

A Business Partnership
with



Excellence & Experience in Motorsport

Providing A Platform To Success

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Kite Viola Motorsport is a concept that was developed by the merging of the engineering expertise of Kite Group & the motor sport knowledge and experience of Franco Viola.

Kite Group is an engineering company who specialise in structural (CAE), Computational Fluid Dynamic (CFD) & Business Intelligence (BI) solutions. CFD is a key engineering principle currently being used by each of Formula 1 teams to enhance the aerodynamics, performance and efficiency of their cars.

Franco Viola has been involved in motorsport for over 45 years having been a driver, mechanic and a championship winning team owner. After meeting the Kite Group team and hearing of their plans to begin their foray into motorsport with the aim of reaching GP2 it was a project that Franco simply had to be involved with.

Kite Viola Motorsport have developed a long term strategy to not only compete in world and European motorsport but to provide a platform of development for young drivers. Their concept goes far beyond just providing the tools to be successful on the track, they have a strong belief in providing young driver's with the marketing & public relations skills to maximise their performance in sponsorship returns.

The Championships

Kite Viola Motorsport will compete in;



The Italian Formula 4 Championship powered by Abarth was the first to be formed under the new FIA structure aimed at providing drivers with a clear ladder to Formula 1. The series visits Italy's major race circuits and attracts drivers from across the globe as they look to forge their path to Formula 1. The series boasts international television exposure alongside extensive media.



Formula Renault 2.0 Alps was formed in 2002 with the merging of the Middle European & Italian series. The series visits across southern Europe and provides a renowned platform for drivers aiming to reach Formula 1. It boasts current Red Bull Racing Formula 1 driver Daniil Kvyat as a former champion having won the series in 2012.



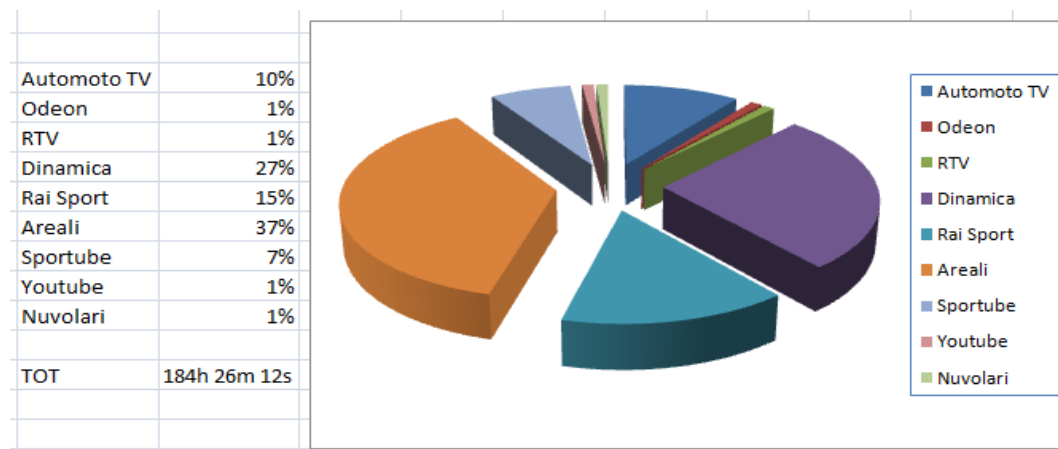


Media Figures



- More the 3.5 Million live attendees.
- The FIA's official channels guarantees a national press (5M contacts) and TV coverage
- TV coverage in excess of 184 hours.
- More than 100 hours of national broadcast.
- 88 TV Stations globally broadcasting highlights

- TV Coverage on Sport Italia 2
- Live online streaming of qualifying & races.
- Focussed tabloid exposure in both Autosport & La Gazzetta Dello Sport (Over 250,000 readers per issues).
- Media exposure across Europe with circuits in Italy, France, Spain, Austria & Belgium.





Drivers

Clayton Kingman is a British racing driver with a unique 'Twitter to Track' story, from a working class background Clayton has shown how effective the power of social media and marketing can be in the right hands.

