

***A UNIQUE COMMERCIAL
PARTNERSHIP OPPORTUNITY***



MICHAEL WEDDELL RACING

MW



INTRODUCTION

Michael Weddell, one of Scotland's "Rising Stars", will be competing in the 2021 Scottish Mini Cooper Cup, with eyes set on winning the overall championship at Knockhill and Cadwell park racing circuits.

2019 saw a successful year for Michael, finishing 2nd overall in the Scottish MINI Cooper Cup which saw him awarded "Rising Star" status from the Scottish Motor Racing Club.

At the end of 2018, Michael had the once in a lifetime opportunity to take part in a test with Audi Customer racing team, ComToRacing, after being selected by the Scottish Motor Racing Club Committee for showing great performance and potential during the season. Alongside Gordon Shedden (3x British Touring Car Champion), Michael took to an unfamiliar circuit in an unfamiliar car setting very competitive lap times.

Michael is ultra-competitive and will start the season raring to go. This presentation outlines in more detail, the exciting opportunity that exists for your business to create a unique, relevant marketing platform, in which to increase brand awareness.



MICHAEL WEDDELL

THE DRIVER

Michael's passion for motorsport started back in 2007 at Raceland, East Lothian running in both the cadet & junior championship. The 26 year old's potential shone through immediately after finishing 2nd in the cadet championship in 2008.

Throughout the years, Michael has raced in many competitive national championships with several championships to his name. He took his first season in cars after being awarded a scholarship in the Scottish MINI Cooper Cup for the 2017 season.

Straight away, Michael showed why he was awarded the scholarship after his first pole position during the 4th round of the championship and setting the lap record. From then, Michael has gone from strength to strength and is a regular front runner in the championship, taking the 2018 MINI Cooper Cup Newcomer Championship after achieving 16 newcomer wins out of a possible 20 races.

RACING ACHIEVEMENTS

2019

- 2nd Overall Scottish MINI Cooper Cup
- 13 Podiums including three race wins
- 1 Pole Position
- Awarded 'Rising Star' Status from Scottish Motor Racing Club

2018

- 2nd Overall Scottish MINI Cooper Cup
- 13 Podiums including three race wins
- 1 Pole Position
- Awarded 'Rising Star' Status from Scottish Motor Racing Club

2017

- 2nd Overall Scottish MINI Cooper Cup
- 13 Podiums including three race wins
- 1 Pole Position
- Awarded 'Rising Star' Status from Scottish Motor Racing Club



Search **Michael Weddell Racing**

WWW.MICHAELWEDDELLRACING.COM



THE 2021 MINI COOPER CUP

2021 SEES THE CHAMPIONSHIP ENTER ITS 18TH SEASON AND WILL ONCE AGAIN ATTRACT A BUMPER GRID OF DRIVERS, RANGING FROM COMPLETE NOVICES TO SEASONED RACERS, RACING OVER EIGHTEEN ROUNDS AT KNOCKHILL AND CADWELL PARK.

Not only are the races incredibly fast-paced and exciting to watch, they are also fiercely competitive, and show off some of the country's best and most talented up-and-coming racing drivers competing at the highest level.

The championship takes inspiration from the British Touring Car Championship in the format of its races: the grid for race 1 is set by qualifying position, the grid for race 2 by the results of race 1 and the grid

for race 3 is drawn by ballot with anywhere between the top 5 and 8 cars being reversed. This format has proven to be very effective in creating action-packed races, but also ensures drivers cannot simply rely on fast qualifying laps to get high race finishes, the emphasis is placed on a driver's ability to pass and defend.

As well as the main championship, there are two sub-championships running, the closely contested Newcomers

Cup and Ladies Cup.

The championship is seen as one of the most competitive on-make club championships in the UK and as such has produced drivers that have gone on to shine on both the UK and European motorsport scene. Drivers like Aiden Moffat, Rory Butcher, Chris Knox and Glynn Geddie have all cut their teeth behind the wheel of a MINI in Scotland.



