

# LACHLAN ROBINSON



2025



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

# ABOUT LACHLAN

## Racing Excellence from the Middle East

- **Trailblazing Talent:** Lachlan Robinson is a standout UAE-based racing driver, achieving unprecedented feats such as the UAE National Kart Championship pole at the 2017 World Finals.
- **Global Success:** Secured 5th place at the 2019 ROTAX Grand Finals and a podium at the ROTAX MAX Euro Trophy in 2020.
- **Proven Competitor:** Consistently delivers top competition results, demonstrating resilience and skill.

**6**

Top 10  
World Finals

**5**

UAE National  
Champion

**1**

UAE National  
Vice-Champion

**2**

RMC Euro  
Trophy

**200+**

Races  
Attended

**50+**

Podiums  
Worldwide



# DRIVER STATS

*NATIONALITY*

**AUSTRALIA**

*D.O.B*

**04.09.2003**

*FIA GRADING*

**SILVER**

*LIVES*

**ABU DHABI, UAE**

*HEIGHT & WEIGHT*

**182CM    75KG**

## 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 his second season in the prestigious German ADAC GT4 Championship. Lachlan is the first Australian driver ever to compete in this series and will be driving a Porsche 718 Cayman GT4 RS for the 2024 Championship winning team, W&S Motorsport.

This thrilling motorsport championship, held in conjunction with the world famous DTM Championship, showcases the best circuits in Germany including the iconic Nürburgring circuit, home of the Nordschleife.

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



- **Premier Motorsport Event:**

ADAC GT4 Germany runs alongside the renowned DTM Championship, hosting over 500,000 attendees annually.

- **Diverse Competitors:**

Features top brands like Mercedes-AMG, Audi, BMW, and Porsche, ensuring high competition and global attention.

- **Global Exposure:** Broadcast to millions worldwide with a social media reach exceeding 100 million.

## THE CHAMPIONSHIP

- Regarded as one of the leading GT4 championships globally.
- 500,000+ ticketed attendees over the series.
- Social media reach exceeding 13mn.
- Six 3-day weekend rounds covering:
  - Friday - 2 x Practice sessions.
  - Saturday/Sunday – 30 min qualifying.
  - Saturday/Sunday - 1 hour race.
- Proving ground for the European GT4 Championship and various higher level GT3 Championships globally.



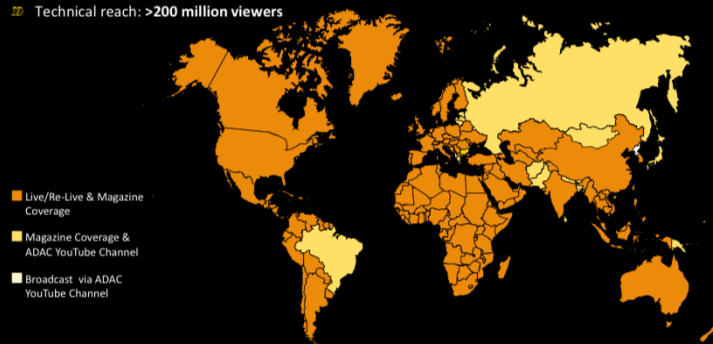
# MEDIA

\* 01 April – 27 October 2024

## TV INTERNATIONAL 2024

### ADAC GT4 GERMANY INTERNATIONAL TV KEY FACTS:

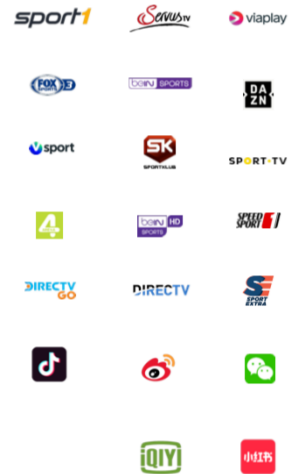
- ADAC GT4 Germany was covered globally, from live coverage, to live-delayed coverage to compact highlight magazines and news
- Live or re-live coverage in more than **90 territories**, international ADAC GT4 Germany coverage in more than **180 territories**
- Technical reach: **>200 million viewers**



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ADAC MOTORSPORT

SOURCE: EMPA, ADAC GT4 Germany, 1st April 2024 – 27th October 2024



## SOCIAL MEDIA FACTS 2024

Coverage on social media channels by ADAC, TV partners, media, teams, drivers, race circuits, partners, and many others.

