

James  
**DENNISON**  
Racing

**SETTING THE PACE FOR BETTER BUSINESS**







# MEET THE TEAM

## **James Dennison**

James is a promising young racing driver competing in the 2021 MG Trophy with Paul Streather Motorsport. After a hugely successful 2020 – that featured two victories at Donington Park and a further three podiums – James will be striving for a championship challenge in 2021.

Using the MG Trophy as a highly-competitive proving ground, James is determined to progress upwards on the motorsport pyramid and requires forward-thinking and ambitious commercial partners to achieve this.

## **Career highlights**

**2014** - Captained Team Southampton to 2nd in class at the British University Karting Championship

**2015** - University of Southampton Formula Student driver at the annual international competition held at Silverstone

**2019** - Debuted in the final two rounds of the 2019 MG Trophy at Snetterton, achieving two top 7 in-class finishes

**2019** - One of six drivers to race for Honda UK's factory team, Synchro Motorsport, in the annual Race of Remembrance at Anglesey

**2020** - Scored two class wins at Donington Park (in only his second day of car racing) and achieved a further three podiums at Snetterton and Oulton Park

**2020** - Tested a Lamborghini Huracán Super Trofeo Evo racing car at Imola in Italy, for a CAR magazine video feature

James is also a highly experienced automotive journalist and presenter, currently heading up the video section of *Parkers.co.uk* and *CAR magazine*. Examples of his work can be found on our website.

## **Paul Streather**

Paul is an experienced race mechanic, former MG Trophy champion and ex-Renault UK Clio Cup entrant. Responsible for looking after the setup and safe-running of the MG ZR, Paul also provides key driver coaching at test days and race meetings.



**James Dennison**



**Paul Streather**

# WHAT WE'RE ABOUT

**“Motorsport means many things to many people. Whether it be a thrilling afternoon’s karting with your mates, or a Sunday spent watching the F1 on TV, there’s always been one common factor. People are passionate about speed and racing – and none more so than in the UK**

**With hundreds of indoor and outdoor karting locations, experience days and track days dotted around the country, the public’s desire to watch, consume and enjoy motorsport has never been stronger, with many companies using motorsport to host corporate events for staff and clients alike**

**The MG Car Club has a long-standing relationship with British motorsport and is currently the most active single marque race-organising club in the UK. With six different championships and over one hundred participants in total, it is one of the most respected and prestigious club racing packages in the UK**

**The crown jewel of the series is the MG Trophy Championship. Using fully race-prepared MG ZRs split into three different classes, the standard of driving and quality of racing is among the best in the UK, with former participants including British Touring Car Championship race winner Jack Goff”**

*James*  
**DENNISON**  
Racing



# THE BENEFITS TO YOUR BUSINESS...

**Make real connections  
with thousands of  
potential customers**



**This is what we can offer YOU.  
Targeted, identifiable marketing  
into a diverse demographic with  
higher-than-average  
disposal income.**

- **Amazon Prime highlights package** for every race, available to over 100 million users, including 15 million in the UK alone
- **Up to 15,000 spectators** at the MG Live headline round, hosted at the world-famous Silverstone Grand Prix Circuit
- Up to **600 competitors** taking part at each race weekend plus exposure to **50,000**-strong MG Car Club worldwide membership base – an entire market in itself!
- Branding on a **championship-challenging car** ensuring maximum positive exposure for your company
- **Access to James Dennison's extensive media experience** as a brand ambassador for your company/product, plus expert social media coverage and promotion on Instagram, Twitter, Facebook and official website



# THE RACES

12 ROUNDS AT  
WORLD FAMOUS CIRCUITS

QUALIFYING AND TWO RACES  
AT EVERY EVENT

UP TO 15,000 SPECTATORS  
ON RACE WEEKEND

20th March  
**Silverstone National**

- 20-minute timed qualifying session

24th/25th April  
**Brands Hatch Indy**

- 2 x sprint races – grid positions determined by fastest and second fastest lap in qualifying

22nd May  
**Oulton Park International**

- Championship points scored in three individual classes – Class A, Class B and Class C

12th/13th June  
**Silverstone Grand Prix Circuit**

17th/18th July  
**Donington Park**

4th/5th September  
**Snetterton 300**

The crown jewel of the calendar is the international MGLive! Festival held at Silverstone each year. One of the largest MG events in the world, the on-track racing takes centre stage on an action-packed weekend



**The closest racing, ensuring maximum spectator thrills means the best exposure for your brand**



# GETTING INVOLVED

## SPONSORSHIP PACKAGES

### Headline sponsor

- **Primary advertising** on the racing car and team merchandise
- **TV coverage on Amazon Prime & Frontrunner TV channel**
- **Passenger laps** at racing speed on selected track day + team visit to your workplace with the racing car
- **Two free entrance tickets + regular race reports and 10" x 8" high quality photo** for your company notice board
- **Potential brand and product promotion** at race events
- **Full social media promotion** through Twitter, Website, Facebook & Instagram

### Associate sponsor

- **Prominent advertising** on the racing car
- **TV coverage on Amazon Prime & Frontrunner TV channel**
- **Passenger laps** at racing speed on selected track day
- **Two free entrance tickets + regular race reports and 10" x 8" high quality photo** for your company notice board
- **Full social media promotion** through Twitter, Website, Facebook & Instagram

### Round sponsor/technical partner

- **Advertising** on the racing car
- **TV coverage on Amazon Prime & Frontrunner TV channel**
- **Two free entrance tickets + regular race reports**
- **Social media promotion** through Twitter, Website, Facebook & Instagram

# THE DEALS

## PRICING GUIDELINES

### Headline sponsor

- £6,500 per season (negotiable)

### Associate sponsor

- £3,900 per season (negotiable)

### Round sponsor/technical partner

- £890 per round to cover costs for tyres/fuel/race entry fees/test days etc

*Other packages are open to discussion*


*Prices are subject to change depending on client requirements*

### Contact

Thank you for taking the time to read our proposal. We'd be delighted to hear from you. Any questions, please let us know by one of the following means.

James Dennison – Racing Driver and MG Trophy entrant

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James  
**DENNISON**  
Racing

**DOOR-TO-DOOR,  
WHEEL-TO-WHEEL,  
BUSINESS TO BUSINESS -  
WINNING WITH**

*James*  
**DENNISON**  
Racing





**“We’d love to have you with us for the 2021 season. There’s an action-packed programme planned, which means maximum exposure for your business across all media platforms”** *James Dennison*

**JOIN ME  
IN 2021!**







*James*  
**DENNISON**  
Racing

**TOGETHER WE'RE AHEAD OF THE PACK! - GET IN CONTACT WITH JAMES TODAY**



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