



24HR OF LE MANS 2023 DRIVER SPONSORSHIP OPPORTUNITIES





QUANTUM DIGITAL AND JAMES WINSLOW RACING

Quantum Digital are in partnership with professional racing driver James Winslow (JWR) for the run-up and during the 24 Hours of Le Mans 2023. We are creating and managing a full media profile for James which will include: new website, filmed documentary, animated content, social media management plus events to engage both fans and potential sponsors.

James is a British professional racing driver with 10 motorsport championships to his name. He ranks in the all-time top 10 British drivers by number of race victories. And he holds the international record for the most Formula 3 open-wheeler wins: 89 to date.

Over the last 20 years, James has competed across Europe, Asia, Australia and America. He's won the Formula 3 Australian Drivers' Championship twice, breaking the record for the most wins in a single season in 2012. And he has represented Great Britain in the A1 Grand Prix, the World Cup of Motorsport.

His passion for endurance racing has seen him compete in the 24 Hours of Le Mans five times since 2014.



MEDIA GALLERY

A selection of images which looks back at the 2022 season. 2022 was a busy year which saw James not only racing for DKR Engineering but also mentoring drivers throughout the European Le Mans, Michelin Le Mans Cup, team testing sessions, ITV interviews and driving F1 cars for a TV Commercial in Dubai.





24HR OF LE MANS

The first 24hr of Le Mans race took place in 1923. The race started with 33 cars running at an average speed of just over 57mph. Today over 60 teams compete at an average speed of around 130mph. The race welcomes over 250,000 spectators with over 180 drivers making this one of the largest sporting events in the world.

Widely regarded as the ultimate test of driver and machine the race runs over a weekend in June. Practice and qualifying sessions take place in the week before the race. The track (known as the Circuit de La Sarthe) is 8.469 miles long and incorporates large sections of public roads.

2023 is the centenary year of the race and welcomes back many well known manufacturers into the hypercar class including: Ferrari, Porsche and Peugeot.

Many special events are planned over the race weekend to celebrate the milestone anniversary of this extraordinary race.





COMMERCIAL OPPORTUNITIES

Being a part of this iconic race in its centenary year will be a unique and memorable once in a lifetime experience.

You have the opportunity for some brand marketing exposure on a Le Mans racing car, James's iconic yellow crash helmet and race suit that James will be wearing during the 24hr race.

You will have team garage and paddock access providing unique personal, business and marketing value with the added benefit of networking opportunities for your business.

The 24hr race is broadcast live on television and digital channels all over the world. Viewed by several million this offers televised brand exposure plus multiple social media and marketing opportunities for your brand.

You will also come away with race memorabilia, signed pictures and a scaled model of the racing car driven by James which will also include your branding.



SPONSORSHIP OPPORTUNITIES

We are pleased to offer the following sponsorship opportunities to sponsor James Winslow at the 24hr Le Mans 2023 in it's centenary year.

P3

£10,000

x2 tickets to the 24hr Le Mans centenary race weekend with paddock and garage access

Access to James throughout the race weekend*

Model of race car with company logo

Company logo on race car for the 24hr Le Mans**

P2

£25,000

x4 tickets to the 24hr Le Mans centenary race weekend with paddock and garage access

VIP hospitality*

Access to James throughout the race weekend*

Model of race car with company logo

Company logo on race car for the 24hr Le Mans**

Signed framed picture of the race car

Company branding on James's helmet for the 2023 season

P1

£50,000

x8 tickets to the 24hr Le Mans centenary race weekend with paddock and garage access

VIP hospitality*

Access to James throughout the race weekend*

Model of race car with company logo

Prime position of company logo on race car for the 24hr Le Mans**

Signed framed picture of the race car

Company branding on James's helmet and race suit for the 2023 season

**See race and paddock experience page for more details.*

*** See logo positioning page for more details.*





RACE AND PADDOCK EXPERIENCE

VIP hospitality

You will have access to a hospitality lounge just a short walk away from the team garage. This will include meals and beverages, as well as this you will have somewhere to relax and keep updated with the race as it progresses.

Access to James throughout the race weekend

There will be time to speak to and mingle with James during the race as his timetable allows. Before the race we will offer a car and garage tour where he will run you through the controls of the car, show you inside and talk through the dash buttons, instruments and controls.

Garage access

You will be in the team pit garage and witness the pit stops and driver changes as the team fight for Le Mans glory. You will have the opportunity to get very close to the car, engineers and drivers making you really feel like a part of the team.

WhatsApp chat room

There will be an exclusive WhatsApp chat room set up for use in the Le Mans 24hr race week. On this group James will post: regular updates, photos, timetables, videos, session results, his thoughts and feelings about how things are going. He will also post photos that show your company logo throughout the week of Le Mans. This gives all involved exclusive access with inside information. It's a great way of keeping everyone connected to the event, even those who may not be able to attend in person.