1,666  
POSTS



205  
SOCIAL MEDIA  
CHANNELS

85.50 MILLION  
SOCIAL MEDIA  
REACH

16  
MARKETS

15

ADAC MOTORSPORT

SOURCE: X, INSTAGRAM, FACEBOOK, 1st April 2024 – 27th October 2024



## PRINT FACTS GERMANY 2024

Coverage of ADAC GT4 Germany in German print media in 2024.

522  
ARTICLES



66  
PRINT MEDIA  
CHANNELS

212.56 MILLION  
PRINT REACH

24  
PRESS RELEASES

COVERAGE  
IN (SELECTION):

Bild, Bild, Sport Bild, BZ, EXPRESS, Münchner Merkur,  
 Süddeutsche Zeitung, NÜRNBERGER Nachrichten, Augsburger Allgemeine

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ADAC MOTORSPORT

SOURCE: IHS, ADAC GT4 Germany, 1st April 2024 – 27th October 2024



# PARTNERSHIP BENEFITS



## Unlock Commercial Success with Motorsport



### Unmatched Brand Exposure

Visibility on vehicles, racewear, and broadcasts to a global audience



### Engaged Demographics

Visibility on vehicles, racewear, and broadcasts to a global audience



### Exclusive Access

Visibility on vehicles, racewear, and broadcasts to a global audience



# One-of-a-Kind Sustainability Initiative by Lachlan Robinson

*Every lap counts – on the track and for the planet*

## DRIVEN TO ZERO

Racing Faster. Offsetting Smarter



**1 Tree for every 75 kms raced or tested**



**6 Trees for every round trip to Germany**



**1 Tree for every round from airport to track**

One tree absorbs ~200 kg of CO<sub>2</sub> over its lifetime



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A GT4 car emits roughly **0.25 – 0.30 kg of CO<sub>2</sub> per kilometre** under race conditions. That's

One **mature tree** absorbs about **22 kg of CO<sub>2</sub> per year**

If a GT4 car emits **0.30 kg CO<sub>2</sub> per KM**, and one tree absorbs **22 kg CO<sub>2</sub>/year**, then **1 tree offsets ~73 KM** of racing ( $22 \text{ kg} \div 0.30 \text{ kg/km} = \sim 73 \text{ km}$ ).

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**Flight Distance** Dubai to Düsseldorf: approx. **5,150 km**

**CO<sub>2</sub> Emissions/Passenger (A380)**, the Airbus A380 emits about **100–130 grams of CO<sub>2</sub> per passenger per km**.

**CO<sub>2</sub> per passenger for 5,150 km:**

$5,150 \text{ km} \times 115 \text{ g} = 592,250 \text{ g} = 592.25 \text{ kg CO}_2 \text{ per passenger}$

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**Petrol Car (mid-sized, real-world average)** averages **7.5 litres/100 km**

CO<sub>2</sub> per litre of petrol: **2.31 kg**

$740 \text{ km} \div 100 \times 7.5 = 55.5 \text{ litres of petrol}$   
 $55.5 \text{ litres} \times 2.31 \text{ kg} = 128.3 \text{ kg CO}_2$



# ENGAGEMENT OPPORTUNITIES

## Drive Impact Through Motorsport

### Event Access All Areas:

- Full event access.
- Bespoke hospitality on race days.
- Pit and Grid access.
- Team Wear provided.
- Exclusive driver access.

### Significant visibility on & off track:

- 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 & engagement:

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

### Live Experiences:

100,000+ on-site attendees provide direct engagement and networking opportunities.

### Digital Impact:

85.5M social media reach, leveraging motorsport's passionate audience.

### Extensive Media Reach:

412+M media reach worldwide, including 200+M TV audience across 180 territories.





# 2025 RACING CALENDAR

Round 1	<b>Oschersleben</b>	25 - 27 April
Round 2	<b>Norisring</b>	04 - 06 July
Round 3	<b>Nürburgring</b>	08 - 10 Aug
Round 4	<b>Sachsenring</b>	22 - 24 Aug
Round 5	<b>Red Bull Ring</b>	12 - 14 Sept
Round 6	<b>Hockenheim</b>	03 - 05 Oct

## SPONSORSHIP PACKAGES

**FROM €10,000**

Your Gateway to Motorsport Excellence



### Gold Package

Prominent visibility with large logos on car, helmet, and team wear; 8 VIP passes; exclusive marketing assets.



### Bronze Package

Entry-level sponsorship with small logos, 2 VIP passes, and team-generated content.



### Silver Package

Strategic logo placement with 4 VIP passes and tailored brand promotions.



### Act Now!

Secure your partnership today and join Lachlan Robinson on his journey to motorsport excellence.

# 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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