

DF Motorsport

Sponsorship Proposal 2024

Daire Flock



MSV

CLIOCUP
🇬🇧 GREAT BRITAIN



"WHAT SEEMS IMPOSSIBLE TODAY WILL MAKE YOU A WINNER TOMORROW"

BIO

Junior Saloon Car Champion 2023



- 1ST** Championship
- 14** Wins
- 21** Podiums
- 5** Fastest laps
- 1** Lap Record

About Me

Age: 16 yrs old

Born: Surrey

Lives: Dublin, Ireland

Interests: Motorsport, Music, Mountain biking, mechanics

Favourite Music: Rap, R&B,

Favourite Driver: Charles Leclerc

Race Team: Westbourne Motorsport

Racing History

2022 Junior Saloon Car 6th overall

2023 Junior Saloon Car Champion

Ambition

World & European Endurance racing

CLIO CUP GB



The Renault Clio Cup GB

The Renault Clio, a true icon of French motoring, will return to British race tracks with an official championship in 2024. The latest racing Clio will take to circuits across the UK in the new Clio Cup Great Britain Championship, to offer a cost-effective route into tin top competition.

Clio Cup GB cars will be prepared to clearly set out regulations with a number of control parts to place the maximum possible emphasis on driver skill.

<https://www.cliocupgb.com/>

The Clio Cup GB cars will be run during events by the teams themselves. Significant emphasis has been placed on minimising the cost of participating at a competitive level for a season to encourage participation.

Costs are minimised by the following restrictions:

- Sealed engines
- Controlled compound tyres
- Tyre supply is restricted to four front tyres per event
- Control fuel provided by the control fuel supplier



ROUNDS

ROUNDS 1 & 2



**SILVERSTONE
NATIONAL**
13 APRIL

ROUNDS 3 & 4



FANATEC
GT
WORLD CHALLENGE
POWERED BY AWS

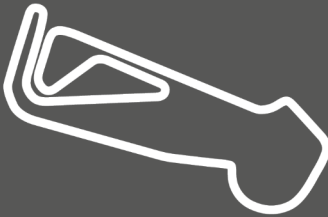
**BRANDS HATCH
GP**
4 MAY (GT WORLD CHALLENGE)

ROUNDS 5 & 6



**ANGLESEY
COASTAL**
13 JULY

ROUNDS 7 & 8



**SNETTERTON
300**
10 AUGUST

ROUNDS 9 & 10



**DONINGTON PARK
GP**
14 SEPTEMBER

ROUNDS 11 & 12



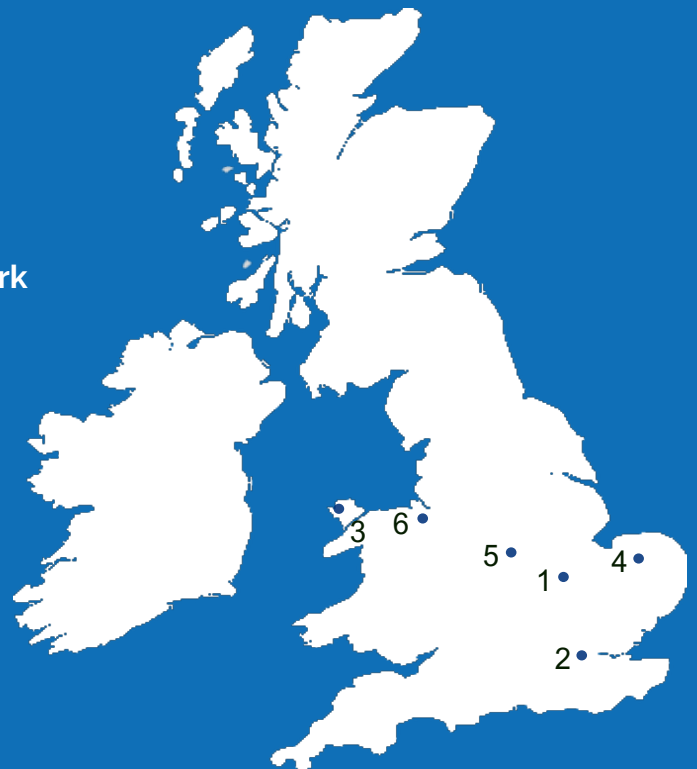
**OULTON PARK
INTERNATIONAL**
28 SEPTEMBER

ROUNDS 13 & 14



**BRANDS HATCH
INDY**
26 OCTOBER

1. Silverstone
2. Brands Hatch
3. Anglesey
4. Snetterton
5. Donington Park
6. Oulton Park



Including selected rounds in the European Clio Cup and the world famous, Spa Francorchamps in Belgium, Paul Ricard, France and Hungaroring in Hungary

SPONSORSHIP

Total cost of the season is €70,000, sponsorship raised to date is €30,000 with the balance being sought for the remaining budget in increments suitable to each company's size and available marketing spend .

