



# ADVERTISING

WITH DAVID PEREL

## OVERVIEW

This proposal covers the opportunity to advertise with David Perel, a South African racing for Ferrari in the Blancpain Endurance Series.

With the rising costs of advertising in traditional media, such as magazines and TV, it is becoming more difficult to stand out against your competitors.

David represents a unique opportunity to break away from the pack not only by branding his racing car with your logos which will be seen by **millions** of people but also exposing your clients, customers and teams to the incredible spectacle of high-speed GT3 racing.

## GLOBAL REACH

1 million + people

## WHO IS DAVID PEREL

Professional racing driver

Race winner

## WHAT YOU GET

Unique marketing opportunity

Massive exposure

Brand association



## **AIM**

Expose your brand to the high speed world of the Blancpain Endurance Series, most prestigious GT racing series in the world, by advertising with David Perel and Ferrari.

## **TARGET MARKET**

Age 25-55

70% male

Fans of cars, motorsport, tech

Dreamers

Access to disposable income

## **WHY DAVID PEREL?**

- A proven winner
- Born and bred South African racing at the highest level
- Unique position gives him great reach through South African media such as TV, Magazines, Radio and Social Media

## THE NUMBERS

The unique position as a South African racing for Ferrari exposes David to 1 million+ people each month through various media channels.

### MEDIA ASSOCIATIONS

#### GT Spirit

5,000,000 site visitors  
500,000 Facebook fans  
500,000 Instagram followers

#### Motorsport.com

5,000,000 site visitors  
800,000 Facebook fans  
40,000 Instagram followers

**GoodHope FM** once a month

### PERSONAL PROFILE

**Facebook:** 7,000 Fans  
**Twitter:** 8,700 Followers  
**Instagram:** 2,400 Followers  
**YouTube:** 70,000 Views

### BY COMPARISON

To reach the same audience level through traditional media would require full page ads in South Africa's most popular men's magazines:

#### Readers:

**TopCar:** 600,000

**Top Gear:** 793 000

**Men's Health:** 1,022,000

**Cost:** R300,000+

## THE COVERAGE

### TV BROADCAST

**Audience: 15,000+ per event**

Each Blancpain Endurance Race race is broadcast live on Eurosport.

### ONLINE VIDEO

**Audience: 5,000+ per event**

Each race is streamed live online through YouTube and LiveStream making it possible for anyone in the world to watch David's racing.

