

2022 PARTNERSHIP

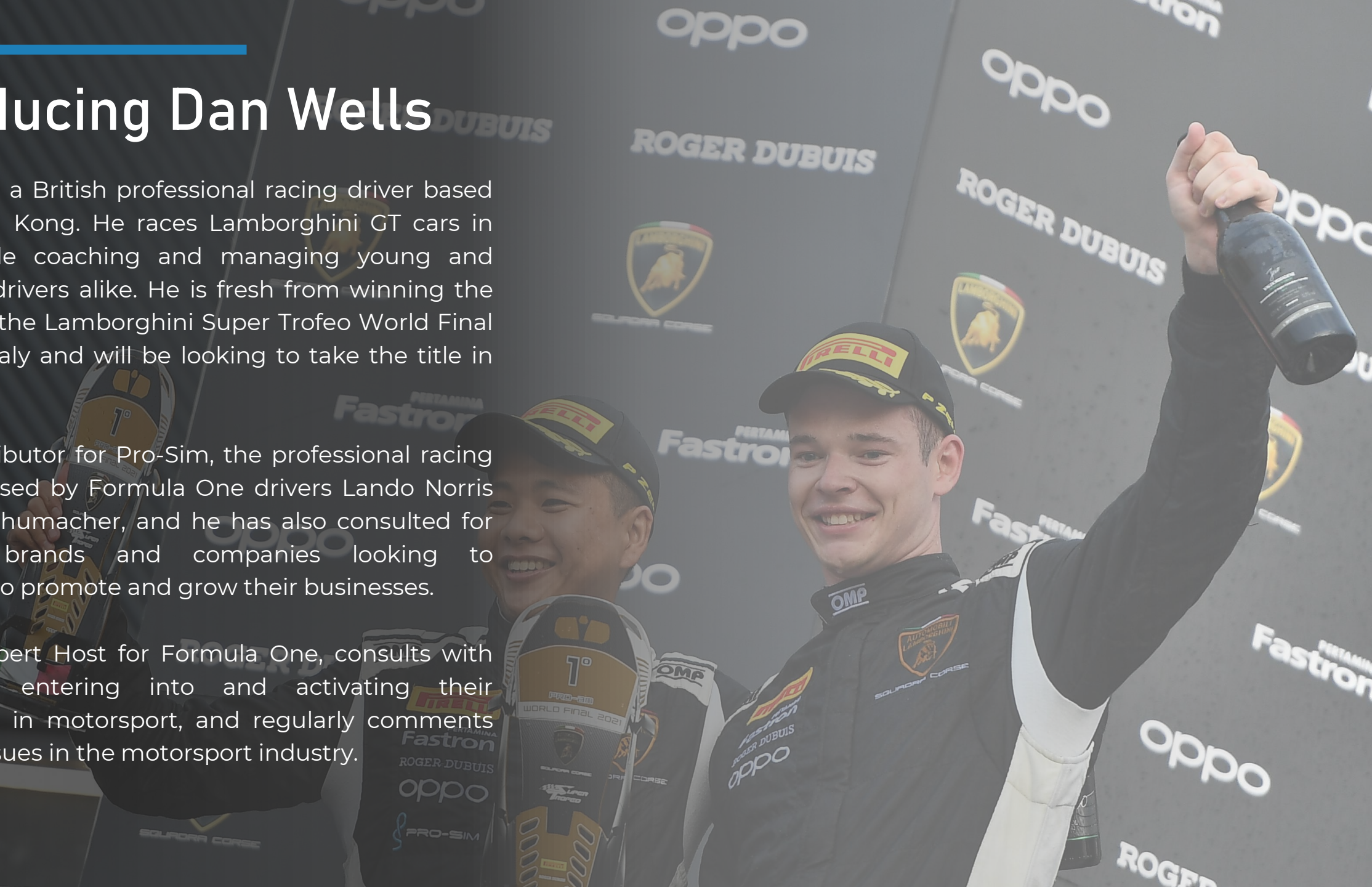
Dan Wells Professional Racing Driver

2022 LAMBORGHINI SUPER TROFEO
EUROPE



Introducing Dan Wells

- ▶ Dan Wells is a British professional racing driver based out of Hong Kong. He races Lamborghini GT cars in Europe while coaching and managing young and gentleman drivers alike. He is fresh from winning the final race of the Lamborghini Super Trofeo World Final in Misano, Italy and will be looking to take the title in 2022.
- ▶ He is a distributor for Pro-Sim, the professional racing simulators used by Formula One drivers Lando Norris and Mick Schumacher, and he has also consulted for numerous brands and companies looking to motorsport to promote and grow their businesses.
- ▶ He is an Expert Host for Formula One, consults with brands on entering into and activating their partnerships in motorsport, and regularly comments on topical issues in the motorsport industry.