Sponsorship from €3000 for the year

Whats in it for you

- Sponsorship package and additional benefits
- Create a focal point for product and event marketing such as launches and demonstrations.
- Utilizing word of mouth marketing to help naturally generate brand awareness.
- Co-operating and assisting in content creation of blogs, posts, reviews, product promotion.

Sponsorship Package

- Company named in press release of sponsorship to all news outlets
- Company name mentioned in all interviews
- Monthly updates in the local press, social media, website, Clio Cup GB
- Company logo on car
- Company name added to clothing worn over a race weekend
- Company name added to banner at team awning
- Company promote on all DF Motorsport social media platforms
- Publicity from the races via the MSV live stream & upto 25,000 spectators

If you choose to invest a larger sum of money of €5000 or more, sponsorship directly benefits your business and our partnership is rewarding for everyone involved. There is no upper limits to the amount of support and sponsorship you can offer. I'm happy to tailor suitable sponsorship packages to suit all your needs and budgets.

Additional sponsor benefits are listed below

Local Media

Press release in local papers, motorsport and internet news sites
Media coverage of race weekend

Logo Placement

Logo on all clothing worn
Logo on banners at hospitality & team awning at race track
Company name mentioned in all interviews

Social Media

Total interaction with 4000 followers growing each month
Instagram
Facebook
TicTok
Linkedin

Listed

DF Motorsport website and Clio Cup GB website

Quantify Sponsorship

Sponsorship package €3000 for 7 rounds - Cost per round €428.57 - cost per view (avg 25000 views) of you company logo at each round **€0.017**

€3000 Sponsorship for the year

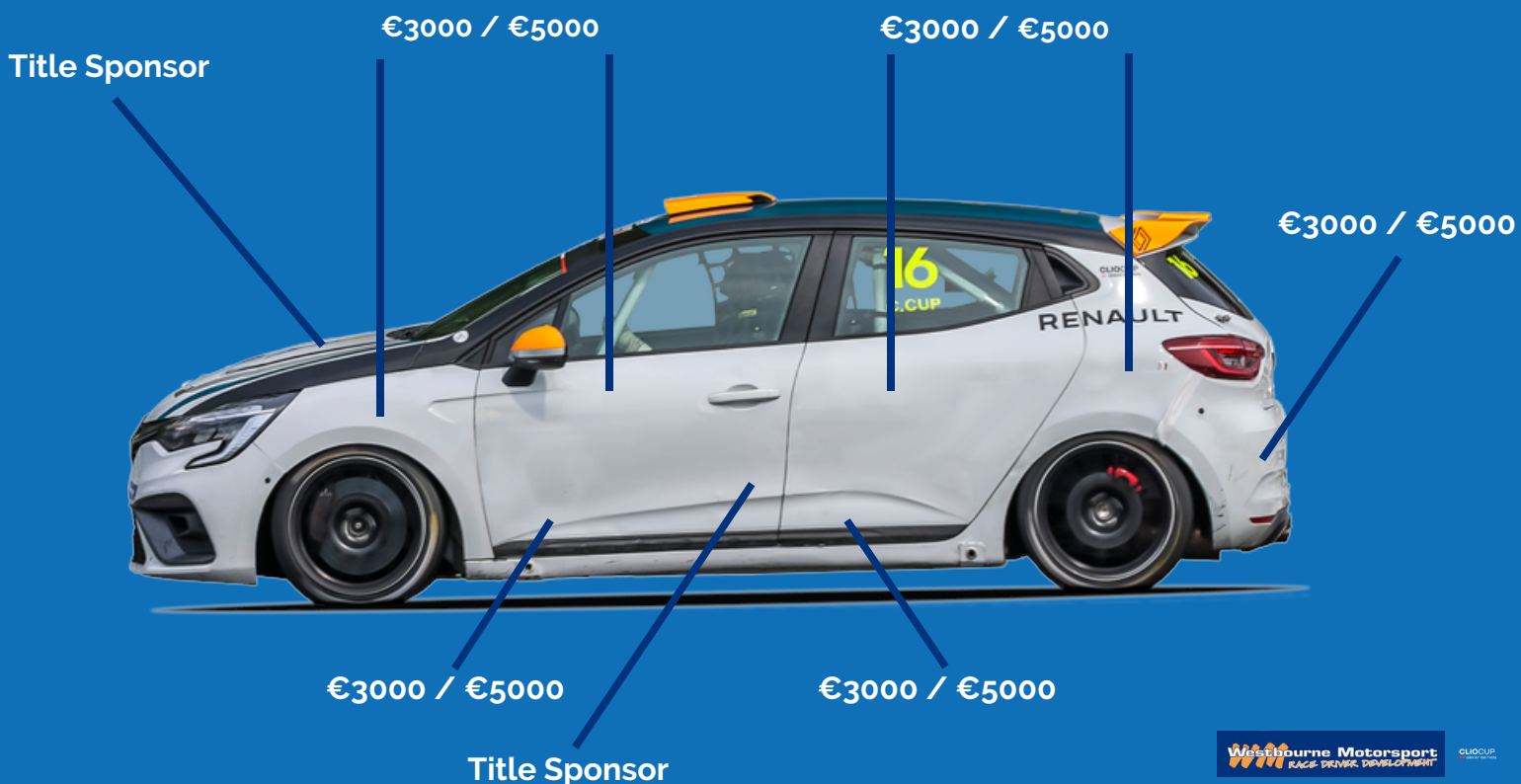
- Sponsorship package and additional benefits
- Create a focal point for product and event marketing such as launches and demonstrations.
- Utilizing word of mouth marketing to help naturally generate brand awareness.
- Co-operating and assisting in content creation of blogs, posts, reviews, product promotion.

