

Dunlop MSA Formula Ford Championship of Great Britain

Value and Exposure

2010



Feel the difference



Welcome to the Dunlop MSA Formula Ford Championship of Great Britain.

The MSA Formula Ford Championship of Great Britain returns in 2010 for its 43rd year as the crucible of new driver talent. With the championship celebrating the addition of World Champion Jenson Button's name to the lengthy list of ex-Formula Ford champions to have made it to the pinnacle of global motorsport, the prospects for finding a successor in Formula Ford 2010 could not be brighter. The combination of track time and racecraft that Formula Ford provides is renowned in motorsport for giving anyone serious about their racing career the best possible start.

To ensure that these drivers, their sponsors and Ford Motor Company continue to attract the coverage and profile that they deserve, the promotional aspects of the Championship are all-important. Hence a high-profile calendar, enjoying extensive UK and European television coverage via Channel 4 and Motors TV, MSA-backing and hospitality opportunities at the races.

Ford is proud to play a continued role in developing future champions – and give you the chance to become one.



Gerard Quinn

Senior Manager

Ford Motorsport Europe



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Spectator Attendance

- The championship is a permanent part of the prestigious Formula 3 and British GT (F3/GT) package for 2010.
- Additionally, the Championship has secured high profile support race agreements with the Formula Three Masters race at Zandvoort, the DTM German Touring Car Championship at Brands Hatch, and the British Touring Car Championship at Donington.

Venue	Projected Attendance
Oulton Park	22,500
Knockhill	7,000
Zandvoort	80,000
Castle Combe	4,000
Rockingham	3,500
Silverstone GP	10,500
Snetterton	15,000
Brands Hatch (DTM)	50,000
Donington Park	15,500
Brands Hatch GP	15,000

- The projected crowd figures for the 2010 calendar are listed to the left, based on crowd attendances recorded at the same events in previous years.
- **This gives a grand total of 223,000 spectators who will watch Formula Ford live through the year.**



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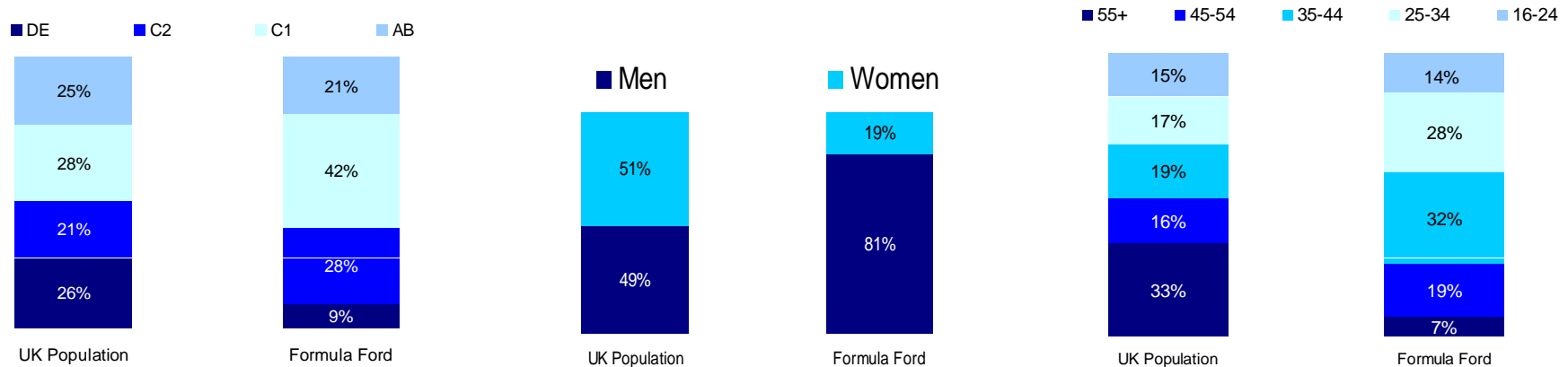


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Spectator Demographics

Spectator demographics supplied from Sports Marketing survey based on research at Formula Ford F3/GT package. Key findings:

- ▶ Spectators travel long distances to watch 40% over 50 miles
- ▶ Male dominated 81% male
- ▶ Young profile 42% under 35
- ▶ 'Had a great day' 96% enjoyed day!



Value and Exposure Paddock Club Hospitality Service

The Championship has its own dedicated race centre for the use of drivers, teams and guests. At selected rounds, full hospitality packages can be provided.



