cars including four Cupra Leon's and the three 2020/21 Teams and Drivers' Championship winning Infiniti Q50's, we can confidently say that motorsport and success come hand in hand when Tony is at the helm.



31st December 2013
Team HARD. Formed



BTCC Debut



Bobby Thompson
Drivers Champion

2013

2014

2015

2016

2017



Motorsport Debut
VW Cup



Team Champions
British GT



Champion
Champion



First BTCC win
Silverstone 2019



Cupra Leon debut
season

2018

2019

2020

2021



Jamie Bond VW
Cup Drivers Champion



GT Cup driver and
teams Champions

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ADVERTISING MEDIA ATTENTION



The BTCC continues to generate more media coverage than ever before, through the latest media agreement with leading publishing house, Haymarket Customer Media, and the hundreds of independent media outlets that follow and report on the championship in the UK and around the world. The championship's high calibre sporting, professional, and entertainment levels attract major national TV, radio, magazines, newspaper, and online media to cover the sport, which subsequently helps bring the series to many more millions globally.

The BTCC and its supporting series will be shown live and free-to-air on the UK's largest commercial broadcasting network again in 2022. With a contract until at least 2026, this makes for the longest contract signed between Britain's biggest motorsport series and the ITV Network.

ITV has broadcast the British Touring Car Championship since 2002 with its coverage levels increasing hugely in recent years. The BTCC remains the only series to boast such extensive live free-to-air coverage of every round, with even Formula 1 moving to pay-per-view TV. This high-quality and dedicated coverage provided by ITV is one of the most comprehensive of any other motorsport series anywhere in the world.

At Team HARD. we pride ourselves on giving our partners excellent value for money with maximum exposure. We would not be the team or brand we are without you.



1,171 likes

The team has fans from all over the world who often message us after watching BTCC in their home country. This is a truly global sport.

The team has expansive media channels which are unique to the rest of the grid, with a combined following of over 55,000 fans across our Instagram, Twitter, Facebook, Youtube, and TikTok channels. These platforms allow our followers to interact with us on the go - we no longer have to sit at home in front of the television to keep up to speed. Team HARD. has the most engaged fans in the series as our supporters buy into our philosophy, our drivers, and our partners.



Digital media has become a massive part of the BTCC programme in recent years. With our drivers and team personnel being invited to appear in front of the ITV Sport cameras at each event, our fans gain a fantastic insight into the championship.

In 2021, Team HARD. Racing interviews contributed to over 21% of the official BTCC viewing numbers.

Picking up national and global coverage, Team HARD. has appeared on BBC News, CNN, and BBC's Top Gear over the past couple of seasons.



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TV & MEDIA DATA

UK TV Coverage in 2021

As television audiences move towards consuming content in alternative means via online streaming and on-demand services, the ITV Hub and [itv.com/btcc](https://www.itv.com/btcc) assume increasing significance. Fans can watch anywhere, on any device and at any time. Furthermore, in 2021, the BTCC was the only major motorsport championship to be screened live on free-to-air TV in the UK.

UK TV Airtime Total

235:20
HOURS

Total UK Audience

15,800,000 million

Cumulative sustained audience viewer hours, weighted according to programme duration

UK TV AIRTIME

TOTAL ITV LIVE
BROADCAST

141:20
HOURS



TOTAL ITV
HIGHLIGHTS

89:00
HOURS



TOTAL ITV LIVE
& HIGHLIGHTS

235:20
HOURS



The above does not include the 'plus one hour' re-broadcast channels (ie. ITV4+1 & ITV1+1) which would add another 117.15 hours onto the total number of hours of ITV coverage.