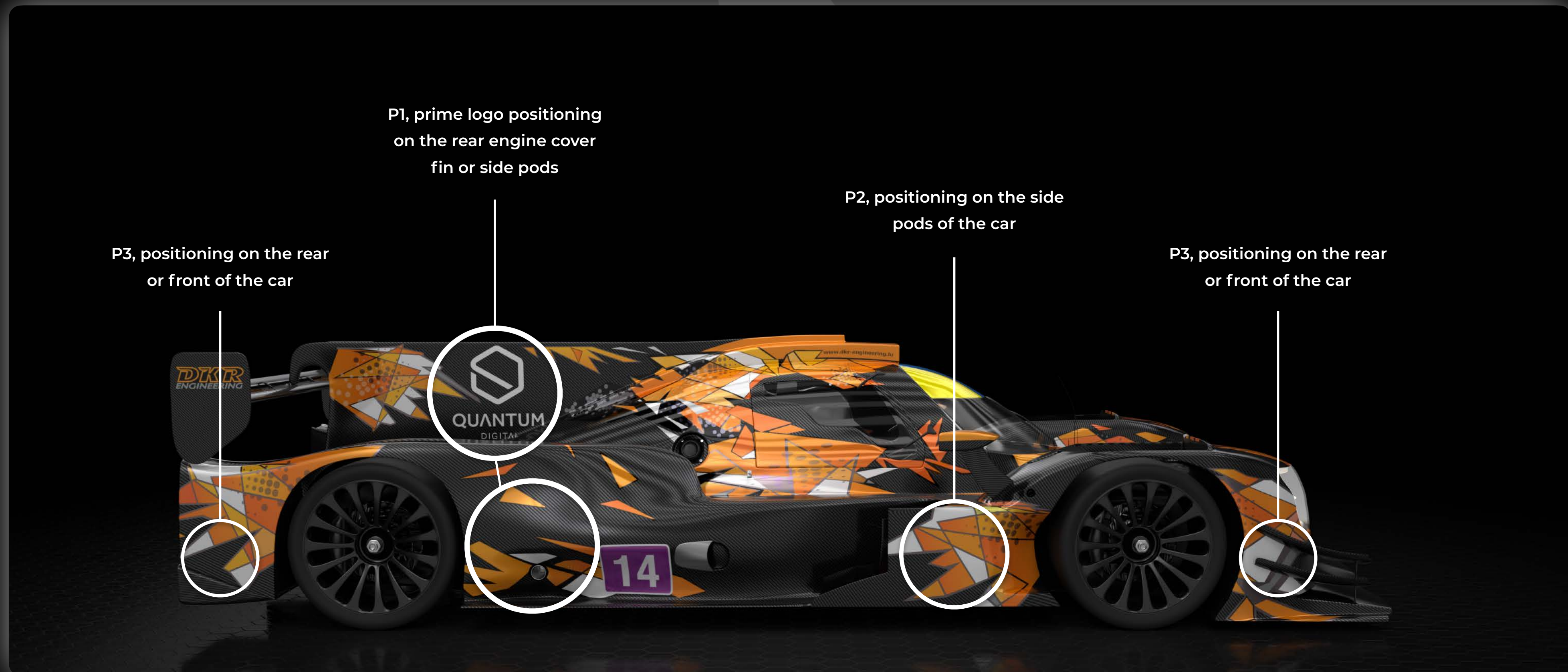


LOGO POSITIONING

Company logo positioning on the car will be determined by which package is purchased.

P3, logo on the front or rear of the car. P2, logo on the side pods of the car.

For the P1 package you can expect primary positioning of a large logo on the rear engine cover fin or side pods of the car. This provides a very media pleasing position and makes your logo easily visible in photos and on TV coverage when the car is travelling at speed.



Car and livery image shown above is for illustration purposes only





CUSTOM SPONSORSHIP OPTIONS

We can tailor sponsorship packages for any need, below are some of the experiences on offer. Contact events@quantumdigital.london for more info.

- ◉ Any number of tickets to the 24hr Le Mans centenary race weekend with paddock and garage access
- ◉ Access to James throughout the race weekend
- ◉ Any number of race car models with company logo
- ◉ Company logo on race car for the 24hr Le Mans, option to have on car for the season
- ◉ Any number of signed framed pictures of the race car
- ◉ Company branding on James's helmet and race suit for the 2023 season
- ◉ Track day training session with James on a BRDC track day at Silverstone.
- ◉ Weekend trip to Dubai to be driven round the Yas Marina track by James in a Radical
- ◉ Professional grade simulator training with James







**TO BE INVOLVED AND DISCUSS
OPPORTUNITIES, CONTACT:**

events@quantumdigital.london

quantumdigital.london