



***GIUSEPPE CIRÒ***  
**SPONSORSHIP PROPOSAL**

## **Giuseppe Cirò Sponsorship Proposal 2007**

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## 1. INTRODUCTION

The World Touring Car Championship 2007 (WTCC 2007) is due to start soon – and this is your opportunity to become involved with an exciting and important event in the motor racing industry. We are seeking sponsors for Giuseppe Cirò's race team, and this is your organisation's chance to be identified with an exciting sports industry – and one of it's most dynamic race stars. Giuseppe Cirò is a rapidly rising race star – young, dynamic and making himself known on the race track. Giuseppe has a solid background of race wins – and this year, the team is aiming for pole position.

Now is your chance to be involved.

This sponsorship proposal is for the Giuseppe Cirò race team's involvement in the WTCC 2007. It outlines how your company can be involved, and the background of the WTCC.



## 2. WHO IS GIUSEPPE CIRÒ

Giuseppe Cirò is a young Italian race star, quickly making a name for himself in the race circuit. The past few years have seen many successes – and has made this name known in households over the world.

Last year, Giuseppe took part in the Ferrari Challenge, placing 3<sup>rd</sup>. He is no stranger to the WTCC circuit either. In 2005, Giuseppe placed 2<sup>nd</sup>– with XX [add statistics here]. This year, he is determined to return to the WTCC 2007 circuit in triumph. Giuseppe has taken part in these past races:

2006 3<sup>rd</sup> Ferrari Challenge

2005 2<sup>th</sup> in the WTCC independents with BMW 320 Team Proteam

2004 Wnner of the Italian Renault Clio Cup, 1 race win

2003 Winner of the Italian Renault Clio Cup, 3 race wins, 4<sup>th</sup> in the European Renault Clio Sport Cup.

## 3. THE WTCC 2007

The WTCC 2007 is the third most recognised racing circuit in the world, attracting motor enthusiasts from around the globe. Coverage of the event is widespread, and race teams and their drivers are given prominent coverage in both lead up and during the events.

The WTCC 2007 is spread out over 8 months. It includes races in :

BRAZIL	Curitiba
NETHERLANDS	Zandvoort
SPAIN	Valencia
FRANCE	Pau
CZECH REPUBLIC	Brno
PORTUGAL	Porto
TURKEY	Istanbul
GERMANY	Oschersleben
UNITED KINGDOM	Brands Hatch
ITALY	Monza
MACAU	Macau



## 4. AUDIENCES INVOLVED

WTCC races attract many spectators – both at the race events themselves as well as via online and media sources. Site participants include over 70,000 spectators, and even more spectators at home.

The demographics of WTCC audiences are just as broad. Coming from an international audience, the WTCC audience represent different parts of the globe. The general spectator who follows the entire WTCC is male, and in the age bracket of 16-40. Research has also shown that actual site spectators vary between 20-40 aged male and female sports enthusiasts.

The audience is comprised of sport enthusiasts, interested in the fast and exciting life of motorsports. These audiences are interested in precision, style and leisure. They may be just the audience your company wishes to speak with.

## 5. MEDIA

The WTCC gains large coverage in both lead-up and during the event itself over the 8 month period.

This includes significant online and media coverage via sports-related sources. The races are televised via cable TV, and tracked on the highly trafficked official WTCC website ([www.fiawtcc.com](http://www.fiawtcc.com)). As a continuing race championship, it encourages return website visits as well as exposure over a significant period of time.

The official media outlet associated with the WTCC 2007 is Eurosport. The WTCC 2007 is covered in general motorsport publications, worldwide.

Giuseppe Cirò also has his own official website, [www.giuseppeciro.it](http://www.giuseppeciro.it).



## 6. OPPORTUNITIES FOR YOUR BRAND

Becoming a sponsor for the Giuseppe Cirò race team is an opportunity for your brand to grow with a rapidly rising race star. It's an opportunity to become associated with a dynamic identity, well-known in the international racing circuit.

The reach provided by the visibility of the WTCC provides many opportunities for your company to speak to your public. It means becoming associated with a dynamic sporting industry, and becoming known alongside other quality lifestyle brands. It is an opportunity to cement your brand identity in the market your brand speaks to.

## 7. SPONSORSHIP PACKAGES

We are seeking various levels of support for the WTCC 2007 season. They each offer different levels of visibility and promotional opportunities for your brand.

- **Major Sponsor (High Involvement)**
  - + priority logo placement on all race products, including Giuseppe's car, his jumpsuit, and helmet
  - + logo placement & direct links on Giuseppe's official website, [www.giuseppeciro.it](http://www.giuseppeciro.it)
  - + possible hospitality opportunities at the races for your company, and with Giuseppe Cirò himself
  
- **Supporting sponsor (Medium Involvement)**
  - + secondary logo placement on Giuseppe's car, his jumpsuit, and helmet
  - + logo placement & direct links on Giuseppe's official website, [www.giuseppeciro.it](http://www.giuseppeciro.it)
  
- **Partner (Small Involvement)**
  - + small logo placement on Giuseppe's car, his jumpsuit, and helmet
  - + logo placement & direct links on Giuseppe's official website, [www.giuseppeciro.it](http://www.giuseppeciro.it)

## 8. FOR FURTHER INFORMATION

If you think that your company may be interested in working with us, please contact the Giuseppe Cirò Sponsorship team.

E: [info@giuseppeciro.it](mailto:info@giuseppeciro.it)  
[www.giuseppeciro.it](http://www.giuseppeciro.it)