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MSA Formula Ford Championship of Great Britain

2011 Championship
●●●●●● 2011 EuroCup
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FormulaFord



Welcome to the MSA Formula Ford Championship of Great Britain, and Formula Ford EuroCup.

The MSA Formula Ford Championship of Great Britain returns in 2011 for its 44th year as the crucible of new driver talent. With the championship still 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 2011 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

Formula Ford



JENSON BUTTON
FORMULA ONE WORLD CHAMPION

"Formula Ford was a great championship for me to start my career in single seater cars. For drivers making the step up from karts to cars, Formula Ford couldn't be a better championship to introduce rookies to the open wheel racing.

After winning the British Formula Championship and the Formula Ford Festival, the next step up for me was Formula Three. I definitely think that Formula Ford gave me the right preparation and experience needed to move up again in my career."

What is Formula Ford?

Formula Ford is globally renowned as the first step on a driver's career path to Formula One. Relatively simple, strong cars that rely on driver skill rather than aerodynamic tricks to win.

This is where it has started for motorsport stars for over 40 years - it is Formula Ford that has allowed young drivers to develop, refine and ultimately prove their racing talent, before going on to great things.

Whilst other racing series have come and gone around the world, Formula Ford has remained consistent and true to its original guiding principles. For, although the engines have grown in power, grip from tyres has increased, and the car design has become ever

more sophisticated, the Formula continues to deliver an intense learning experience to its drivers for both driving and engineering aspects. Ask anybody involved in motorsport and they'll confirm that the closest racing and the best learning comes from Formula Ford. It's very simple - if you succeed in Formula Ford racing, the motorsport world knows that you truly have what it takes.

Today, the MSA Formula Ford Championship of Great Britain has drivers from all over the world competing in the closest-fought racing on the planet. Our own television programmes on both Channel 4 terrestrial and Motors TV across Europe reflect the popularity of our racing.

We hope you will join us!

Feel the difference



“Formula Ford offers the perfect recipe for close, exciting racing because the diverse chassis perform differently at each venue, creating spectacular entertainment and enabling different drivers and manufacturers to reach the podium.”

The open chassis is of course the very thing which differentiates Formula Ford from other single-seater formulae and provides designers and engineers with great flexibility to be creative, an opportunity only found elsewhere within F3 and F1.”

Colin Hilton
Chief Executive
Motor Sports Association
United Kingdom



2011 Championship

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2011 EuroCup

Formula Ford is set to enter a new era in 2011 with the launch of a series of blue riband EuroCup events at top European circuits, aimed at drawing the best young single-seater talent from the British, Benelux and Scandinavian Formula Ford championships and introducing FF to other drivers from around Europe.

The four-meeting EuroCup calendar will dovetail with that of the Dunlop MSA Formula Ford Championship of Great Britain to enable UK teams to contest both series. Next summer's Zandvoort F3 Masters meeting is confirmed as one of the EuroCup events, along with GT4-supporting races at Spa-Francorchamps, Brands Hatch GP and Superleague-support at Zolder in Belgium, and British F3 meeting at Brands Hatch's Grand Prix circuit.

The 2011 Dunlop MSA Formula Ford Championship of Great Britain will meanwhile be contested over 24 races, at eight 'triple-header' meetings, including the Zandvoort F3 Masters event as well as seven UK meetings supporting British F3 and the DTM's UK visit to Brands Hatch.

Calendar

2011



date	venue	British Ch'ship	EuroCup
9/10 April	Silverstone National	●	
24 April	Oulton Park F3/GT	●	
14/15 May	Snetterton 300 F3/GT	●	
17,18,19 June	Brands Hatch GP	●	●
8/9 July	Spa GT4	●	●
16/17 July	Zolder Superleague	●	●
12-14 August	Zandvoort F3 Masters	●	●
3/4 Sept	Brands Hatch Indy DTM	●	
24/25 Sept	Donington Park F3/GT	●	
8/9 Oct	Silverstone Arena F3/GT	●	

THE DUNLOP MSA FORMULA FORD CHAMPIONSHIP OF GREAT BRITAIN

- ▶ 8 Race Weekends, triple-header races
- ▶ 24 Races
- ▶ High-profile meetings

THE FORMULA FORD EUROCUP

- ▶ 3 European Race Meetings
- ▶ High profile meetings at the best circuits
- ▶ Stand-alone EuroCup Champion at each round

Calendar 2011



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What makes FF different?

One of the key elements of Formula Ford's success over 40 years is that, unlike all the other single seaters series that have come and gone, it is not a *one-make* championship. By allowing freedom of chassis design, engine build and numerous technical items of specification on the car, this drives the technical standards to exceptionally high levels from both teams and drivers.

Contrast the fixed specification of rival single-seater cars with the engineering freedom permitted for Formula Ford, and you will rapidly appreciate why Formula Ford drivers leave the series with exceptional levels of understanding of car set up and the implications of each chassis variation they try. This tends to be the reason that their careers progress so far thereafter. If you are serious about your driving career, missing the crucial learning experience that Formula Ford provides might just be the biggest mistake you make....