UK TV AIRTIME BREAKDOWNS*

itv4 10x
Live Programmes

70:40
LIVE HOURS

itv 10x
Highlights Programmes

15:00
HIGHLIGHTS HOURS

itv4^{hd} 10x
Live Programmes

70:40
LIVE HOURS

itv^{hd} 10x
Highlights Programmes

15:00
HIGHLIGHTS HOURS

itv4 10x
Highlights Programmes

30:00
HIGHLIGHTS HOURS

itv4itv4^{hd} 10x
HIGHLIGHTS HOURS

itv4^{hd} 10x
Highlights Programmes

30:00
HIGHLIGHTS HOURS



Every race day featured
in full on the ITV Hub

TV GENDER ANALYSIS



72.6%

Males



27.4%

Females

UK Radio Coverage in 2021

POTENTIAL AUDIENCE
REACH (MILLIONS)

76.4M

STATIONS



224

INTERVIEWS



2,618

HOURS

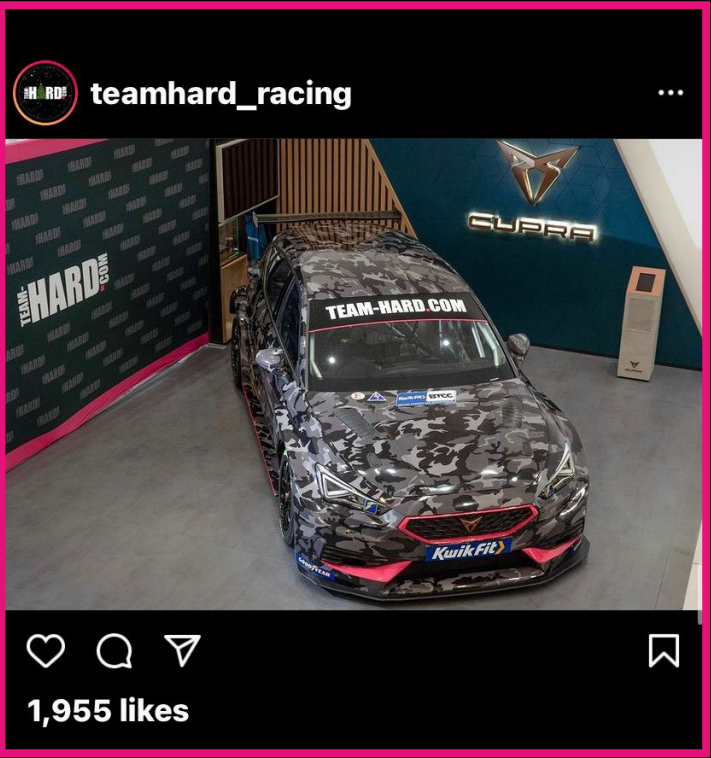
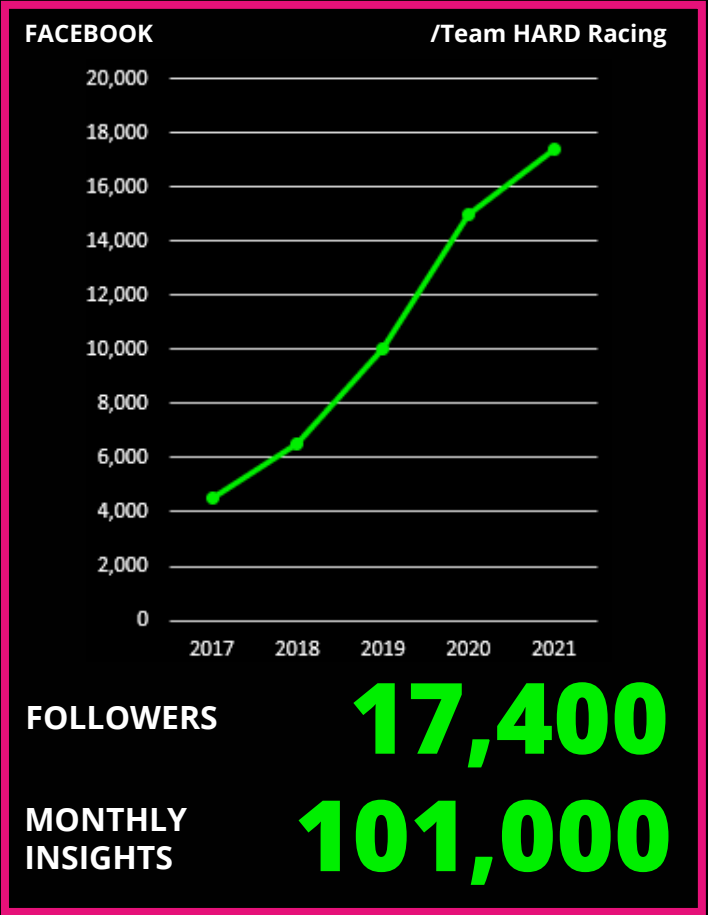
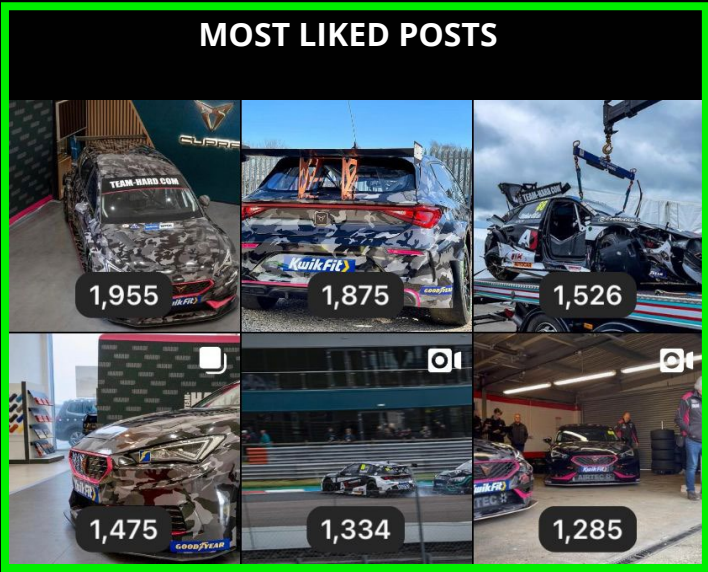
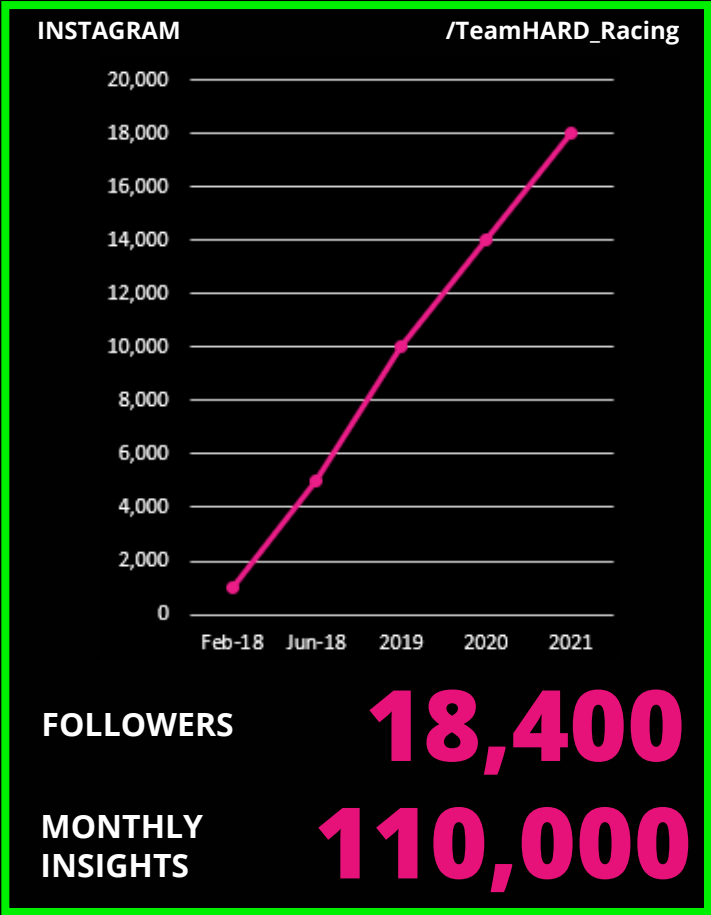


