

LACHLAN ROBINSON



Partnership
Proposal

2024



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**Be part of the
adventure....**

ABOUT LACHLAN

Lachlan is ***naturally gifted*** and one of the ***most talented race drivers*** to have emerged from the Middle East.

He was ***the first UAE National Kart Champion*** to go on to ***qualify in pole position at a World Finals in 2017.***

He finished ***5th at the 2019 ROTAX GRAND FINALS***, and also became the ***first ever UAE-based driver to claim a ROTAX MAX Euro Trophy*** championship podium in 2020.

6

Top 10
World Finals

5

UAE National
Champion

1

UAE National
Vice-Champion

2

RMC Euro
Trophy

200+

Races
Attended

50+

Podiums
Worldwide

Lachlan has consistently demonstrated his ability to deliver outstanding competition results.



DRIVER STATS

NATIONALITY

AUSTRALIAN

D.O.B

04.09.2003

FIA GRADING

SILVER

LIVES

ABU DHABI

HEIGHT & WEIGHT

182CM 64KG

INTRO

We are thrilled to present you with an exciting sponsorship opportunity to partner with Lachlan Robinson, an exceptional multinational racing driver from the United Arab Emirates as he competes in the prestigious German ADAC GT4 Championship. Lachlan is the first Australian driver ever to compete in this series.

This thrilling motorsport championship, held in conjunction with the world famous DTM Championship, showcases the best circuits in Germany including the iconic Nurburgring circuit, home of the Nordschleife. Lachlan will race a Mercedes GT4 car adorned in the eye-catching CV Performance livery.

We believe that a partnership between your esteemed company and Lachlan would be highly beneficial, and mutually rewarding. Here are some compelling reasons why you should consider sponsoring Lachlan in his racing endeavours.

THE CHAMPIONSHIP

ADAC GT4 GERMANY



ADAC GT4 Germany exploded onto the German racing landscape in 2019 and runs alongside the famous DTM Championship.

Mercedes-AMG, Aston Martin, Audi, BMW, McLaren, and Porsche brands all compete in the ADAC GT4 series.

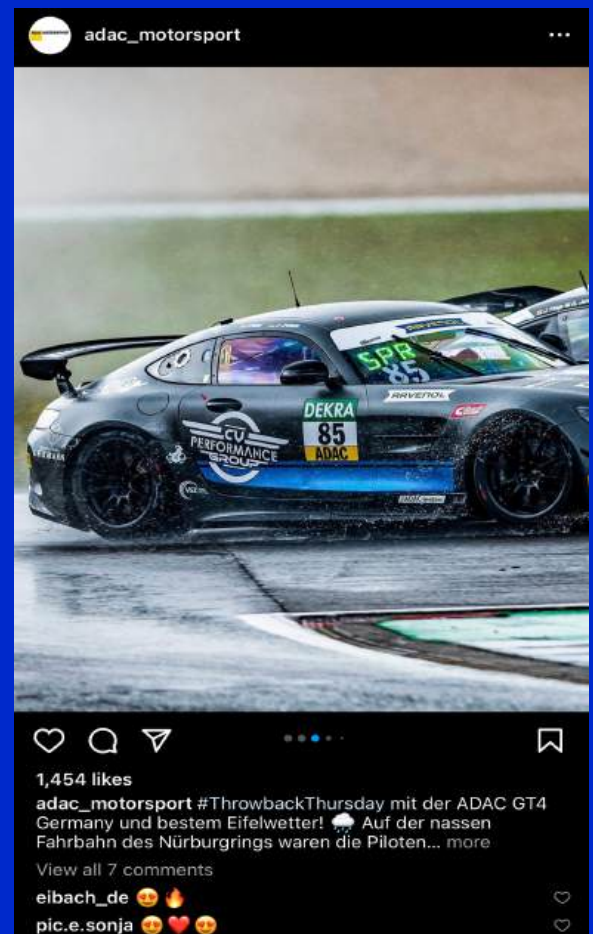
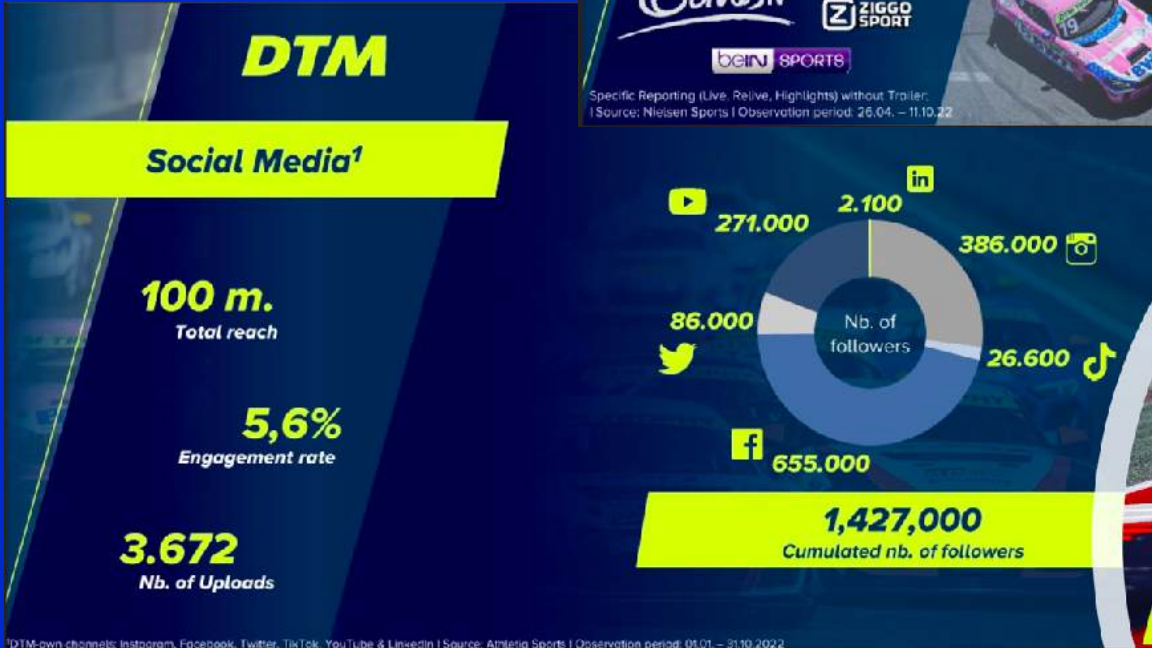
THE CHAMPIONSHIP