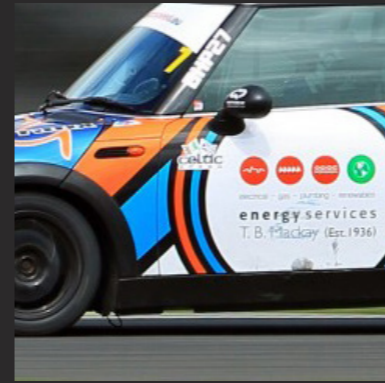
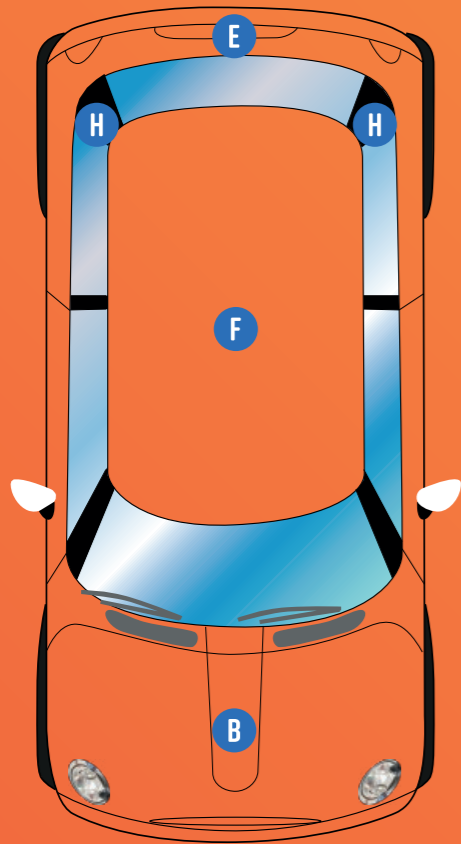
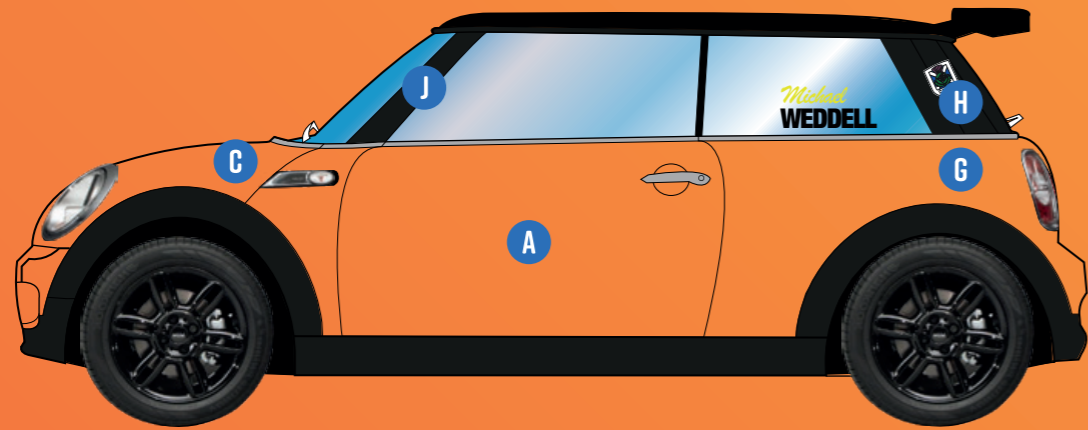
RACE CALENDAR

- 1. 6th June**
Knockhill, Fife
- 2. 18th July**
Knockhill, Fife
- 3. 8th August**
Knockhill, Fife
- 4. 12th September**
Cadwell Park,
- 5. 10th October**
Knockhill, Fife
- 6. 31st October**
Knockhill, Fife



Search **Scottish Motor Racing Club**

WWW.SMRC.CO.UK



THE UNIQUE MARKETING OPPORTUNITY

Michael Weddell Racing would like to invite you to add your company's branding to our team car which will be seen by large audiences both in the UK and across Europe.

Every sponsorship is different, and we can tailor completely to the individual budget to fully maximize the rewards to the participating business or individual.

At Michael Weddell Racing we know that every sponsor will require a bespoke approach to the benefits available.

A quotation of costs is available on request. Our sponsor packages start at £250 there are opportunities for everyone to get involved.

Please contact us to discuss this opportunity, and stand out from your competitors with this unique and highly visible form of marketing

- A. DOORS
- B. BONNET
- C. BONNET SIDES
- D. MIRRORS
- E. REAR SPOILER
- F. ROOF
- G. REAR QUARTER
- H. REAR QUARTER WINDOW
- I. FRONT BUMPER
- J. 'A'PILLAR
- K. BACK BUMPER

THE BENEFITS OF COMMERCIAL PARTNERSHIP

ONLINE EXPOSURE

FACEBOOK

The Celtic Speed Mini Cooper Cup's individual Facebook page has over **1,300 followers** and regularly updates with news and images from every race day.

Michael also has his own dedicated Facebook page – Michael Weddell Racing – which has over **1,200 followers** with posts having a **reach of over 158,000 people**. This is also updated regularly with racing and partnership news.



ONLINE EXPOSURE

MICHAEL WEDDELL RACING

As our commercial partner, you will also feature prominently on Michael's website, Facebook, Twitter and Instagram and will have links to your own site included on his.



ONLINE EXPOSURE

YOUTUBE

Thanks to a new partnership with Edinburgh College, all Scottish Mini Cooper Cup race weekends are filmed to a professional standard and uploaded via the SMRC Youtube channel.

The SMRC Youtube channel debuted in 2018 and has already seen over **8,100 hours of footage streamed**, attracting over **80,000 views**.



LOCAL & NATIONAL PRESS COVERAGE

The SMRC have strong connections into the local and national media outlets such as the Scottish Sun, Daily Record and Scotsman Newspaper. In addition, Autosport and Motorsport News have editorial staff present at all of the meetings.



TRACKSIDE SPECTATORS

The Scottish Championship days attract a passionate and committed live audience. The events attract around 500 spectators on average.



ONLINE EXPOSURE

TIKTOK

Michael also has a personal TikTok page with over **15,000 followers** with a reach of over **2 million people!**



ADDED VALUE

We want you to get the most out of your commercial partnership. Investors/sponsors are afforded the perfect opportunity to impress and entertain clients or reward employees with following promotional opportunities which are included within your partnership package:

- RACING EXPERIENCE DAYS WITH LAPS BESIDE MICHAEL AT KNOCKHILL (BY NEGOTIATION)
- DRIVER COACHING (BY NEGOTIATION)
- TICKET ALLOCATION FOR RACE WEEKENDS (BY NEGOTIATION)
- PRESS RELEASE AND ONLINE COVERAGE
- MICHAEL AND HIS CAR CAN BE AVAILABLE FOR PUBLICITY EVENTS (BY NEGOTIATION)
- YOUR COMPANY'S LOGO ON MICHAEL'S RACESUIT AND PADDOCK WEAR



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CONTACT

FOR MORE INFORMATION OR TO JOIN US A
COMMERCIAL SPONSOR, PLEASE CONTACT MICHAEL:

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