87:00






ITV Sport figures

WEBSITE ANNUAL VISITORS

32,000,000



TRACKSIDE ATTENDANCE

2015		382,000 PEOPLE
2016		384,500 PEOPLE
2017		385,100 PEOPLE
2018		381,600 PEOPLE
2019		384,800 PEOPLE

AVERAGE
ATTENDANCE DURING
A TYPICAL SEASON

383,600

Totals are cumulative three-day attendance at all 10 BTCC meetings.

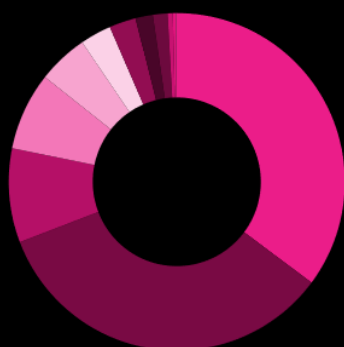
BTCC FACEBOOK

2016		155,000 LIKES
2017		165,000 LIKES
2018		170,000 LIKES
2019		176,000 LIKES
2020		180,000 LIKES

LIKES

182,000

The BTCC's Facebook page is a key asset in reaching one of the industry's most engaged social media audiences. On the platform, as across our other accounts, the BTCC enjoys an engagement rate that is many times that of comparable series. The proportion of our fans getting involved with our content is where the BTCC's strength lies.




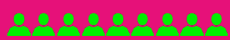


NEWS REACH

92m

UNIQUE SOURCES

925

BTCC WEBSITE





2016		204,300 PER MONTH
2017		240,000 PER MONTH
2018		238,000 PER MONTH
2019		231,000 PER MONTH
2020		242,000 PER MONTH

PEAK
MONTHLY
UNIQUE
VISITORS

235,000

In an era in which social media is the 'go-to' for a growing number of people, the series official website, btcc.net, remains a key hub for breaking news, results, features, live coverage, photography and profiles

BTCC TWITTER

2017		66,000 FOLLOWERS
2018		71,000 FOLLOWERS
2019		80,000 FOLLOWERS
2020		84,900 FOLLOWERS

FOLLOWERS

90,100

The championship's fans, teams and drivers head to Twitter to join in with everything BTCC. It's a hub for anyone wanting to get involved with the discussion. #BTCC is a regular national trending hashtag, and the Media Team prides itself on making sure everyone is involved in the conversation.

INSTAGRAM

FOLLOWERS

61,400

Instagram is our fastest-growing platform. Behind-the-scenes photography, videography and the very best imagery handpicked from the on-track action are the order of the day.

HAYMARKET MEDIA GROUP PUBLISHING FIGURES

AUTOCAR

24m Publishing audience

AUTOCAR.CO.UK

8.6m Impressions per month

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ADVERTISING SPACE



The following advertising areas can be included in all of our partnership packages:

- Advertising on our championship-winning support fleet, including Britcar, Ginetta GT4 Supercup, TCR UK, Ginetta Junior Championship, Mini Challenge, or Cole Truck Sport vehicles.
- Garage or awning advertising boards.
- Hospitality space - posters, lanyards, and table centres.
- Area of race suit and teamwear or crash helmet.
- Vehicle transport and race truck space.