€5000 Sponsorship for the year

- Sponsorship package and additional benefits
- Create a focal point for product and event marketing such as launches and demonstrations.
- Having the vehicle at events
- Utilizing word of mouth marketing to help naturally generate brand awareness
- Co-operating and assisting in content creation of blogs, posts, reviews, product promotion.
- Option of clients being taken out in race Car by myself during a pre arrange mid-week track corporate entertainment day (additional cost depending on Numbers)

€10,000 title Sponsor for the year

- Sponsorship package and additional benefits
- Logo on side of vehicle and bonnet
- Mentioned in all programs, in live stream commentary
- Logo on race suit
- Create a focal point for product and event marketing such as launches and demonstrations.
- Having the vehicle at events
- Utilizing word of mouth marketing to help naturally generate brand awareness
- Co-operating and assisting in content creation of blogs, posts, reviews, product promotion.
- Option of clients being taken out in race Car by myself during a pre arrange mid-week track corporate entertainment day (additional cost depending on Numbers)



Press

Every round of Clio Cup GB will be live-streamed on YouTube and across the championship's social media platforms. This makes it incredibly easy for fans, sponsors and friends and family to follow all of the action. Driver interviews will be included within the coverage, giving opportunity for fans to get to know Clio Cup GB drivers better.

Online, print and social media

The championship generates a continuous stream of media coverage, with race results and standings regularly sent to regional, and national publications. Annual media days, test days and event days are all covered with photo galleries available. There is also a strong social media presence with official Facebook, Twitter and Instagram channels.

Championship photography

The championship benefits from an official photographer during each round. This ensures there is a plethora of high-quality shots of each participant on the Clio Cup GB website and social media pages.

Championship press officer

All teams and drivers competing in the championship have the benefit of a championship press officer working to promote the series to a wider audience. Together with high-res images, race reports, news stories and driver interviews will be published and featured on the championship's official website. In addition, the Clio Cup GB team is on hand throughout each race weekend to assist all competitors, teams and their sponsors.coverage



Delight for Daire Flock after securing JSCC Championship

IT'S BEEN a fantastic year for young Daire Flock when he claimed the JSCC Championship at the weekend and becoming the first ...



Young Daire Flock set for second season in JSCC

YOUNG racing driver 15-year-old Daire Flock is set to compete in his second season of car racing in the Junior Saloon Car ...



Daire back to winning ways in JSCC series

DAIRE Flock is leading the Junior Saloon Car Championship in the UK, after competing at Croft and Snetterton respectively. The 16-year-old Croft from ...



Daire is flying in Junior Saloon Championship

DAIRE Flock is leading the Junior Saloon Car Championship in the UK, after competing at Croft and Snetterton respectively. The 16-year-old Croft from ...



Daire moving well in Junior Saloon Car Championship

DAIRE Flock is leading the Junior Saloon Car Championship in the UK, entering his last round at Thruxton in Andover, Hampshire ...