Remember, there are only two other professional single seater racing formulae in the world that offer the same freedom of chassis and engine build – they are Formula 3 and Formula One. Draw your own conclusions from that.

"Can you really afford to miss Formula Ford?"
Motorsport News



History of Formula Ford

- Formula Ford was launched in England in 1967, using a 1600cc 'Kent' engine direct from the Ford range.
- The Formula allowed engineers to design their own chassis to use with this engine. This launched the careers of many great motorsport engineers, technicians and teams.
- The Formula flourished in the '70s and '80s with exceptional numbers of competitors producing worthy champions around the world.
- The closeness of the racing became a defining quality of Formula Ford – which has continued until today.

Formula Ford Graduates - Formula One World Champions & Drivers

James Hunt
Emerson Fittipaldi
Johnny Herbert
Ayrton Senna
Nigel Mansell
Damon Hill
Mika Hakkinen

Michael Schumacher
Rubens Barrichello
Eddie Irvine
Heinz Harold Frentzen
Jenson Button
David Coulthard
Mark Webber

Allan McNish
Mika Salo
Nick Heidfeld
Kimi Raikkonen
Pedro de la Rosa
Anthony Davidson
Perry McCarthy





Formula Ford Today

- 2006 saw the introduction of the 'third age' of Formula Ford with the popular 1600cc 'Duratec' engine.
- As is Formula Ford tradition, this engine is taken directly from the best-selling Ford Focus and Fiesta.
- An approved kit of modification parts gives the engine 160bhp with excellent reliability.
- The closeness of racing remains – this is one of the key reasons that we resist the addition of aerodynamic wings.
- As recognition of the importance to national racing, the Championship was awarded 'MSA' status, the most prestigious title in UK motorsport.

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Formula Ford Tomorrow

In 2012, the most radical update and reinvention of the Formula will be introduced to the world.

- ▶ Kinetic Design

Ford Design to introduce 'Kinetic' elements into all new Formula Ford cars.

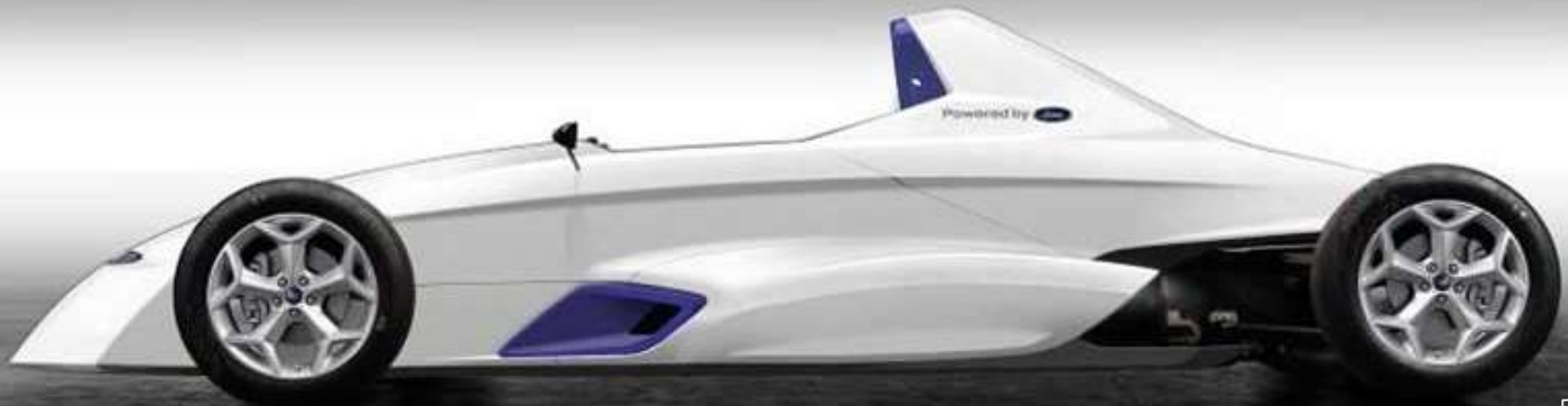
- ▶ Technology

EcoBoost engines: a 1.6 Direct Injection Turbocharged engine

Powershift R: a sequential 5 speed gearbox

- ▶ Safety Enhancements

Fully FIA-approved safety cell, a world-first for a steel monocoque racing car.



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Television and Media, Sponsorship Value

Exposure!



As a manufacturer-backed Championship, with MSA GB title status, and exceptional levels of awareness amongst the motorsport community, it's no wonder the Dunlop MSA Formula Ford Championship of Great Britain attracts a very strong media following.

From our own Channel 4 programme, to high levels of press coverage, to strong on-line presence, the following pages outline our exposure to fans – and of course, prospective customers of your sponsors!

Value and Exposure Television & Media

The MSA Formula Ford Championship has terrestrial television coverage on Channel 4 with its own half-hour programme, supplemented by pan-European supporting coverage on the motorsport-dedicated Motors TV channel.

7 hours of dedicated Channel 4 coverage, plus 125 hours of Motors TV coverage are broadcast.

