



MJ RALLYING

2016 CORPORATE PARTNERSHIP PROPOSAL

INTRODUCTION

Welcome to the 2016 Corporate Partnership Proposal of Matthew Jackson Rallying. You have found the leading place if you are looking for the most unique and effective method of marketing your business and increasing that all important client base!

In the coming pages, you will find a raft of information on one of the most hopeful crews in UK rallying, planning to maintain their competitive reputation throughout 2016.

With a number of national championship wins already under their belt, driver Matthew Jackson and co-driver Claire Williams are looking to 2016 to keep their momentum and take another step up the rallying ladder and this is where there are an endless amount of incredible opportunities for your business to get involved.

Enjoy the information enclosed and please do not hesitate to use the contact details should you have any burning questions. Matthew and Claire very much look forward to working with you throughout 2016 opening a whole world of exciting opportunities for both parties.





WHAT IS RALLYING?

Rallying is a high octane, adrenalin pumping sport where drivers and co-drivers work as a team to get from Point A to Point B in the quickest time possible.

The sport has been around since the early 1900's with the first running of the famous Monte Carlo Rally. Since then, the sport has evolved into a multi-million pound business, with a high level of press and television coverage across the globe.

The cars are often modified, or specially built production cars, which have to remain road-legal. This is because, after completing a 'Special Stage' (the course between Points A - the start - and Points B - the finish) the cars are required to travel on public roads to their next stage, or designated service areas.

Teamwork is vital in Rallying as the driver and co-driver relationship is tested on long stretches of stages. The driver's job is clearly, to drive and, more importantly to listen to the directions of the co-driver. The co-driver is in charge of timing, delivering route information (usually on Pacenotes - see below) and ensuring that the service crew are in the right place, at the right time.

Pacenotes, as mentioned above, are a special form of noting the direction of the event route. They give the driver a detailed description of the road ahead, allowing commitment and speed to be taken throughout the stages. The driver is responsible for writing his pacenotes whilst passing over the stage at 30mph in a given time slot prior to the event.

Rallying is a unique sport and benefits from a great deal of press and television coverage, meaning any sponsor or backer would receive a high level of exposure to a large, diverse audience.

MATTHEW JACKSON

RALLY DRIVER

Age: 23 **Born:** North Wales **Lives:** Warwick

Rally car: Nissan Micra S1400

Road car: VW Golf TDI

Occupation:

- Graduate Automotive Engineer - Tata Technologies

Started Rallying:

Roskirk Stages 2009, Inaugural Junior 1000 rally

Best Result:

- ♥ Winning BTRDA class 1.4C Championship, ANWCC Overall title & several class titles in a 1 litre Nissan Micra in 2014

Most Memorable Result:

- Roskirk Stages 2009, 6th overall on very first rally
- Cambrian Rally 2013, 9th overall 1400cc car – first time in the top 10

Championship Wins:

- ♥ 2014 BTRDA Class 1.4C Champion
- ♥ 2012, 2013 & 2014 Super1000 Drivers Champion
- ♥ 2014 ANWCC Overall Forest Drivers Champion
- ♥ 2014 ANWCC Junior Driver Champion
- ♥ 2014 ANWCC Class 2 Champion

Favourite Rally: (competed on so far)
Cambrian Rally

'Bucket List' rallies:

- Wales Rally GB
(UK round of the World Rally Championship)
- Manx Rally (Isle of Man)
- Compete in mainland Europe



CLAIRE WILLIAMS

CO-DRIVER

Age: 26 **Born:** Swansea **Lives:** Ammanford

Drives: Skoda Fabia Monte Carlo TDI

Occupation

- Business Support Officer – Carmarthenshire County Council

Started Rallying:

Pinged Hill Trophy Novice Road Rally 2010

Bob Shaw Memorial Stages, Talbenny 2011

Best Result:

- 🏆 Midsummer Caerwent Stages 2013 – 3rd Overall
- 🏆 Preseli Novice Road Rally 2014 – 2nd Overall

Most Memorable Result:

- Barcud Road Rally 2012 – Leading the rally from Novice class ahead of 2 multiple welsh road rally champions, a fail in the 2nd half cost the result. So close.
- Cambrian 2013, first rally alongside Matthew and the start of a successful partnership

Championship Wins:

- 🏆 2012 Welsh National Tarmacadam Class 5 champion Co-Driver
- 🏆 2013 FMP Co-Driver Champion
- 🏆 2013 FMP Junior Co-Driver Champion

Favourite Rally:

The Cambrian Rally & The Jim Clark Rally

'Bucket List' Rallies:

- Wales Rally GB International Rally
- To Compete in a World Rally Car



2014 IN NUMBERS



**ANWCC
JUNIOR DRIVER**



**BTRDA CLASS
1.4C DRIVER**



**ANWCC OVERALL
FOREST DRIVER**



**ANWCC CLASS
1 DRIVER**



**SUPER
1000 DRIVER**

**OUT OF 49
COMPETITIVE STAGES...**

45% SECOND
FASTEST



12% THIRD
FASTEST

33% FIRST
FASTEST



NISSAN MICRA STATS



145NM TORQUE



115BHP



WHATS NEXT...