Daire impresses in Junior Saloon

DAIRE Flock has taken 5 wins from 6 races to lead the Junior Saloon Car Championship, after competing in Pembrey, South Wales ...



Good start for young driver Daire

RACING driver Daire Flock got off to a great start in his first round of racing last weekend in the Junior Saloon ...



Flock poised to contest JSCC series in UK

DAIRE Flock from Tallaght is poised to race Citroen Saxo in the Junior Saloon Car Championship in the UK this year. The ...



Dublin teenager dominates opening stages of British race car competition

The 15-year-old from Tallaght has won six out of the first eight races in the Junior Saloon Car Championship, a competition limited to 14-17 year-olds

0 comments Options



MOTORS: Flock on the Rise

by Aaron Dunne | 14/09/2023

SIXTEEN-YEAR-OLD Tallaght driver Daire Flock is leading the Junior Saloon Car Championships in the UK, entering into his last round at Thruxton in Andover, Hampshire. Thruxton is the fastest circuit...

Read more >



MOTORSPORT: Teen Tallaght driver is first Irishman to win U K motor title

by Aaron Dunne | 16/11/2023

TALLAGHT teenager Daire Flock became the first Irishman to ever win the JSCC championship after completing his series win at Brand Hatch last weekend. The Dubliner came into the final...

Read more >



Motorsport Junior Saloon C'ship

by Aaron Dunne | 02/04/2023

FIFTEEN-YEAR-OLD Daire Flock from Tallaght is set to compete in his second season of car racing in the Junior Saloon Car Championship (JSCC). With 10 podiums and five fastest...

Read more >



Daire is the leader of the Anglesey Junior Saloons flock

JUN 08, 2023 · 2 MINUTES

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ANGLESEY

Dublin

Dublin News | Dublin Voices | Lifestyle | Dublin GAA

Dublin teen makes history as the first Irishman to win UK motor title



Tallaght teenager Daire Flock became the first Irishman to win the JSCC motor title in the UK



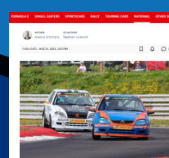
Sarah Burke

Tue 21 Nov 2023 at 13:28

A 16-year-old from Tallaght has etched his name in history as the first Irishman to claim a renowned motorsport title in the UK.

Daire Flock (16) secured victory at the famous Brands Hatch circuit earlier this month, earning the title of 2023 champion in the Junior Saloon Car Championship (JSCC).

The JSCC provides a platform for young motorsports enthusiasts aged 14-17 to showcase their skills in racing competitions throughout the UK.



Flock secured a 100% win of the season in the opening race in Harlow, and despite a spin to the gravel during the second round, he finished second at Croft. Daire Flock (16) secured victory at the famous Brands Hatch circuit earlier this month, earning the title of 2023 champion in the Junior Saloon Car Championship (JSCC).



Stats

IRISH PRESS

Echo 27000 readership weekly

Irish independent Over 500,000 readers every day

Gazette 280000 readership weekly

Dublin Live 18,000 views

Autosport 7000 paid copys sold weekly

Motorsport news 7000 paid copys sold weekly

WEBSITE

52 unique visits weekly

Location

Dublin 37%

ROI - 63%

Entry Page

Home -43%

Blog -35%

Gallery - 22%

Average Time

2pm - 32%

8pm - 68%

FACEBOOK

Average Post Views 3233

Impressions 5454

Posted view

Weekday - 27%

Weekend - 28%

Bank Holiday - 45%

Gender

Male - 65%

Female - 33%

Uncategorised - 2%

Time

12.00 / 06.00 - 9%

07.00 / 13.00 - 26%

14.00 / 9.00 - 22%

20.00 / 12.00 - 43%

Age

18 / 24 - 22%

25 / 34 - 23%

35 / 44 - 39%

45 / 54 - 11%

55 / 64 - 3%

65 + - 3%

Placement

Video feeds - 27%

Feeds - 64%

Market Place - 6%

Search - 3%

LINKEDIN

Impressions 497

Reactions

Companies 19

Individuals 145

INSTAGRAM

Impressions 2347

Gender

Male - 94%

Female - 6%

Age

18 / 24 - 23%

25 / 34 - 45%

35 / 44 - 21%

45 / 54 - 8%

55 / 64 - 2%

65 + - 1%

TIK TOK

Advantage Views 4138

OTHER

MSV Club live streaming

Utube live streaming

Clio Cuo GB live streaming

Contact

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