Career History

- ▶ 2021 - Lamborghini Super Trofeo Europe and World Final
- ▶ 2020 - Shelby Cobra Testing | Goodwood
Asian Le Mans Round 3 and 4
- ▶ 2019 - Lamborghini Super Trofeo Asia and World Final 2019 with teammate Philip Kadoorie
Shelby Cobra Testing | Brands Hatch Indy
Lamborghini Super Trofeo Middle East
- ▶ 2018 - GT4 International Cup
FIA Chinese F4
- ▶ 2017 - FRD LMP3 Series
- ▶ 2016 - Sepang 12 Hours
Chinese Touring Car Championship
Audi R8 LMS Cup
Super Taikyu



Career History

2015 - TCR Macau GP Asian Le Mans
World Series by Renault Testing
Asian Formula Renault Champion

2014 - FIA F3 Macau GP
Japanese F3 Championship
British F3 Championship

2013 - Formula Masters China Series
Macau GP Formula Masters

2012 - Formula Pilota China Series

2011 - Formula Renault UK Finals Series
Formula Renault UK Winter Series

2010 - Formula Ford 1600

2009 - UK Karting | Clay Pigeon Kart Team | 2009





LAMBORGHINI
SUPER TROFEO EUROPE
2022 CHAMPIONSHIP
OVERVIEW

02

THE CAR

The Huracán Super Trofeo EVO2 DIMENSIONS



Height: 1,208 mm

Front Track
1,695 mm

Wheelbase
2,620 mm

Rear Track
1,660 mm

Length: 4,528 mm

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2022 CALENDAR & SERIES INFORMATION

Series Calendars

EUROPE



Official test Imola, Italy
29 March



Imola, Italy
01 - 03 April



Le Castellet, France
03 - 05 June



Misano, Italy
01 - 03 July



Spa-Francorchamps, Belgium
28 - 30 July



Barcelona, Spain
30 September - 02 October



Portimao, Portugal
02 - 04 November

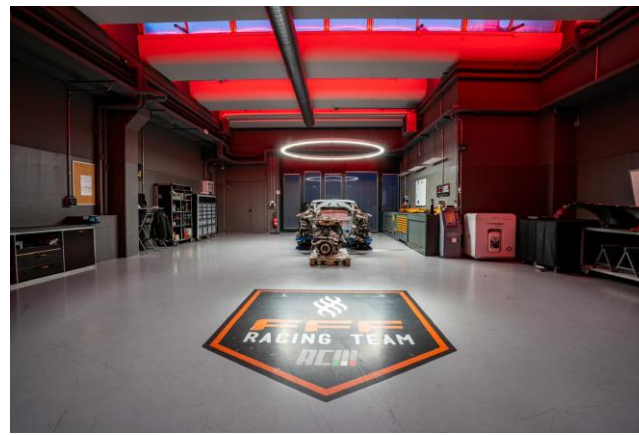


PORTIMAO - PORTUGAL
05 - 06 November

Each Lamborghini Super Trofeo Europe season comprises of 5 rounds held at some of the most iconic circuits in Europe, and the 6th round held in Portimao, Portugal for 2022.

Along with Round 6, the Season Finale are also held on the same weekend, where all Super Trofeo series from across the World, come together to crown the World Champions in each class.

The Car and Team



Partnership Offering

BRAND AWARENESS

Dynamic brand positioning
Global TV coverage

CORPORATE ENTERTAINMENT

Track days
VIP Hospitality

PROMOTIONAL ACTIVITIES

Driver appearances
Employee incentives



Partnership Offering

Motorsport sponsorship offers you the chance to increase your brand awareness in front of millions of loyal racing fans on an international level.

One of the reasons we chose to race with FFF Racing was because of their in-house marketing team who work with many big brands, including the Sky Racing project in 2021, and who would be available to work on our partner's activation program.

Two videos are attached below to see the quality of the production:

<https://www.youtube.com/watch?v=cjm7CF0V0U8>

<https://www.youtube.com/watch?v=JBI0MoITo2E>



Activation Tools – Brand Awareness

- Boost brand awareness on a global scale through media coverage and exposure. Enhance brand identity through dynamic brand positioning.
- Prominent car space available on Dan Wells' Lamborghini racing car
- Available space for company logo on Dan Wells' and teammate's overalls.
- Prominent space on Dan Wells' racing helmet.



