



## Brand exposure for sponsors

### 70 hours of live TV

For TOCA Support Series on race weekends

### 15.8 million TV viewers

Total Cumulative UK TV audience

### 3 million social media reach in 2023

Facebook 25,000 • Instagram 95000 • X 5,600

### 384 thousand spectators

Trackside attendance average during a typical season

### Ben Crossley Racing

Your company will also feature on the Ben Crossley Racing website and all associated media channels

- All sponsorship packages are 100% tax deductible for company's TV and promotional advertising.
- All sponsors will be advertised across BEN CROSSLEY RACING web page and be linked in to media coverage.
- Race car photos will be sent after each JCW Round.

\* subject to production time-scales \*\*Vehicle graphics location may vary depending on company logo  
\*\*\* subject to show car availability

Contact the team:

[team@bencrossley.racing](mailto:team@bencrossley.racing) • [www.bencrossley.racing](http://www.bencrossley.racing)  
t:01235 833182 • m:07836 773986

 /bencrossleyracing  /ben.crossley\_racing

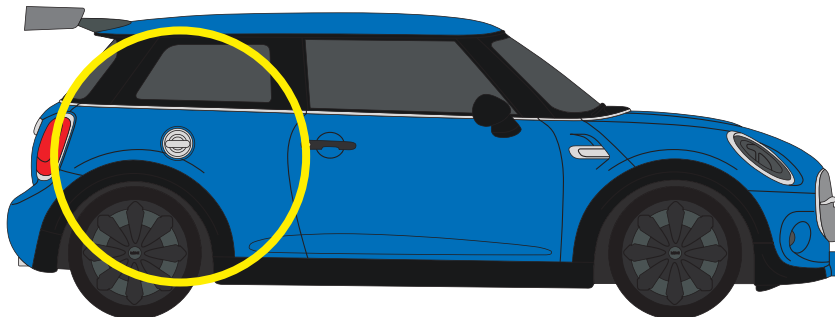
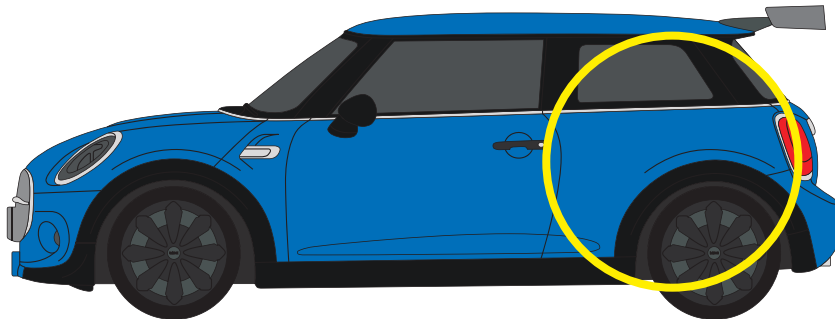
JamSport  
Racing



MINI  
CHALLENGE

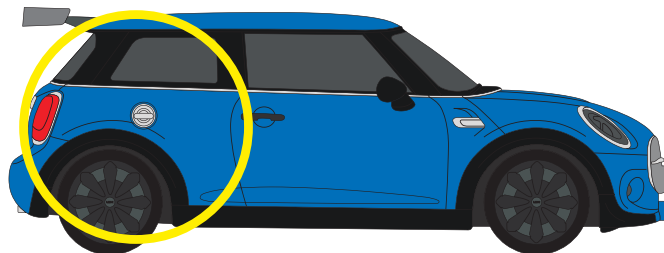
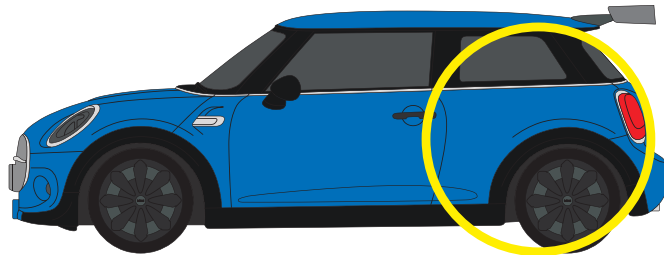
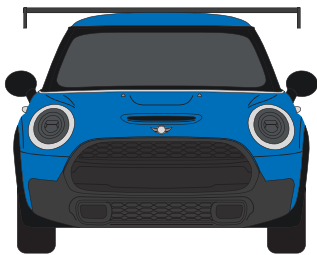
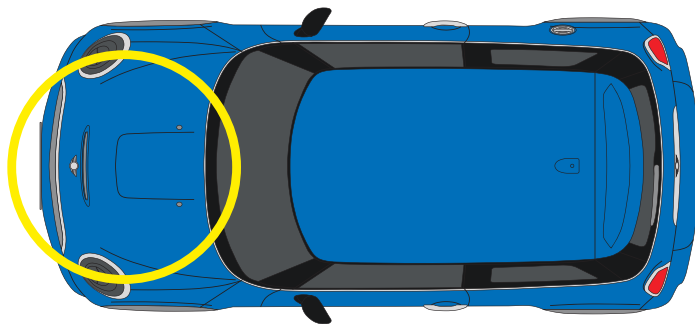
## BRONZE Sponsorship Package from £3k

- **Vehicle graphics.** Company logo on race cars side panels and BCR team trailer.
- **Ben Crossley Racing Official team clothing (2 x adult)**  
T-shirt, beany hat / base ball cap.
- **2 x adult entry tickets** to all seven rounds of the JCW mini challenge/  
British touring car championship - Sunday race days.
- **2 x passes** to Ben Crossley Racing pre-race test days.
- **Discount** on entry passes to mini challenge hospitality and catering  
truck marquee on Saturday and Sunday race weekends.
- **Further discounts** on the following:  
Additional entry tickets.  
JCW Mini challenge hospitality and catering tickets or corporate  
entertaining Saturday and Sunday.  
Official racing team wear and merchandise.