### SOCIAL MEDIA

**Reach: 500,000 - 1,000,000 per event**

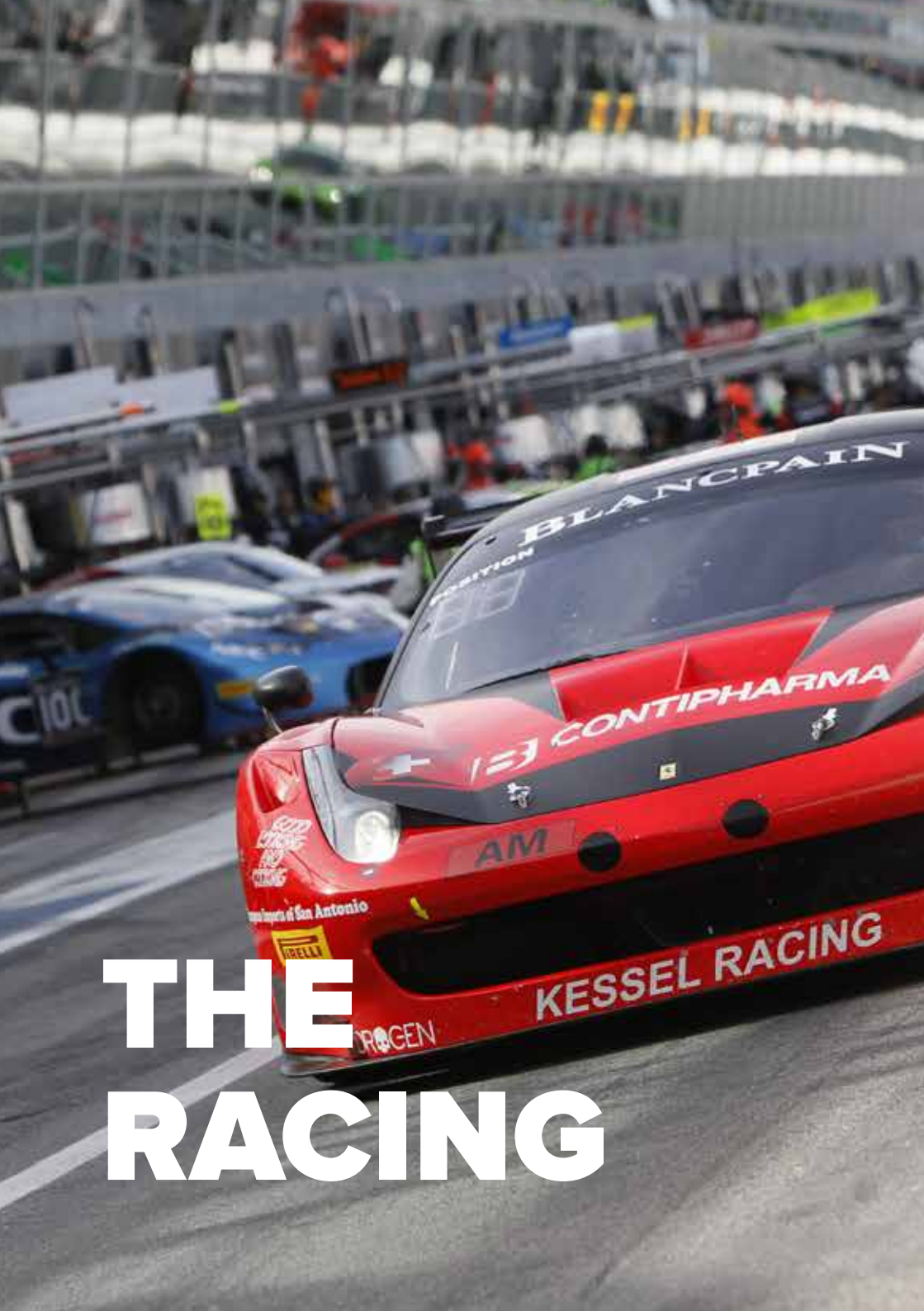
With over 500,000 people being exposed to David's racing through Facebook, Instagram and Twitter, your brand will receive huge coverage through a young and aspirational demographic.

### THE PRESS

After each event, a detailed press release is sent out to South Africa's most popular newspapers, websites and magazines covering David's achievements and information about his car and sponsors.

**Potential reach per event: 1,000,000**





# THE RACING

## ABOUT DAVID PEREL

David started racing at the age of 15 in the Western Province Karting Championship. By the time we was 23 he'd won 5 Province and National Championships.

At the age of 24 he progressed to Single Seaters however before the season hit the halfway mark he was forced to stop due to a lack of funds - a common occurrence in the world of racing.

Unable to find a solution David turned his attention to the web company he co-founded with his brother in their teens, called Obox, with the intention of saving up as much money as possible in order to make a comeback in his later years.

20 hour days and 5 years later David had saved up enough money for one more GT race which ended up going so well that he was offered a drive for the 2015 season with Bonaldi Motorsport in the Italian GT Championship.

The end result was an incredibly successful season which netted him 2nd in the Championship and included more wins, pole positions and fastest laps than any other driver in the field.

For 2016 David has signed with Kessel Ferrari to represent them in the Blancpain Endurance Series. It has always been a dream of David's to compete in the series but little did he know that it would happen in only his second year of GT Racing!



**Born May, 1985**

**Based in Cape Town, South Africa**

### **CAREER HIGHLIGHTS**

2000 Started Racing

2007 South African Champion

2007 6th Rotax Max World Finals

2015 2nd Italian GT Championship

### **2015 ITALIAN CHAMPIONSHIP**

Vice Champion

10 Events (20 Races)

9 Front Row Starts

9 Podiums

7 Wins

5 Fastest Laps

3 Pole Positions

### **DAVID PEREL.NET**

2,200 Instagram followers

7,000 Facebook fans

8,700 Twitter followers

66,000 YouTube views

### **MEDIA ASSOCIATIONS**

GTSpirit.com

Motorsport.com

Autogespot

2OceansVibe

CarBlog.co.za

### **COLLECTIVE EXPOSURE**

7 million visitors per month across

Social Channels, websites, media

associations.