Official Channel 4 'TVR' viewing figures give viewing figures as high as 224,000 for the showing of one of our races. Ford's media valuation agency have valued this television package alone at £165,000 annually.

To put this in context, the only other motorsport to achieve regular 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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Value and Exposure Magazines, Newspapers

Previews and race reports regularly appear in the national media, both print and on-line. The Championship has a Press Officer and a Photography service to develop coverage:

National Media Coverage

- Ford of Britain Public Affairs will place high-profile journalists in selected races to achieve national Formula Ford coverage – Channel 5, Autocar as recent examples.

Motorsport Media Coverage

- Formula Ford is one of the most highly-covered news and results items in the national Motorsport press – Autosport and Motorsport News, plus on-line website coverage.

Regional Coverage

- Local publications frequently report on local driver and team successes, together with race previews for upcoming events in the area.

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Value and Exposure Paddock Club Hospitality Service

The Championship has its own dedicated race centre for the use of drivers, sponsors teams and guests. Full hospitality packages are available at all rounds. With race meetings the length and breadth of Britain, the British Formula Ford package provides an ideal opportunity to invite guests from all over the UK.

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Value and Exposure Branding Opportunities:

Race Suits

Race Centre

Race Car Livery

Paddock Displays



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Value and Exposure

Spectator Appeal



The championship is a permanent part of the prestigious Formula 3 and British GT (F3/GT) package, with the best of single-seater and sportscar racing.

Additionally, in 2011, the Championship has been invited to join high profile race meetings 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.

The reported crowd figures for the calendar are listed to the right, 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.

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

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 Online

The official MSA Formula Ford Championship of Great Britain website is linked directly from the Ford of Britain website.

This site attracts over 30,000 unique visits per month, with links to driver websites, latest news, gallery, TV times, and all Championship information and standings.

Championship Sponsor Partner links are provided from the front page.



www.britishformulaford.co.uk

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Sponsor Opportunities

Business to Business Benefits

Value and Exposure Ford Dealer Network

Ford Dealers understand and appreciate the heritage of Formula Ford and feel a pride in Ford's involvement in the development of today's Formula One stars.

Sponsors involved with the championship can use this as an opportunity to build a dialog direct with the dealers; to develop relationships and ultimately motivate & encourage dealer sales directly with the decision makers in the network.

This is the key to generating sales. The Ford of Britain dealer network supplies over 400,000 new cars and commercial vehicles pa, it sells in excess of 800,000 used cars pa, and services well over a 1.5 million cars every 12 months.

By using the British Formula Ford Championship as a communication and incentive tool, sponsors have a chance to gain access to the critical staff in the dealer network that make choices for well over 1 million car services and sales per year.

Many routes to these key influencers can be achieved through supporting the Dunlop MSA Formula Ford Championship of Great Britain.



Education and Social Recognition

As a central part of the culture of British Formula Ford comes a strong sense of education and social involvement as an elements of Ford's corporate citizenship values.

Colleges are encouraged to take part in the championship, allowing young engineers the unique

opportunity to gain exposure to the highly competitive world of motorsport engineering. Formula Ford is unique in that it allows engineers and designers to build and develop their own chassis and suspension components – no other racing series at this level permits any development, design or modification.

Hence the motorsport industry around the globe looks to Formula Ford to develop engineers of the future. Indeed there is barely a race engineer in the world that has not gained experience from Formula Ford at some stage of their career.

The Motorsport Industry Association (the MIA) says of Formula Ford: *'It is a critical international series, from a strategic view, for the future of UK motorsport manufacturing. Its future will have great global impact on UK based companies.'*

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Contacts: The Teams

Below are a selection of the leading teams (listed alphabetically) contesting the MSA Formula Ford Championship of Great Britain.

There are of course other teams that we don't have space to list here. Please contact Championship Organisers RacingLine or see the website, www.britishformulaford.co.uk for details of other teams.

Team Name	Contact	Phone	Email	Website
Century Motorsport	Nathan Freke	07947 883103	formulaford@centurymotorsport.co.uk	www.centurymotorsport.co.uk
Cliff Dempsey Racing	Cliff Dempsey	+353 86 814 8811	info@cliffdempseyracing.com	www.cliffdempseyracing.com
Enigma Motorsport	Linton Stuteley	07804 306513	linton@enigmamotorsport.co.uk	www.enigmamotorsport.co.uk
Fluid Development Ltd	Lindsay Allan	01787 311 800	lindsay@fluidmd.com	www.fluidmd.com
Getem Racing	Martin Down	01322 866391	racing@getem.co.uk	
Harkesport	Roger Parkes	07914 844 422	harkesport@googlemail.com	www.harkesport.com
Jamun Racing	James Mundy	01634 730 888	james@jamun-racing.co.uk	www.jamun-racing.co.uk
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Minister International	Graham Fuller	01634 682 577	info@minister-power.com	www.minister-power.com
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Contacts: Formula Ford Championship Officials

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Chief Scrutineer

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Ford of Europe Motorsport Manager

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RACINGLINE LIMITED CHAMPIONSHIP ORGANISERS

Racingline are the Championship Organisers. Please contact us for all enquiries.
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Thank You.

We hope you will join us!