- Experienced racing driver.
- Strong commercial, business & marketing understanding.
- Experienced in sponsorship activation/management.
- Experienced in dealing with media & delivering brand messages.
- Appeared at Goodwood Festival of Speed alongside Mark Webber & Dario Franchitti.
- Competed during the UK Blancpain GT Sprint weekend in 2015

www.claytonkingman.com





Sara Markucic is one of the rising stars of the Mini ROK Italian Championship. At just 15 years of age Sara has already shown her star quality, consistently competing at the front of the highly competitive karting series.

Sara is currently the runaway leader of the women's classification of Junior Rok with over 3 times her nearest rivals points tally. She also sits an impressive 5th overall.

Having shown her talent in kart's Sara, under the guidance of Kite Viola Motorsport will make the next step to FIA Italian Formula 4.

www.saramarkucic.com



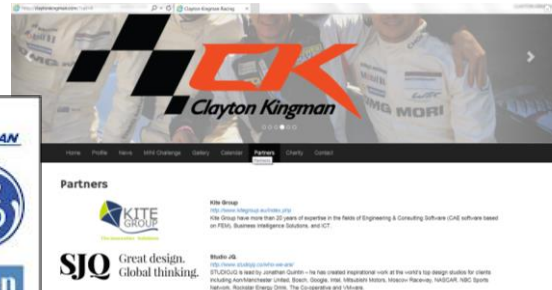
Classifica Speciale			LADY
Pos	Pilota	TOT	
1	Markucic Sara	3464	
2	Radratic Francesca	1135	
3	Muller Tanja	660	
4	Cardinali Gaia	618	
5	Capella Miriana Ancilla	572	
6	Galasso Nicole	358	
7	Meneguz Giada	155	



Categoria		JUNIOR-ROK																																																		
Area		2015 - AREA NORD																																																		
Pos	Pilota	Gara 1				Gara 2				Gara 3				Gara 4				Gara 5				Gara 6				Gara 7				Gara 8				Gara 9				Gara 10				TOTALE	PUNTI									
		PP	Get	Pre	Fis	TOT	PP	Get	Pre	Fis	TOT	PP	Get	Pre	Fis	TOT	PP	Get	Pre	Fis	TOT	PP	Get	Pre	Fis	TOT	PP	Get	Pre	Fis	TOT	PP	Get	Pre	Fis	TOT	PP	Get	Pre	Fis	TOT											
1	Geogreni Domenico	3	10	8	25	46	3	10	12	25	50	3	10	12	25	50	3	10	12	25	50	3	10	12	25	47	3	10	10	13	36	3	10	12	25	50	0	10	12	0	32	0	10	12	2	34	0	20	24	40	84	459
2	Luyet Samuel	0	10	10	7	13	30	0	10	0	5	15	0	10	8	16	34	0	10	8	11	29	0	10	0	0	0	10	0	10	1	0	11	0	10	5	13	28	0	10	3	10	7	20	37	0	20	8	16	44	261	
3	Valentini Samuele	0	10	0	0	4	14	0	10	0	15	0	10	0	10	1	8	19	0	10	0	0	10	11	21	0	10	5	9	24	0	10	7	11	28	0	10	8	16	34	3	10	8	8	29	0	20	14	26	60	256	
4	Geogreni Domenico	0	10	10	12	16	38	0	10	7	13	30	0	10	10	20	40	0	10	0	10	0	10	9	19	0	10	0	0	10	0	10	10	20	40	0	10	3	11	24	0	10	12	18	56	251						
5	Marubini Luca	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	7	13	30	0	10	10	16	39	0	10	6	11	27	0	10	8	16	34	0	10	5	13	28	0	10	0	0	10	2	4	22	46	233			
6	Sera	0	10	0	0	0	0	0	0	0	0	0	5	6	21	0	10	3	10	23	0	10	6	0	16	0	10	0	0	0	0	10	7	25	42	0	10	7	25	42	0	10	6	13	29	0	20	10	50	80	211	
7	Calà Matteo	0	10	0	0	3	13	0	10	10	10	30	0	10	4	7	21	0	10	2	0	12	0	0	18	0	10	0	0	2	12	0	10	4	11	25	0	10	5	15	6	16	20	16	20	62	206					
8	Brigatti Alessandro	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	10	4	9	23	0	10	0	7	17	0	10	7	16	33	0	10	10	20	40	0	10	10	6	16	20	20	20	4	44	183						
9	Gruber Nicolas	0	10	10	0	4	14	0	10	0	0	10	0	10	7	18	0	10	0	5	15	0	10	5	13	28	0	10	0	10	0	10	0	10	1	9	20	0	10	5	16	31	0	20	0	12	32	178				
10	Sella Anderson	0	10	10	10	23	0	10	0	0	3	13	0	10	0	4	14	0	10	4	14	0	10	4	14	0	10	0	10	0	10	0	4	14	0	10	0	10	0	10	0	10	0	10	0	12	32	155				