## **TESTIMONIAL**

“He exceeded our expectations, showing outstanding performances and impressive growth throughout all season. He is eager to learn and gives you 100% commitment, both in the race car and out. He bonded well with all team and his team mates, always bringing his enthusiasm at each event. Even through difficult times David carried a positive attitude, helping everyone around him to move forward with determination and focus.”

“David is also well educated, well-spoken and polite. All characteristics that are valuable in a Racing Team, both for the staff, and for all relations with media, sponsors and manufactures involved.”

### **Marco Bielli**

Bonaldi Motorsport Team Principle



## **ABOUT THE BLANCPAIN GT SERIES**

The Blancpain GT Series is the worlds most competitive championship for GT3 race cars, watched by millions world wide. The series is split into two disciplines, sprint and endurance, and spans over 10 races which are held across Europe each year.

Organized by 'SRO' and officially endorsed by the FIA, the series is represented by the best drivers, car manufactures and high end brands including: Ferrari, BMW, Audi, Porsche, Lamborghini, Jaguar, Mercedes and McLaren.

The objective of the Blancpain Endurance Series, five events centered around the crown jewel of the Spa 24 hour race, is to take GT3 cars into endurance racing with races ranging between 3 and 24 hours long.

The sights and sounds of over 60 cars racing at 280km/h on the toughest tracks in the world is a spectacle that is difficult to articulate without actually being there. It is a rare and unique site that has to be seen to be believed which is why it attracts such a vast amount of spectators - both online and on track - at each event.

## **2016 ENDURANCE SERIES CALENDAR**

Italy: Monza

United Kingdom: Silverstone

France: Paul Ricard

Belgium: Spa Francorchamps

Germany: Nurburgring

*All races are televised live on Eurosport, YouTube and Livestream*



## SPONSORSHIP OPPORTUNITIES

Packages are differentiated by the level of exposure and access to sessions with David Perel as an ambassador for your brands.

### **Silver Package**

R50,000 per race

#### **Racing Car Exposure:**

- Car bonnet sticker
- Event photo collection

#### **Exposure on Social Media:**

- Facebook
- Twitter
- Instagram

### **Gold Package**

R100,000 per race

#### **Racing Car Exposure:**

- Car bonnet sticker
- Car door sticker
- Event photo collection
- VIP Pit Access at race event

#### **Exposure on Social Media:**

- Facebook
- Twitter
- Instagram

#### **PR Exposure:**

- Mentions in post-race PR
- Mentions in interviews

## TITLE SPONSORSHIP

As a Title Sponsor you claim the entire race car to yourself and gain access to David Perel as a brand ambassador as well.

### **Title Sponsorship**

R320,000 per race

### **Brand Exposure:**

- Across entire race car and race gear:
- Car bonnet, car door, wheel arch
- Event photo collection
- Helmet and suit
- VIP Pit Access at race event

### **Exposure on Social Media:**

- Facebook
- Twitter
- Instagram

### **PR Exposure:**

- Mentions in post-race press release
- Mentions in interviews

### **Brand Ambassador**

As part of a full race sponsorship David will become available to your brand as a brand ambassador.

As an ambassador David can represent your brand in your adverts, at product launches or special corporate functions.



## **2016 AVAILABLE SLOTS**

There are 5 races in 2016, each containing 4 available advertising slots. Choose the dates that best suit you:

### **23/24 APRIL**

Round One: Italy, Monza

### **14/15 May**

Round Two: United Kingdom, Silverstone

### **24/25 JUNE**

Round Three: France, Paul Ricard

### **23/24 JULY**

Round Four: Belgium, Spa

### **17/18 SEPTEMBER**

Round Five: Germany, Nurburgring

# THANK YOU

**DAVIDPEREL.NET**

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