Activation Tools – Corporate Entertainment

- Experience and enjoy the benefits of being engaged in motorsports on a premium level, whilst entertaining clients and friends at some of Europe's best renowned circuits.
- Tickets & VIP hospitality within the Lamborghini hospitality venues at every event.
- Weekend "Access all areas" passes in the Lamborghini Super Trofeo Europe paddock
- Hosted garage tours with Dan Wells and the team

Click here to see the hospitality available:

<https://www.youtube.com/watch?v=460EfmN4w00>



Activation Tools – Promotional Activities

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

- Drive employee incentive schemes by using team hospitality as prizes.
- Personal driver appearances for product launches and other promotional activities.
- Opportunity to use a car for promotional purposes.



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2021 CALENDAR & SERIES INFORMATION

Lamborghini VIP Hospitality

The Lamborghini VIP Hospitality provides a luxurious experience from which drivers and their guests may enjoy a weekend of racing adrenaline.

The season entry fee also includes 6 passes per car, providing access to the following:

- 2 VIP passes x driver to lounge hospitality area
- 4 Team Lounge passes x car

Driver and team guests also have the opportunity to join Squadra Corse on track and access to paddock activities such as:

- Garage Tours
- Super Trofeo Grid Walks



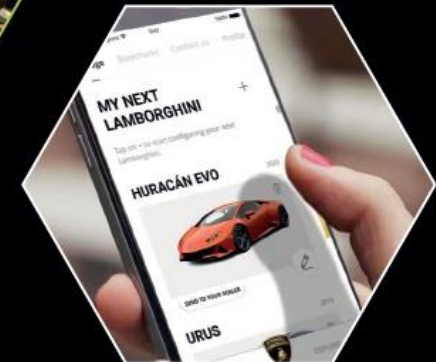
Over
140 DRIVERS
Worldwide



Over
300 VIP GUESTS
Per Race (Lamborghini Customers,
VIPs, Press, etc.)



High End
CATERING
Services



Personal App
LAMBORGHINI "UNICA"

App for Lamborghini customers and guests of Super Trofeo events. In the app you can download digital passes to access the VIP hospitality and the daily schedule of the race weekend

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2021 CALENDAR & SERIES INFORMATION

PR & Media Outreach

- Live streaming on squadracorse.lamborghini.com
- Social Media Coverage at every race weekend
- Race publicity and pictures before and during each weekend
- Influential motorsport/lifestyle media invited at each weekend
- Press kit with dedicated motorsport material distributed to journalists each weekend
- Dedicated motorsport section on Lamborghini media site (including press releases and multimedia library)
- Media report after each weekend



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2021 CALENDAR & SERIES INFORMATION