- Regarded as one of the leading GT4 championships globally.
- 500,000+ ticketed attendees over the series.
- Social media reach exceeding 100 million.
- Six 3-day weekend rounds covering:
 - Friday - 2 x Practice sessions.
 - Saturday and Sunday - 30 minute qualifying.
 - Saturday and Sunday - 1 hour race.
- Proving ground for the European GT4 Championship and the various higher level GT3 Championships globally.

THE TEAM

- Lachlan will be competing with CV Performance run by Christian Voss.
- A highly regarded team with an impressive 19 Championships and over 400 race wins to their name.

SOCIAL MEDIA



PARTNERSHIP BENEFITS



Partnering with Lachlan in the famous CV Performance liveried Mercedes-AMG provides an array of benefits for your brand.

- Brand Visibility & Exposure
- Preferential Brand Placement
- Digital & Physical Engagement
- Brand Alignment
- Targeted Marketing
- International Reach
- Networking Opportunities
- Exclusive Hospitality
- Grid and Pit Access
- Social Media Promotion
- Strong Team Partnership
- Long-Term Potential

ENGAGEMENT OPPORTUNITIES

Event Access All Areas:

- Full event access.
- Bespoke hospitality on race days.
- Pit and Grid access.
- Race Circuit Hot Laps in the CV Performance GT3 "Taxi"
- Team Wear provided.
- Exclusive driver access.

Significant on and off track visibility:

- Global broadcast audience across multiple broadcasters.
- Brand logos on iconic vehicle.
- Helmet and Race Suit placement.
- Team Wear brand placement.
- Social Media tagging and bespoke postings.

Product placement and engagement with race fans:

- Passionate and engaged demographic.
- A deep appreciation for technology, innovation and performance.



CALENDAR

Round 1	Oschersleben	26 - 28 April
Round 2	Lausitzring	24 - 26 May
Round 3	Norising	5 - 7 July
Round 4	Nürburgring	16 - 18 Aug
Round 5	Red Bull Ring	27 - 29 Sept
Round 6	Hockenheim	18 - 20 Oct

PACKAGES

There are many levels of involvement with Lachlan and his 2024 season, from a small personal logo on a race suit and helmet, to being a major car partner.

We have created three unique packages which are highlighted here to illustrate what's possible.

However, they are infinitely flexible and can be tailored to suit your needs.

Gold Package

- Large logos on both sides, front and rear of car
- Prominent branding on truck and garage walling
- Logos on sides and front of helmet
- 8 paddock passes per race with VIP Hospitality, grid walk and garage tour
- Dedicated marketing and social media material
- Full image rights.

Silver Package

- Large logo on each side of car - approx 50cm
- Medium logo on front of car - approx 30cm
- Large logos on truck and garage walling
- Logos on sides and front of helmet
- 4 paddock passes per race with VIP Hospitality, grid walk and garage tour
- Dedicated marketing and social media material
- Full image rights

Bronze Package

- Medium logos on each side of car - approx 15cm
- Logos on sides of helmet
- 2 paddock passes per race with VIP Hospitality, grid walk and garage tour
- Use of team marketing material and tagged social media content
- Full image rights

BRANDING

There are numerous possibilities when it comes to branding, but here are some examples of what is possible for the car, suit and helmet.

We can tailor any branding package to your needs, including single race events to full season involvement.

Areas shown on the car and helmet include both sides, the legs and arms of the race suit are also available if required.



ENQUIRIES

We look forward to discussing this exciting opportunity further and creating a mutually beneficial partnership that drives success both on and off the racetrack.

Please feel free to contact us at your earliest convenience to arrange a meeting or to address any queries you may have.

Thank you for considering this partnership proposal.

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