

IKONN
Racing

2019
PARTNERSHIP INFORMATION

Team Introduction

Formed in August 2003, Ikonn Racing set about building a karting team with the ambition of success and growth while helping talented drivers fulfil their potential.

Early years were spent searching for both young and older talent. We now have drivers in various categories competing in both sprint and endurance racing. Our older team members are always on hand for our younger drivers as support, guidance and team mechanics.

Our team is made up of various drivers, mechanics, strategists, designers and marketing consultants. Currently we race in karting categories: OEKC Endurance (Senior Rotax Max), Rye House IKR and Club 100. These championships are national (with the exception of Rye House) and car category: Thunder Saloon Touring Car Championship, which means we cover various parts of the country during the season both racing and testing. We also race various one-off, invitational races and different disciplines such as 2010 when we entered into the Mini challenge car championship or 2011 & 2012 when we raced in Dubai, 2012 when one of our drivers represented Formula Kart Stars in the Bahamas and won the event and 2016 when we raced Thunder Saloons at the famous Spa-Francorchamps circuit in Belgium.

Some Kart races and Car Championships are televised on Sky Sports and Motors Tv while other Championships are featured in national magazines and various websites.





Planned for 2019?

Much of the same really! We have been able to build on our overall success as a team each season since 2003. The 2019 season should be no different.

Our senior drivers will expect to challenge for the Endurance championship while also competing in some sprint events nationally. Our car drivers will be aiming to win and defend their championships respectively. We will also be entering the prestigious Dubai 'O' plate sprint championship in January 2020 and The Club 100 10hr Karting event at Spa-Francorchamps circuit in Belgium 2019.

As usual, we pay huge attention to our partners so 2019 will see even more off track work to raise awareness and increase exposure

2018 Website Activity Stats

At Ikonn Racing, we feel it is important to keep our partners informed of how the team has been helping to promote and increase the exposure of their business or product. The information below is an outline of the Ikonn Racing website activity.

WHO HAS VISITED THE WEBSITE?

167,583

Unique people have visited the Ikonn Racing website between February 2018 - December 2018.

