



# BTC RACING



# Michael Crees Racing History

Michael's racing career only started in 2017 when at the age of 32 he entered the Ginetta G40 GRDC Cup, winning the championship at his first attempt. He continued his winning ways in 2018 by becoming the Ginetta G55 Supercup AM champion at his first attempt. This has all been made possible by the generous donations of our Brand supporters.

Michael's meteoric rise up the motorsport ladder has not gone un-noticed. During the year the racing has been watched trackside by over 380,000 trackside spectators and on TV by over 19 million viewers in the UK alone and 350 million globally. Michael has been interviewed on local TV and live radio on numerous occasions and appeared in countless motorsport magazine articles, newspaper articles and social media tweets, the brands are always on show. Michael has also been involved in the judging of racing events, giving school assembly talks to the next generation of would be racing drivers, again, he always wears his team ware showing off the brands. He has become a firm fan favourite amongst the fans, he always makes every effort to connect with them on social media and trackside, he is one of them, only 3 years ago he was the other side of the fence spectating and they love him for it.

In 2019 Michael had another amazing season of racing, he finished the season as highest scoring rookie driver on 11 points albeit with probably the oldest race car on the grid, the VW Passat CC. BTC Racing compete using one of the newest cars on the grid, the Honda Civic type R FK8 which scored 3 wins and 5 additional podiums in the 2019 season. We are of course delighted to have this opportunity to be in a front running car for the 2020 season



# Sponsorship Opportunities

Please note: All packages stated below will involve a team member as liaison and contact at each race and will there all day for any questions

## Main Team Supporter £200k per car

2 XL Branding logos on each car (up to 3 cars) + up to 15 Sunday VIP guests at the Team marquee inclusive of breakfast and sit-down lunch (wine and beers incl). Prominent logo on crash helmet visor, race suit and team ware. Michael will be available for Brand ambassador duties through the season trackside and at other UK locations tbc. Brand marketing where required on any team social media, magazine, tv and radio media coverage. N.B. this Brand package could be exclusive to Michaels car in 2021 at a cost of £600k which would give you 75% of the car branding space

## Headline Brands (1 available) £100k

4 prime location logos on the car + up to 10 Sunday VIP guests to attend each race at the Team marquee inclusive of breakfast and sit-down lunch (wine and beers incl). Prominent logo on crash helmet, race suit and team ware

## Main Sponsors (1 available) £60k

2 prime location logos on the car + up to 5 Sunday VIP guests to attend each race at the Team marquee inclusive of breakfast and sit-down lunch (wine and beers incl). Logo on crash helmet, race suit and teamwear

## Intermediate Sponsors (1 available) £30k

4 smaller logos on the car + up to 5 Sunday VIP guests to attend each race at the Team marquee inclusive of breakfast and sit-down lunch (wine and beers incl). Logo on race suit and teamwear

## Other Sponsors (2 available) £10k

2 smaller logos on the car + up to 2 Sunday VIP guests to attend each race at the Team marquee inclusive of breakfast and sit-down lunch (wine and beers incl). Logo on race suit.

## Weekend Sponsors (2 available/weekend) £ 5k

2 logos on car for the weekend + 2 Sunday VIP guests at the Team marquee inclusive of breakfast and sit-down lunch (wine and beers incl).

# 2020 Season & Covid 19

Michael signed the deal with **BTC Racing Team** back in January 2020 with for a seat in the **Honda FK8 Type R 2020 British Touring Car Championship (BTCC)**. This championship is televised **live on ITV4** Sport and is shown all around the globe.

2020 will be a big step up for us and will be enhanced by having the right budget to allow for more winter testing in Spain, which took place back in March, BTCC is apart from Formula 1 the pinnacle of British motorsport.

The BTCC season by now should be 4 races into the 2020 championship. Unfortunately, due to Covid 19 everything has been delayed, however, the season is programmed to restart with 4 separate race weekends in August.

It is highly likely that most rounds will be held behind closed doors, however, each weekend as aforementioned will be televised live on ITV4. Normally the season TV audience figures are around **19 million** in the UK with hundreds of millions globally. It is believed that due to the lack of live sport and the fact that many are still on lockdown the TV figures will dramatically increase.

For Michael's first outing within the BTC Racing Team car he was able to secure P13 in the last race and secure the Jack Sears Trophy which is an incredible achievement to secure this within only his second year of racing within the BTCC



# 2020 BTCC Calendar

## Kwik-Fit British Touring Car Championship 2020 Calendar

### **1<sup>st</sup> – 2<sup>nd</sup> August 2020 – Donington Park National**

Donington Park, Castle Donington, Derby DE74 2RP

### **8<sup>th</sup> – 9<sup>th</sup> August 2020 – Brands Hatch Indy**

West Kingsdown, Longfield DA3 8NG

### **22<sup>nd</sup> – 23<sup>rd</sup> August 2020 – Oulton Park Island**

Little Budworth, Tarporley, Cheshire CW6 9BW

### **29<sup>th</sup> – 30<sup>th</sup> August 2020 – Knockhill**

Dunfermline, Fife, Scotland, KY12 9TF

### **19<sup>th</sup> – 20<sup>th</sup> September 2020 – Thruxton**

A303, Andover SP11 8PW

### **26<sup>th</sup> – 27<sup>th</sup> September 2020 – Silverstone National**

Silverstone Circuit, Towcester, Northamptonshire, NN12 8TN

### **10<sup>th</sup> – 11<sup>th</sup> October 2020 – Croft**

West Lane, Dalton On Tees, North Yorkshire, DL2 2PL

### **24<sup>th</sup> – 25<sup>th</sup> October 2020 – Snetterton 300**

London Road, Norwich NR16 2JU

### **14<sup>th</sup> – 15<sup>th</sup> November 2020 – Brands Hatch GP**

West Kingsdown, Longfield, DA3 8N

# Useful Links

## BTC Racing Homepage

<https://btracing.co.uk/>

## BTC Racing Merchandise Page

<https://btracing.co.uk/shop/>

## BTCC News & Information

<http://www.btcc.net/2020/>

## BTCC Calendar 2020

<http://www.btcc.net/calendar-2/>



**Michael Crees**

<https://www.instagram.com/creesy777/>



**Michael Crees**

<https://www.facebook.com/Creesy77/>



**Michael Crees**

<https://twitter.com/Creesy777>