2016 will see the launch of the new look of the British Rally Championship and a new era of British Rallying. With a 12 month sabbatical in 2015, the BRC (British Rally Championship) is set to return with vengeance in 2016. The championship will boast a series of 7 events with a mix of gravel and tarmac events on the UK mainland, Isle of Man and Ireland posing a very exciting but also extremely challenging year for all involved. The BRC holds the most prestigious title in not only the UK but also around the world with many competitors from overseas making the journey to the UK to sample the events and challenge the drivers alike.

The British Rally Championship has a vast media presence and following. The championship is televised in hour long shows throughout the year as well as boasting live updates throughout each event and also having its own dedicated internet channel etc. The television broadcast after an event, on Sky Sports has such exposure as;

Broadcast in the UK, America, Australasia and the Middle East

RALLIES ARE...

VIEWED IN MORE THAN 18 MILLION HOMES IN THE UK & NI

VIEWED IN MORE THAN ONE BILLION HOMES AROUND THE GLOBE

**CIRCUIT OF IRELAND
ULSTER RALLY**

GRANITE CITY RALLY

SCOTTISH RALLY

**JIM CLARK RALLY
PIRELLI RALLY**

MID WALES RALLY

BRC
**MSA BRITISH RALLY
CHAMPIONSHIP**

2016: AN 'ORIGINAL' YEAR

THE BRIEF CAR SPECIFICATION:

Engine: 1.6I-ECOTEC 16V Power Output:
104 kW (142 PS) @ 6.500 rpm

Exhaust system: Specific \varnothing 60mm
lightweight system

Modified series production manifold

Rear silencer with integrated HJS Racing
catalytic converter

Transmission:

Sadev 5-speed sequential gearbox
Plate driven limited slip differential

FR Suspension:

REIGER Racing Suspension Mc Pherson
struts Spherical joint top mount
Adjustable camber (adjuster bushes
included)

RR Suspension:

REIGER Racing Suspension damper strut
Spherical joint mounting top and bottom
Bodyshell: Lightweight, reinforced body in
white with integrated welded rollcage

Dimensions:

Length: 3.698mm

Width: 1.720mm

Height: 1.442mm (adjustable)

Wheelbase: 2.310mm

With the exciting new look British Rally Championship just around the corner, the weapon of choice for Matthew and Claire's rally campaign is the Vauxhall Adam Cup car. Vauxhall Motorsport UK are in the process of launching a one make series for the 1.6 litre pocket rocket to run in the relevant class in the BRC. The Vauxhall Adam Cup car is a carbon copy of the Opel Adam Cup car which has proven extremely popular and competitive on the EU continent in Germany and France. With extremely close battles on events drawing in spectators, media and competitors alike, the Vauxhall Adam Cup is set to make its mark on the UK in 2016. Alongside this, Matthew and Claire are not only planning an assault on the UK title, however, if budget allows, a trip across the water to compete against some of the best in Europe will be on the cards, what an exciting prospect! The UK Adam Cup is set to become the proving ground of all young up and coming drivers where talent is no doubt to shine. The young duo are determined to put all of their previous work, dedication and experience to good use to be number 1 in 2016.



* Subject to funding



Volkswagen

www.volkswagen-uk.com

Volkswagen

Volkswagen Motorsport

WALES

Volkswagen Financial Services

7
WALES RALLY GB
14-17 NOVEMBER 2013



Red Bull

Castrol EDGE

ultimate

MICHELIN



WOB VW 3

MOTORSPORT SPONSORSHIP AN OPPORTUNITY LIKE NO OTHER!

Motorsport is quickly becoming a platform for companies across the world to use for marketing communications.

Already, businesses can, and do, make use of;

Driver Sponsorship

Team Sponsorship

Event Sponsorship

Related Media Sponsorship

Driver and Team sponsorship is the greatest sponsorship solution as it provides an endless scope for marketing any product.

The sponsorship of a driver or team involves brand exposure on the driver and car which is then used for a variety of marketing communications activities

Such communications activities can include use images of the car and driver on advertising campaigns, promotional activity and media exposure. A televised national UK rally event has an average view rating of over 180,000 people! Just imagine the exposure over a 7 event campaign!

Not only that, but Matthew, Claire and the car can be regularly available for use on company hospitality events, show displays and company reward days.

And there's more...!

There will be excellent opportunities for members of your business to attend test days where a select number of people can have an opportunity that simply cannot be bought – the opportunity to sit alongside Matthew on a rally stage! The opportunity can also be made available for a select number of employees/guests to have a rally experience day whereby they can take the wheel of a rally car and have a go all for themselves under the guidance of Matthew and get a hands on feel for what it is all about!





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