## SILVER Sponsorship Package from £10k

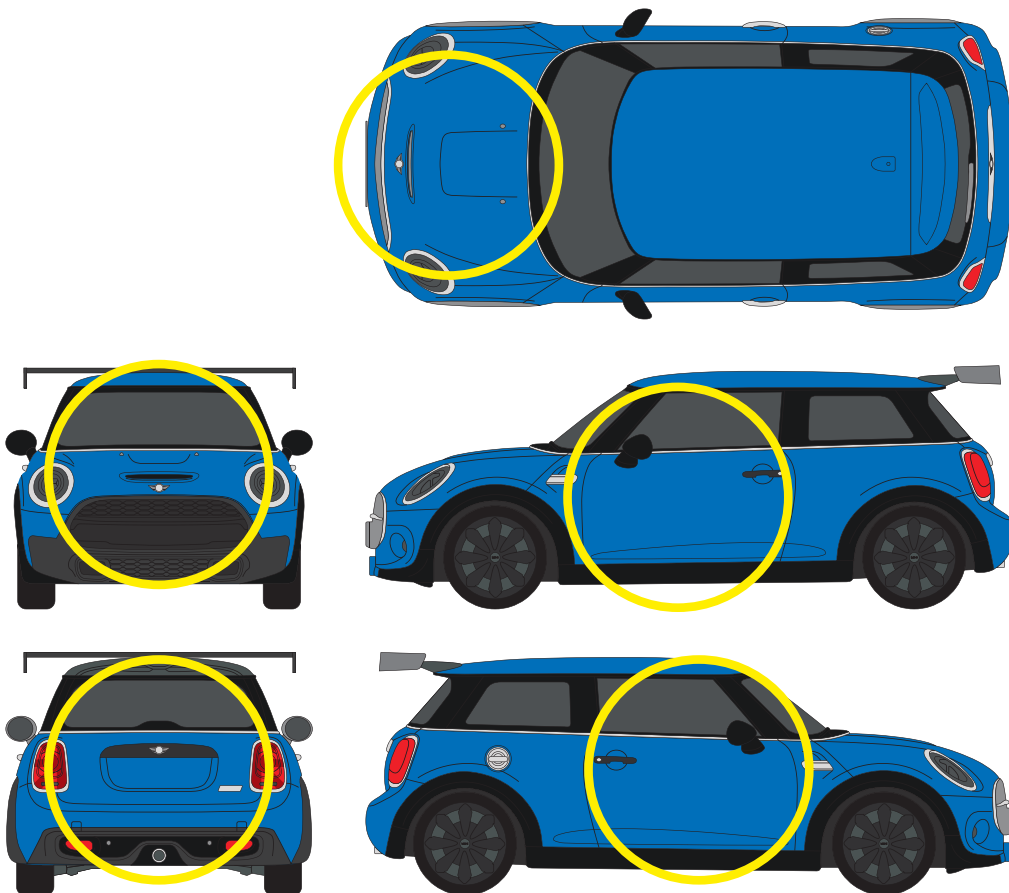
- **Vehicle graphics.** Company logo on race cars rear quarter panels, bonnet, tailgate, and BCR team trailer\*.
- **Company logo** on the back of all official BCR team clothing and race suit\*\*.
- **Ben Crossley Racing Official team clothing (2 x adult)**  
Polo shirt, t-shirt, winter rally jacket, beany hat / base ball cap.
- **2 x adult entry and VIP pass** to mini challenge hospitality and catering truck marquee for all seven rounds of the JCW MINI CHALLENGE/British touring car championship, Sunday race days.
- **4 x passes** to Ben Crossley Racing pre-race test days.
- **4 x passes** to Ben Crossley Racing hospitality and pit lane tour pre-race test days.
- **Further discounts** on the following:  
Additional entry tickets.  
JCW Mini challenge hospitality and catering tickets or corporate entertaining Saturday and Sunday.  
Official racing team wear and merchandise.
- **Show car** for sponsor trade show or show room promotions\*\*\*.



# GOLD Corporate Sponsorship Package from £20k

Experience the pinnacle of sponsor visibility with the Gold package, granting your brand premium vehicle positioning on the race cars and all the team clothing.

- **Vehicle graphics.** Company logo in premium position on race cars side doors, bonnet, tailgate, and BCR team trailer\*.
- **Primary sponsor logo** on all official BCR team clothing and race suit\*\*, front and back.
- **Ben Crossley Racing Official team clothing (4 x adult)**  
Polo shirt, t-shirt, winter rally jacket, beany hat / base ball cap.
- **4 x adult entry and VIP pass** to mini challenge hospitality and catering truck marquee for all seven rounds of the JCW MINI CHALLENGE/ British touring car championship, Sunday race days
- **4 x passes** to Ben Crossley Racing pre-race test days.
- **4 x passes** to Ben Crossley Racing hospitality and pit lane tour pre-race test days.





## Brand exposure for sponsors

Company:

Contact:

Mob/Tel:

email:

**I am interested in sponsorship package**  
*(please tick your package)*

- BRONZE SPONSORSHIP
- SILVER SPONSORSHIP
- GOLD SPONSORSHIP
- FULL CAR SPONSORSHIP

*Please complete the form and return it to **Ben Crossley Racing***

### **Ben Crossley Racing**

Bramble Grange

Hanney Road

Steventon

OX13 6AP

team@bencrossley.racing ▪ www.bencrossley.racing

 /bencrossleyracing  /ben.crossley\_racing