Brand Awareness

- Prime car space available on Kite Viola Motorsport cars.
- Full company branding on Kite Viola Motorsport overalls which will be worn by drivers for all racing engagements.
- Branding on Kite Viola Motorsport team wear.
- Branding & web link on the team and drivers websites.



PR Opportunities

Sponsoring a race car offers a world of PR opportunities.

- Bring press to races where you can brand up an area of hospitality.
 - Shout about your success on social media & your website.
 - Exciting footage to add to websites/promotional videos.
- Exploit local, national & international media as well as various online motorsport publications and news stations.
 - Interesting angle to promote your business in consumer press.
 - PR stunts using the exciting attraction of motorsport.
- Bring potential clients to a race to experience the relaxed but professional atmosphere.
- On event hospitality to enhance relationships with existing clients and deliver the 'wow' factor to new potential clients.



PR Activities

Throughout the season the Kite Viola Motorsport team will be available to make personal driver appearances at promotional events, to meet clients and promote your business.

- Drive employee incentive schemes by using hospitality as prizes.
- Personal driver appearances for product launches and other promotional activities.
- Opportunity to use the car for promotional purposes.
- Corporate Track Day's



Hospitality

Experience and enjoy the benefit's of being engaged in motorsports on a premium level, whilst entertaining clients at Europe's best renowned circuits.

- Tickets & hospitality within the track & team hospitality.
 - Weekend "Access all areas" passes.
 - Hosted garage tours with the team.
 - Network with potential clients.
- Post qualifying and race debrief from a driver at every event.



Kite Viola Motorsport Fan Club

A win win **FanClub** concept.

Our unique fan club focuses on delivering trackable sales through our partners whilst building brand loyalty and association with fan's. Here is how the simple concept works;