PR & Media Outreach 2019

Lamborghini Squadra Corse

FACEBOOK

250k fans

SUPER TROFEO Live Streaming

40,000 views on average

@lamborghinisc

INSTAGRAM

3.5m followers



Lamborghini Squadra Corse

YOUTUBE

25k subscribers

SUPER TROFEO Live Streaming

8,000 views on average

@LamborghiniSC

TWITTER

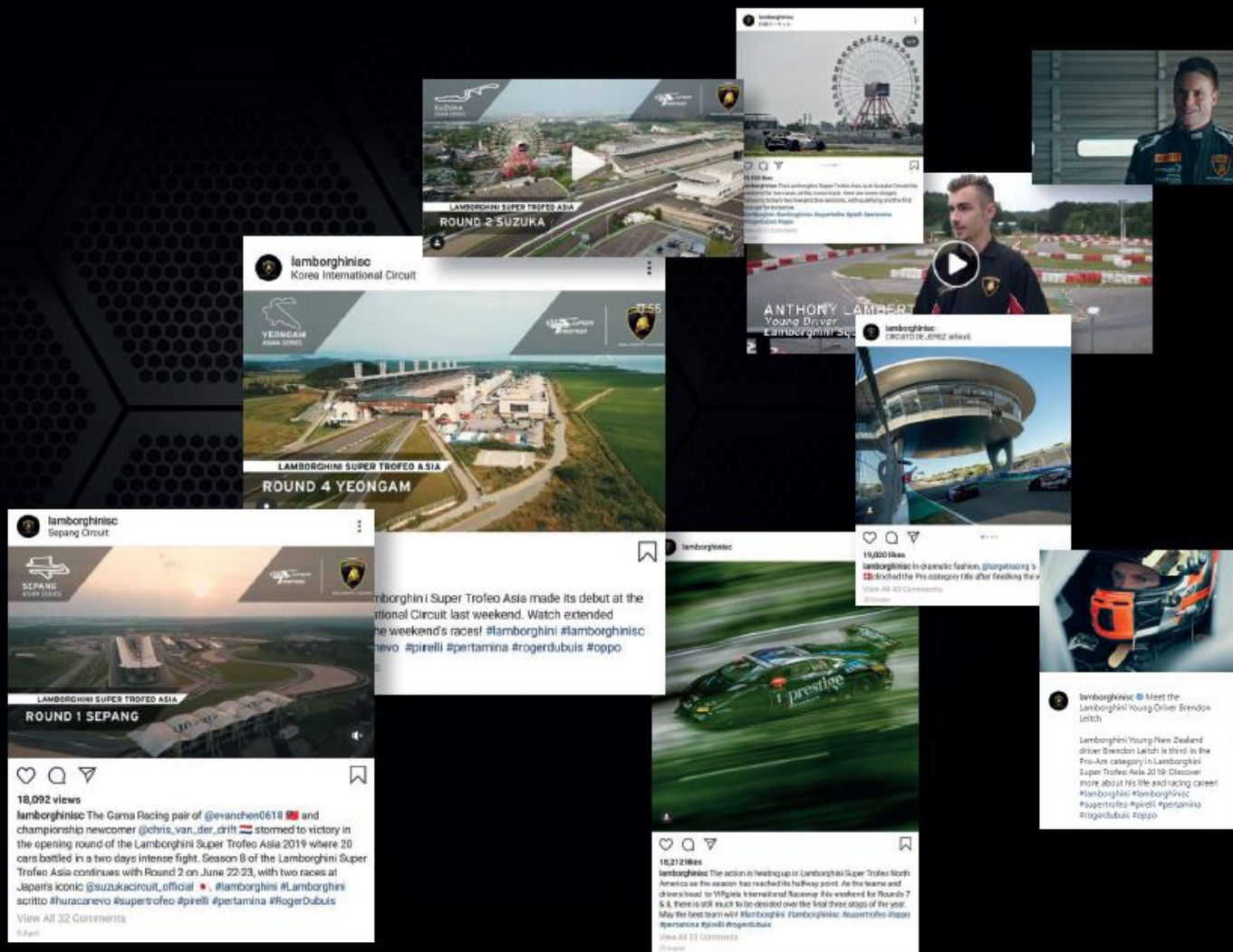
19k followers

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2021 CALENDAR & SERIES INFORMATION

PR & Media Outreach

- New Squadra Corse website
- New Team's reserved area of the website
- Young Drivers and Gentlemen Drivers exposure on Lamborghini Squadra Corse social media
- Races livestreaming on Lamborghini.com (14 Mio visitors)
- Brand new Squadra Corse monthly digital magazine



Partnership Offering

Activation Guidelines				
Activation	Package A	Package B	Package C	Single Event
Car Branding (from/to)	£45,000 to £120,000	£15,000 to £45,000	£5000 to £15,000	From £5000
Driver Overall Branding (from/to)	£10,000 to £15,000 Core	£5000 to £10,000 Chest	£5000 Arms	✗
Driver Helmet Branding (from/to)	£10,000 to £15,000	£5000 to £10,000	£3500 to £5000	✗
Association Rights	✓	✓	✓	✓
On site Hospitality	✓	✓	Cost per ticket	✓
Driver Hosting	✓	✓	✓	✓
Press Release branding	✓	✓	✓	✗
Off track driver appearances	✓	✓	Made by arrangement	Made by arrangement
Corporate track events	Made by arrangement	Made by arrangement	Made by arrangement	Made by arrangement
Complimentary tickets	✓	✓	Cost per ticket	✓
Key				
Package A	High visibility	30% and above of car space available		
Package B	Medium visibility	10 - 30% of car space available		
Package C	Entry level (Association or hospitality only)	0 - 10% of car space available		
Single Event	One off localised visibility and activation	Enquire		



The Perfect Partnership

BOOSTING BRAND AWARENESS

- International marketing platform
- Global media coverage and exposure

COMMUNICATING WITH TARGET MARKET

- TV and media exposure
- On site attendees

INCREASING RELATIONSHIP DEVELOPMENT

- Targeted networking opportunities
- VIP hospitality at race events

DRIVING REVENUE

- Promotional opportunities
- Marketing incentive schemes

BRANDEQUITY

ROI