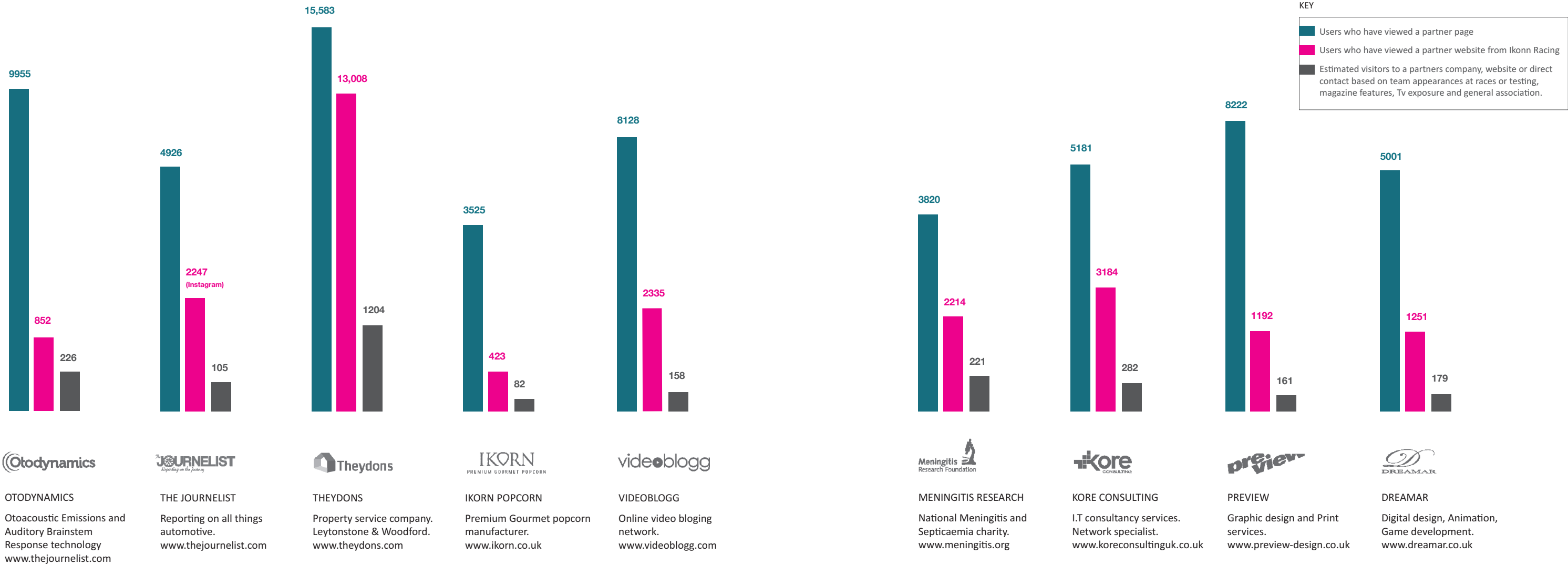
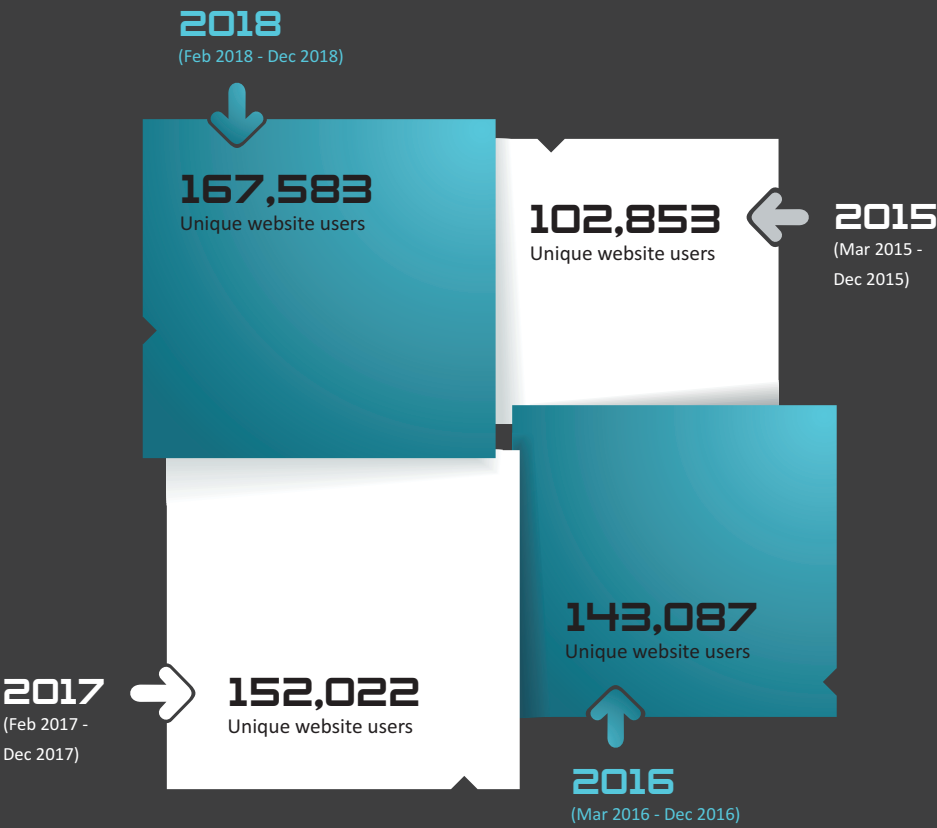
114,951

People have visited the Ikonn Racing website directly. These people have known the website address by existing knowledge of the team or races and events we have visited.

52,632

People have visited the Ikonn Racing website via internet search engines. The most common searches have been:

- Ikonn Racing
- Ikonn
- Ikorn popcorn
- Oekc
- Endurance Rotax
- Endurance Karting
- Theydons
- Gelman thunder saloons
- Ikonn Meningitis



2019 Partnership programme

Standard Benefits*

Title Partner, Premium Partner and Team Partner will all feature the following Standard Benefits:

Dedicated Web Presence

A full, detailed web page on the Ikonn Racing website with your company logo, overview, associated contact details and company website links. We also produce activity reports once a year.

Television, Magazine and Online Exposure

The Karting discipline is huge in the UK and Europe. Ikonn Racing aims to have another year in the spotlight of this increasingly media savvy form of motorsport. In addition to mainstream exposure of the team, Ikonn Racing will keep all partners updated of website traffic being generated through the team site as well as specific stats for each dedicated partner page.

Corporate Brand Advertising

Sponsor company logotypes will be applied to all printed correspondents, *Racewear, *Team Merchandise and *Kart bodywork

(*Dependant on selected sponsor package)

Newsletters

Dedicated newsletters are regularly distributed to all of our partners and subscribers. As part of the team's promotional material, the Newsletters will carry all partner logos in addition to dedicated partner adverts and promotion.

Corporate Partner Race

The Ikonn Racing Partners Cup Race. One of the highlights of our season is a privately organised Cup Race between Ikonn Racing Partners. It will be the one time in the 2019 season when you will battle against your fellow team partners for the coveted Ikonn Racing Newitt Cup. Most importantly it offers a great opportunity for the whole team to meet and enjoy a social event to be remembered! This is a great success every year and our congratulations go to Kore for winning the 2018 title.