5.1

OTHER OPPORTUNITIES

The following activities can be included in all of our partnership packages:

- Account tag on all related Team HARD. social media posts, including our 30+ drivers' accounts
- Graphic design fit for your company's social media use
- Ad space on our website and dedicated blog posts
- Hospitality and invite-only networking events with fellow corporate partners

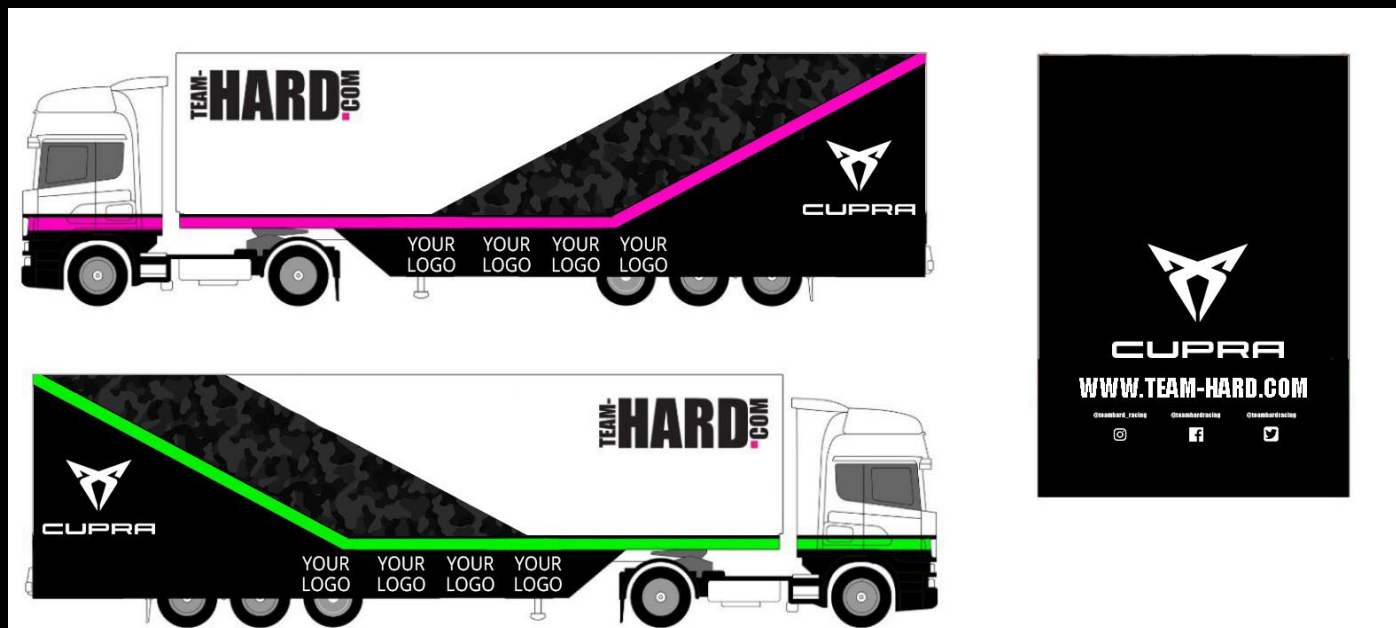


RACE SUITS

These 2D renders offer you a visual example of some of the above assets.



TRUCKS



GARAGE BOARDING



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HOSPITALITY

We welcome our partners and their guests to enjoy superb catering in our exclusive corporate hospitality area; connect with our drivers, team personnel, and fellow like-minded business people. Our close-knit community extends our trademark family feel.

Networking is an essential business tool, encouraging partners to build valuable relationships across various fields.



Corporate Hospitality Packages

- Circuit entry ticket + pick up service
- Access to our corporate hospitality area
- Money can't buy pre-race grid walk experience
- Join us in the team's garages to watch the action live
- Meet our drivers and engage in our Q&A sessions
- A full complement of breakfast and lunch with afternoon tea and cakes with unlimited refreshments throughout the day



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TRACK DAYS

Our track days are a great way to spend time and bond with your employees, colleagues, and clients. Put your driving skills to the test on track in our championship-winning VW Cup car!

With our team of professional drivers on hand to offer advice and one-to-one in-car tuition, our track days offer an invaluable experience.