Value and Exposure Television

- The British Formula Ford Championship for 2010 will again have terrestrial television coverage on Channel 4, supported by a pan-European supporting coverage on the motorsport-dedicated Motors TV channel.
- 7 hrs of Channel 4 coverage, plus 125 hrs of Motors TV coverage will be broadcast.
- All races will be shown on Motors TV, a motorsport dedicated channel broadcasting to 18.9m household subscribers around Europe. These will attract prime scheduling slots of 14:00 on Saturday, 21:00 on Wednesday, plus 5 further repeats of each race.
- Ford's media valuation agency Mindshare have valued this television package at £165,000 annually.
- To put this in context, the only other motorsport to achieve UK terrestrial channel coverage are Formula One, The British Touring Car Championship and the Formula Three and British GT Championships that Formula Ford partner with.



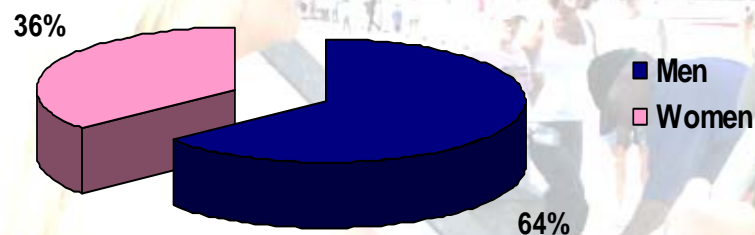
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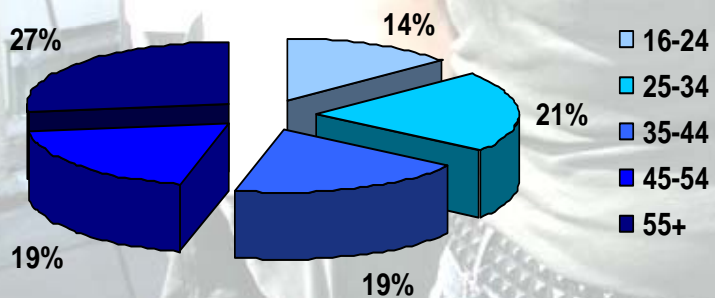
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Television: Channel 4 Viewer Demographics - Average

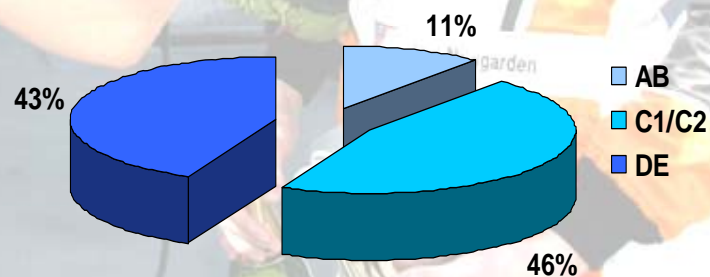
Gender



Age



Socio-economic



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Press

The Championship has a Press Officer and a Photography service to develop coverage:

National Coverage

- Ford of Britain Public Affairs will place high-profile journalists in selected races in 2010 to achieve national Formula Ford coverage

Motorsport Coverage

- Formula Ford is one of the most highly-covered news and results items in the national Motorsport press – Autosport and Motorsport News

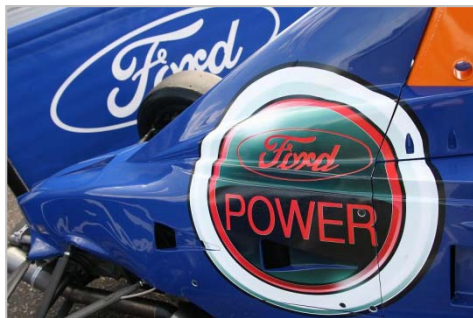
Regional Coverage

- Local publications report on local driver successes – mainly regional newspapers



Value and Exposure Internet

- The official Dunlop MSA Formula Ford Championship of Great Britain website is www.britishformulaford.co.uk
- This site attracts over 30,000 visitors per month, with links to driver websites
- It is linked from the Ford of Britain website



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Thank you.

If you have any further queries regarding the Dunlop MSA Formula Ford Championship of Great Britain, please do not hesitate to contact the Championship Organisers RacingLine Limited:

Contact Us:

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**“Can you really afford to miss
Formula Ford?”**

Motorsport News
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