Access All Areas

Race and test days are always open to our partners throughout the year. We give all our partners complete access to our mechanic areas, pit area and general team environment at any of the events and welcome their attendance. Throughout any of these events, we always have team members on hand to explain any procedures or general questions that may be asked.

Title Partner

Standard Benefits

* See Standard Benefits section

Exclusive Team Title Partner & Brand Awareness

There is only one Title Partner opportunity available per annual race season. For 2019, this package centres exclusively around the inclusion of the partner company name / Logo being presented in dominant areas and stand-alone wherever possible. This has been designed to gain the greatest exposure possible.

The Title Partner logo would feature extensively across all branded team equipment, racewear, merchandise, promotional material, printed material and all correspondents. The logo would appear largest on all of the stated materials and race karts.

Exclusive Website Exposure

Every page on the Ikonn Racing website would hold the partner logo with a web link to the partners website. The standard webpage allocated to all partners would also be upgraded to a stand-alone micro-site fully designed, constructed and tested to their approval which offers the partner an additional promotional tool to advertise their product, service or business.

Business Promotion

Using our Sister company resources (Ikonn Design New Media Ltd, www.ikonn.com), we will work closely with our title partner to maximise their business by optimising their social media activity coupled with our digital newsletters and website structure. Ikonn Design New Media Ltd is a digital and conventional design agency who specialises in this field. An annual strategy would be constructed with regular statistical updates.

Annual Corporate Partners Race

Allocation of 4 drivers for this annual event.

£3000

Premium Partner

Standard Benefits

* See Standard Benefits section

Corporate Brand Advertising

Each Premium Partner will have their company logo featured on all racewear (including racesuits), selected merchandise, promotional material and printed material.

Premium areas on Karts

Premium areas (excluding Title Partner areas) would carry company logos. Premium areas include front bumper and nose cone.

Annual Corporate Partners Race

Allocation of 2 drivers for this annual event.

£1000

Team Partner

Standard Benefits

* See Standard Benefits section

Corporate Brand Advertising

Each Team Partner will have their company's logo featured on selected merchandise, promotional material and printed material.

Standard areas on Karts

Selected areas on karts would carry company logos. These areas are mainly side pods but can include some other positions.

Annual Corporate Partners Race

Allocation of 1 driver for this annual event.

£600

Spa 10hr / Dubai 'O' Plate '20 / Bespoke Packages

For the 2019 season we can offer the opportunity of exposure and other benefits within a bespoke package for karts, touring cars, Spa (Belguim) or the Dubai 'O' plate championship.

If you would like us to tailor a Partner Package for your specific needs, whether it be karts, cars or both, please email us at racing@ikonn.com or call: 01438 745 439 to discuss further.

£CALL

Associate Partner

Our Associate Partner scheme was formed to create mutual opportunities for both parties where both brands have a common association or target market.

The aim of this partnership is to create mutual, 'hand-in-hand' exposure which is why this scheme is non chargeable.

Please email us at racing@ikonn.com or call: 01438 745 439 to discuss further.

Charity Partner

As a team we acknowledge how fortunate we are to go racing and enjoy this passion. We feel the importance of supporting charities and while we cannot support all, we try our very best to accommodate charities which touch us personally.

Please email us at racing@ikonn.com or call: 01438 745 439 to discuss further.

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Partnership Exposure

We like to show we are serious about what we do and that we operate our race team as a business. As a team we operate with strict rules. Every attended event means we all dress in our team wear and have information to supply interested people of our team activities.

During the last few years we have raced in: Bahamas, Dubai, Belgium (spa francorchamps), Wales, Scotland, Dorset, Lincolnshire, Milton Keynes, Hertfordshire, Lydd, Northants, Sandown Park, Silverstone, Oulton Park, Thruxton, Brands Hatch, Donnington and Mallory Park



Brad Gelman
Oulton Park

the**digital**picture

We also have our very own team photographer. Adam Wearing has been to all team events this season capturing our exploits on camera. All team images used on our website and promotional material were undertaken by the man himself. Follow 'Thedigitalpicture' on Facebook or contact us for more information.



Meeting Toto Wolff (Mercedes AMG F1 Team Executive Director) at 2014 Festival of speed.

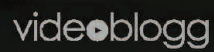
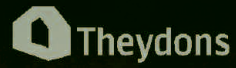
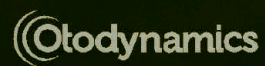


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Reece Wade & Sir Stirling Moss at Bahamas Speed Week revival in conjunction with Formula Kart Stars.

Reece Wade and team won the 2015 Johnny Herbert karting challenge. His team raced alongside celebrity drivers from the world of motor racing and entertainment. Much needed funds were raised for various charities such as Sparks - The Kidney Research fund - Air Ambulance Units - The Harry Birrell Scholarship Trust and The Halow Project.





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