Our popular Hot Rides experience is also a fantastic opportunity to network and is hosted in either a current BTCC car or our Porsche 911 GT3 Cup car. Experience the pinnacle of British motorsport in the passenger seat of a professional touring car.

HARD. Drive Experience

- Two driving sessions in championship-winning machinery
- One-on-one tuition with our current professional racing drivers
- Hot rides with our professional racing drivers
- A full complement of breakfast and lunch with unlimited refreshments throughout the day

Available at any of the UK's top racing circuits to suit you.



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2022 CALENDAR

The Kwik Fit British Touring Car Championship has firmly established itself as the UK’s flagship motorsport series and as a result, takes pride of place at the UK’s top racing venues. Consistency is the order of the day given the high level of success and strong reception garnered by the calendar’s current format. Its order of ten events is due to continue, with Brands Hatch and Thruxton again hosting two meetings each.

The BTCC selects the most renowned circuits with the most exciting layouts and best facilities. Touring the length of Britain, all BTCC fans are afforded the exhilarating trackside experience that is the British Touring Car Championship. For supporters chasing an exhilarating weekend’s action or businesses looking to entertain clients, staff, and partners with a winning blend of hospitality and on-track excitement, the BTCC with Team HARD. Racing is an unrivalled package.



Rounds
1 / 2 / 3

Donington Park

23rd / 24th

April

Miles from base: 167

Rounds
4 / 5 / 6

Brands Hatch Indy

14th / 15th

May

Miles from base: 23

Rounds
7 / 8 / 9

Thruxton

28th / 29th

May

Miles from base: 114

Rounds
10 / 11 / 12

Oulton Park

11th / 12th

June

Miles from base: 236

Rounds
13 / 14 / 15

Croft

25th / 26th

July

Miles from base: 280



Rounds
16 / 17 / 18
Knockhill
30th / 31st
July
Miles from base: 469

Rounds
19 / 20 / 21
Snetterton
13th / 14th
August
Miles from base: 125

Rounds
22 / 23 / 24
Thruxton
27th / 28th
August
Miles from base: 114

Rounds
25 / 26 / 27
Silverstone National
24th / 25th
September
Miles from base: 119

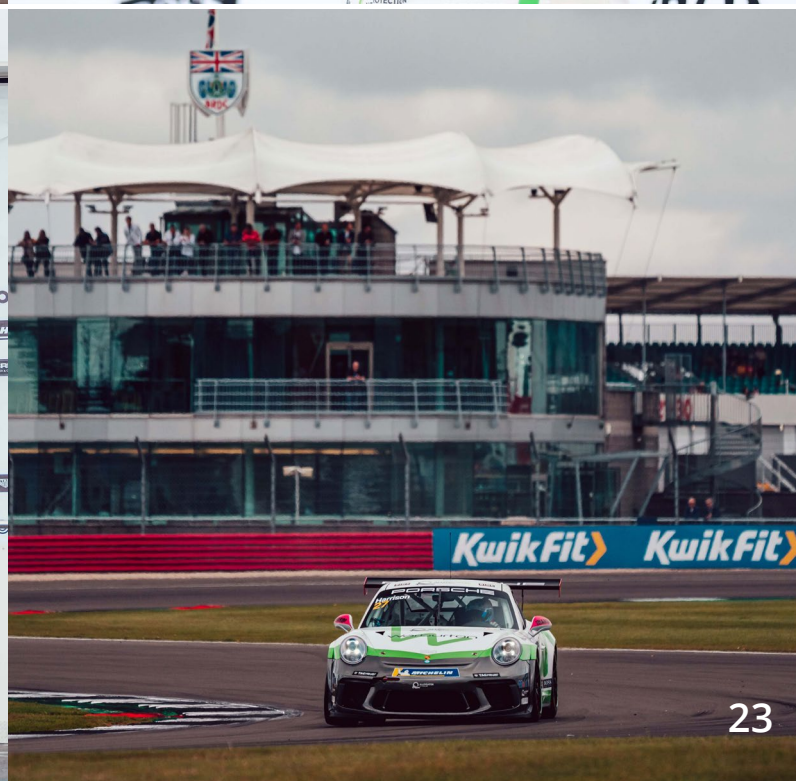
Rounds
28 / 29 / 30
Brands Hatch GP
8th / 9th
October
Miles from base: 23