For Fans

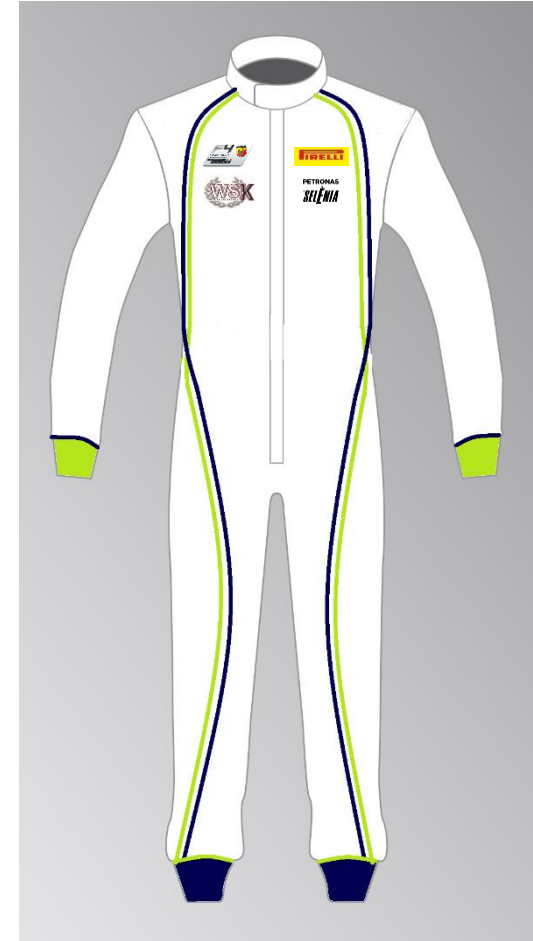
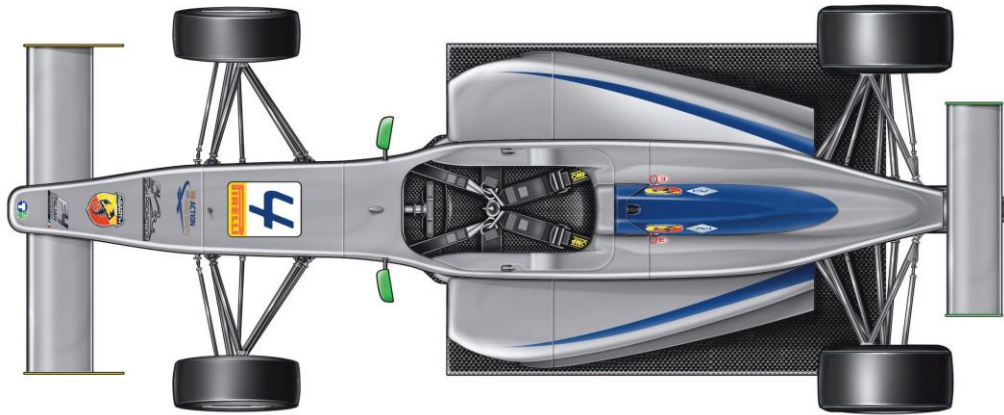
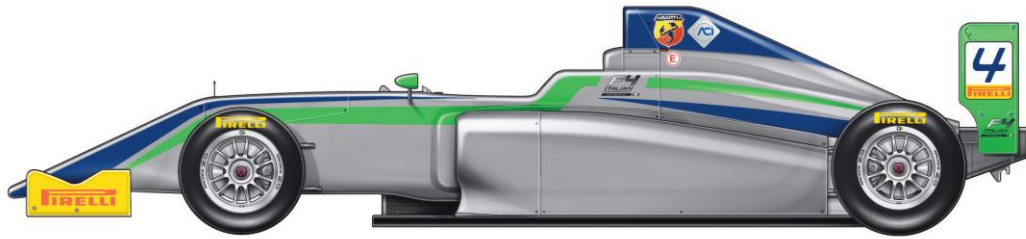
- Fan pay a fee to join as a basic member and receives a gift to the perceived value.
- Fan's receive a discount with our partners.
- Members exclusive login area on the website.
- Fans accumulate points which are awarded for each purchase with our sponsors.
- At the end of the year fans can then use their points to trade up to the next level which will offer greater benefits (Bronze, Silver, Gold).

For Partners

- Offers data collection which will be supplied to our partners.
- Delivers trackable sales to show the return on investment.
- Promotes purchases for sponsors products/services to our fans.



Brand Positioning



A partnership with Kite Viola Motorsport

- **Direct Exposure** via Television, Tabloids, Radio, Website & Social Media
 - **Social Media Channels** and **Web site** related to the team
 - **Brand exposure** on the Car, Team Wear & Race Wear.
- **PR opportunities** - Exclusive racing video footage for partner's usage.
- **Hospitality** – On event hospitality to enhance relationships with existing clients and deliver the wow factor to new potential clients.
- **FanClub concept** – Building a client database and delivering a trackable return on investment
 - **Charity partnership** – Supporting a charity
- **Meeting Corporate Social Responsibility** – Meeting CSR objectives.
 - **Tax Deductible** – Motorsport partnerships are tax deductible.



To discuss a tailored package to suit your business requirements & budget
please contact;

partnerships@kiteviola.com

t. +39 011 2257436

Italy:

Vincenzo Stirparo

+39 328 5578836

UK:

Clayton Kingman

+44 7738 303289

www.kiteviola.com