

A WORLD OF OPPORTUNITIES



2023

www.racrmc.org



Roger Albert Clark Rally

Roger Albert Clark Rally **Thursday 23rd to Monday 27th November 2023**

The Roger Albert Clark Rally was conceived by a group of motor sport enthusiasts during 2003 with the intention to recreate the iconic Royal Automobile Club Rallies of the 1970's and 1980's. It is an event run with competitive mileage on closed forest tracks predominantly for historic rally cars.

Since the first small event back in 2004, it has now firmly established itself as a major sporting attraction in the motorsport calendar, not just in the UK but with worldwide appeal. The 2021 event, ran shortly after covid restrictions were relaxed, still attracted competitors from 14 different countries.



For hundreds of competitors and thousands of spectators, it is the best rally of the season and is anticipated and revered like no other event.

Regarded by many in the sport as the toughest and best, the Roger Albert Clark Rally not only bears the name of arguably the greatest British Rally driver of the period, but it also pays homage to the format of the rallies of that time.

It offers competitors, their support crews and thousands of spectators 5 full days of almost non-stop competition.



The unique challenge and adventure has inspired competitors, officials, marshals and spectators from around the world to be part of this biennial event.

In previous years Sheffield, Leeds, Pickering, Leominster, Carlisle and Carmarthen have hosted rally bases.

2021 Event Statistics

The planned 5 days were interrupted by 'Storm Arwen' that caused major tree falls in the forests. A full day was lost in Scotland but volunteer foresters in Wales worked to open the forest roads to allow the event to continue.



Over 200 crews registered serious interest in taking part
143 Entries from 14 different countries

Over 1,200 Volunteers

Spectators estimated in excess of 10,000

During the week of the event the Facebook page had engagements of over 2.2 million people, the live Facebook feed was viewed by 346,900 people



Roger Albert Clark Rally

2023

Current planning has a route of over 1,000 miles with at least 325 miles of competition in 35 classic forest spectator special stages.

Starting in South Wales, passing through the forests of southern and central Wales, Kielder and the Scottish Borders it will be the longest rally in the UK since 1995.





Roger Albert Clark Rally

This link shows photos from the event and the exposure potential for any support partners.

<https://www.facebook.com/RogerAlbertClark/photos>

Social Media presence of the event

The event mainly uses Facebook for the promotion



Facebook followers of 25,045



Twitter follows of 6,102

Motor Club Web Site www.racrmc.org



Roger Albert Clark Rally

Sponsorship and support opportunities

The event offers the following as promotional activities, sponsorship and support packages:

TITLE SPONSORSHIP

in the region of £30,000

SPONSORED VIDEO COVERAGE

in the region of £10,000

MOBILE LIVE SOCIAL MEDIA NETWORKING

in the region of £10,000

ON-CAR SUPPORT SPONSORSHIP

£1,000 to £2,000

SPECIAL STAGE SPONSORSHIP

£500 per double stage

£300 per single stage

DOCUMENT ISSUE ADVERTISING

£2,500

OTHER PRODUCT PROVIDED SUPPORT

for discussion

ALL PRICES SHOWN EXCLUDE VAT



Roger Albert Clark Rally

TITLE SPONSORSHIP

Being title sponsor the name becomes a lead search requirement on all on-line content and social media when looking for details about the event.

Name and branding association with what is currently the UK's most talked about stage rally

Event Name **"THE XXXXXXXXXXXXX
Roger Albert Clark Rally"**

Logo and Event Title on the windscreen and doors of every competing and official car, giving great photographic opportunities for press and media publicity





Roger Albert Clark Rally

Branding on all event bannering





Roger Albert Clark Rally

Branding/Logos on all event issued paperwork, any new branded clothing and all tickets, programmes and media output



Full page advert in the event programme as well as editorial content.



VIP passes to all event venues (number to be agreed)



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SPONSORED VIDEO COVERAGE

Live broadcast program via Facebook

Over the 5 days of the event a Facebook live program of 30 minutes each night to review the days proceeding.



The program reached 167,516 people and was viewed by 50,100 people.

LIVE COVERAGE PROVISIONAL SCHEDULE

FRIDAY

MTC3 H&H 07:30

SS5PC CLINTBURN 09:50

KIELDER TBC

MTC4 H&H 20:18

2023 will also include footage transmitted live to the Facebook platform throughout the rally.



**ROGER ALBERT
CLARK RALLY 19**

LIVE AT 7PM!



Roger Albert Clark Rally

MOBILE LIVE SOCIAL MEDIA NETWORKING

Company logo on screen during broadcast along with editorial acknowledgements.



LIVE COVERAGE PROVISIONAL SCHEDULE

THURSDAY

START H&H 15:00
SS2PC KERSHOPE 18:00
SS4PC KERSHOPE 19:56

During each day a mobile crew interview the competitors after various stages of the rally a total of 10 hours 13 minutes over 21 live sessions in 2021.

The live feed viewed by 346,900 people.

The largest number of views was on the Sunday morning transmission which had a reach of 48,785 and 22,000 views during the 1 hour 29 minute transmission.



ON-CAR SUPPORT ADVERTISING

Advertising logo on a co-sponsor door panel on the competing and official cars
This will be limited to only 5 companies.
The size of the panel will be 420mm depth x 200mm width and each logo on the panel will be horizontal maximum size of 75mm deep x 170 width.

The cost is:

Location 1 **SOLD**

Location 2 - **£2,000**

Location 3 - **£2,000**

Location 4 & 5 - **£1,000**

all cost are plus vat



The investment gives you:

- Company logo on both sides of each rally car, which will offer thousands of photo opportunities during the five days of the rally.
- Company logo on the post event DVD
- Co-sponsor status on the event web site and on official letters and newsletters on the event
- 2 x Advertising banners maximum size 3m x 1m (to be provided by the sponsor) will be erected on the event at agreed locations each day



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STAGE SPONSORSHIP

The event is running 20 different stage venues during the five days and 33 special stages.

Sponsorship of a stage allows for the naming of the stage (in agreement with the organisers). For example 'XXXX Twiglees' or 'XYZ Crychan'. These stage titles appear on all event issued documents including the event programme, stage maps, internet and social media reports.

You will also receive guest packs with two personnel passes per car which allow free access to spectator areas on the stage.

Up to two x 3m x 1m banners can be erected on the special stage at stage start, stage finish or spectator locations on the stage. Cost of producing the banners is not included.

The cost for stages run twice (15 available) is **£500** (5 passes), and single use stages (5 available) is **£300** (3 passes). All plus vat.





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DOCUMENT ISSUE ADVERTISING

The event provide 350 quality document bags for the paperwork to be issued to both Competitors and Officials.



Have your logo on these high profile bags which are used throughout the year by both competitors and officials on other events and are a good brand profile raiser.



The cost for your Logo on the bag with

'In Association with' is **£2,500 + vat**





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Marshal Rewards

Companies are invited to provide free product, branded or not, that will be issued to officials, marshals, spectators and/or competitors as part of their on-event equipment.

Items such as screen wash, car wash, pens, cuddly toys, etc are all welcome.

The volunteer marshals on the event will be prioritised as recipients for these products unless otherwise specified

Full acknowledgement will be made on event paperwork and via social media during the event each day and listed on the event web site.

Event Programme

The event programme is being produced by IN2 Publishing and advertising opportunities will be available via them.

For full details please contact Paul Lawrence
(paul@tfmpr.com)

Event Contact Details:

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