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SUPPORT

One of the many advantages of joining Team HARD. Racing is the extended exposure from the 10 support championships we race in, in conjunction with the Kwik Fit British Touring Car Championship. In 2022 we are looking to reclaim all four of our GT Cup titles and launch a title assault on the Ginetta GT4 Supercup and Porsche Carrera Cup.





9.1

SUPPORT AJ ROCK

"Being part of the Team HARD. family has helped me as a young driver who is pursuing a career in motorsport. They look after me, my family, and my partners really well.

One of the deciding factors in joining Team HARD. in the Ginetta Junior Championship is that there is a clear route to the BTCC within the TOCA support category. Beginning my career here is helping me develop as a driver and integrate myself within the team.

As of 2022, I am on a three-year plan with the team and our goal is to be their official BTCC development driver throughout 2024 and beyond."





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TAILORED PACKAGES

As every business and brand is unique and has varying needs, our partnership packages are designed bespoke to suit your budget and requirements, ensuring that we can maximise your return on investment.

Furthermore, we are an open-minded team who are keen to hear new ideas on how we can best support our partners. If you have a requirement that is not in this booklet then please discuss this with us. More often than not, we can include your requirements with any package that we negotiate together.



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TESTIMONIALS

"Right Choice Insurance Brokers Ltd (RCIB) and our 'Roadside Breakdown' brand, Autoaid, have enjoyed a close sponsorship orientated friendship with Team Hard across several genres of British motorsport dating back several years and our sponsored cars and drivers have competed in the highest echelons of motor racing within the UK. These partnership opportunities have resulted in fantastic exposure for our own business, and have created a superior brand awareness at both race tracks and on television/streaming channels, cementing our reputation as one of the fastest-growing Insurance companies in Europe. The flexibility for us to approach Team Hard to request assistance to run ad-hoc or bespoke 'live events' has allowed our relationship to thrive and expand beyond just that of a major sponsor." - **Mike Joseph, RCIB - CEO**

"This will be our 5th year of collaborating with Team Hard and the BTCC, watching the team move forward in these difficult times is extremely impressive. We are all huge fans of the BTCC, and it gives us great pleasure to be involved with such a fantastic team. We are very excited for this upcoming season for Team Hard & Autobrite Direct, having our brand name plastered all over the brand new cars is a very proud moment for all of us." - **Jill Moss, Autobrite Direct - Director**

"As Owner of A Star Maintenance Contractors Ltd and a keen BTCC fan, it was an easy decision when asked if I'd like to become a part of the family at Team Hard. Sponsorship is an investment and after being involved for the last four seasons, I can say without a doubt that it's been a great experience and benefit to my company. Nothing gives me more pride than seeing my company logo on the cars as they compete at the highest level of British motorsport. Some will say it's an ego trip but it's much more than that. To be able to bring my clients to race days and show them the inner sanctum of motorsport, inside the garages, the pit lane and of course, the excellent hospitality that Team HARD. is famous for is an absolute privilege and justifies the investment. Businesses are built on good relationships; my clients reward me with work and I reward them with great entertainment at a race weekend and the chance to network within the family of Team HARD. sponsors. We all know that 2020 & 2021 were difficult seasons, but being involved has made our list of clients (including new ones) wanting to come to next season's races even longer.

"Some people say that more business is conducted on the golf course than in the board room, well, trust me, more business is conducted in the garage at a BTCC race track and the hospitality area of Team HARD." - **ASM, David Warren - CEO**

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THE TEAM

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