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AUGUST 2018 Issue

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Another busy and varied season coming up for HRC. Since 2007 when HRC introduced our Online Entry system, HRC has processed 25,000 entries and have promoted over 300 events.



This season we are off to a flying start with an Introduction to Motorsport and training day on 25th August at Pukekohe. This is being run in conjunction with 2K Cup and as expected 2K Cup have nearly filled all their spots - there is however still room for potential drivers to do the morning training session and then do the afternoon practice session. Plenty of track time with tuition. Robyn Riding will be leading the instructor team, so ladies here is your chance to get out onto the track. For the males Paul Manuell will be the chief instructor. Enter on line at www.motorsportentry.com , buy an entry voucher at www.hrcevents.co.nz/shop.php or email Chris for details at chris@hrcevents.com. It is interesting to note the last 2K Cup practice day sold out in about three hours. May be it was because they had two "Superstar" instructors Racing Ray and Paul Manuell

Entries are up on www.motorsportentry.com for our two meetings in September. The first being the Waikato Challenge on the 8th September for 2K cup and our new Improved Production Car (IPC) Class. This is a one day meeting with a test day on Friday 7th September run by Hampton Downs.



The traditional HRC Icebreaker Meeting for 2018 is on 22nd and 23rd September and features the Ford Escort 50th Races Sponsored by GER Engine Specialists. These ESCORT only races promise to be fantastic and a great way to celebrate this iconic car.

Also on the programme are BMW Race Driver Series, Superkart Drivers Club NZ, Trofeo Series, PPG Classic Trials (Sat), Hooters Vintage Race Series (Sun), ERC Classic Race Series (NZ) and Historic Formula Ford Racing NZ.

Lunchtime on Saturday we will be running Hot Laps for the winners of our auctions.

Sunday we are inviting all FORD and Escort Car Clubs to participate in an Escort Only Show and Shine followed by a Circuit Cruise. The entry to the cruise will be a \$20 donation per vehicle to Prostate Cancer Foundation of New Zealand

Tickets \$20 on the gate or \$10 in advance from <https://www.iticket.co.nz/go-to/hrc-events>

Having an Escort only race has proved popular and is a way of providing a race for cars that for one reason or another don't fit the current class structure. At the 2K Cup Challenge meeting on the 24th November HRC will be running the Deutche cup for German marques Mercedes, Audi and BMW. This is the brainchild of Paul Weir 0275850718 paul.weir@hotmail.com and he has a number of keen racers already lined up for this race that have not been seen on the track lately and are making a comeback. Paul is sure it will not draw competitors from the BMW series.

HRC will continue to put on races for other types of cars that are not already catered for. For example a race for AC Cobra replicas would be interesting. The sport has to keep moving forward and introducing new ideas. An example of this is 2K Cup which has been a spectacular success and has introduced a whole lot of new ideas into our sport, eg 33 minute races, the team concept where the team can have multiple drivers and cars. Below you will a good article on Sponsorship, well 2K Cup are certainly giving their sponsor business. The sponsor is Loan Wise and Loan Wise are giving interest free loans to 2K cup competitors for safety equipment. A win win deal.



2K Cup are now producing their own TV programs and the first Screening is on CRC Motorsport TV3 on the 2nd of September. I have had an advance viewing and it is certainly different and very professionally put together. 2K Cup are now introducing a 2K Cup Super Licence like formula one for the quicker drivers and they will race in a third class.

As you all will know by now, Hampton Downs has made Forward Head Restraints (FHR) compulsory for cars with 4 point or greater harnesses and neck collars for cars with lap and diagonal seat belts. The result of this was the equipment suppliers did some bulk ordering and the price of the FHR has come down to around \$400. If you are driving a caged car, I think a FHR is a very good investment as a car with a roll cage does not usually have the same crushable zones as a standard road car and in an accident with a solid object will stop very quickly. The effect on your body will be dramatic and you certainly don't want to spend the rest of your life a paraplegic for the sake of \$400. I also think a race seat is very necessary and a 5 point harness as the modern tyres can generate high "G" when cornering.

Improved Production Cars – 2018/19 Race Meetings (revised)

8th September Hampton

25th November Hampton

29 January Pukekohe

30th March Taupo

5th May Hampton

Drivers requiring permanent numbers please contact chris@hrcevents.co.nz

Discounted Spectator Tickets

All 3 events remaining in 2018 are now live on iTicket. You can get 50% off gate prices by buying online in advance !

<https://www.iticket.co.nz/go-to/hrc-events>

The Motorsport Club

After last year when the Marshall and volunteers did 13 weekends in a row we now have a Health and Safety plan which may limit the race meetings to every second weekend. HRC is still expanding so we may have to look at running more meetings at Taupo.

Advertising Opportunities

HRC will be looking to live streaming a number of our upcoming events next season and there is the opportunity to purchase a limited number of advertising slots for a very reasonable price. In live streaming the endurance races we have had audiences of 15,000 to 25,000 viewers. Another advantage of advertising on this medium that the video remains on the net and can be viewed on a future occasion giving further value for your advertising dollar. The price is very much less than you would pay for TV advertising. For further details contact Chris Watson on 0274827542 chris@hrcevents.co.nz

The HRC Team

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HRC Office 44 Stoddard Rd Mt Roskill (rear of building) 09 629 4438 PO Box 28140 Remuera

Next Season Events

We now have a revised Calendar for the season. Please see below

Meeting Name	Venue	Date	Date
Waikato Challenge	Hampton Downs	8-Sep-18	
Icebreaker	Hampton Downs	22-Sep-18	23-Sep-18
2K Cup Challenge	Hampton Downs	24-Nov-18	25-Nov-18
Tasman Revival	BMMP Taupo	5-Jan-19	6-Jan-19
Motor Cup Meeting	Hampton Downs	26-Jan-19	27-Jan-19
Auckland Anniversary Meeting	Pukekohe	28-Jan-19	
Tasman Revival	Pukekohe	23-Feb-19	24-Feb-19
Legends of Speed	Hampton Downs	23-Mar-19	24-Mar-19
Great Lake Meeting	BMMP Taupo	30-Mar-19	
SUPERLAP Pukekohe Meeting	Pukekohe	13-Apr-19	
Season Finale	Hampton Downs	4-May-19	5-May-19

Competition Licences and Authority Cards

The HRC office is always open to do Licence examinations and authority cards during office hours and evenings by prior appointment. You don't even have to be a member of HRC



HRC membership has continued to increase with membership doubling from March 2016 to March 2017. To join or renew membership just go to <http://www.hrcevents.co.nz/shop.php>

At the office here at 44 Stoddard Rd, we can do licence tests and authority cards Monday to Friday 10am to 7pm. Just email chris@hrcevents.co.nz with a time and date and he will confirm by email. My Laps transponders always available on www.hrcevents.co.nz and the courier is part of the price or they can be picked at the office.

HRC Membership Benefits

We have included the following benefits as part of your HRC Membership

- Free Entry for current HRC Members to spectate at any of our race meetings (On production of valid Club Membership Card)
- HRC Members can take advantage of the HRC Suite at any of our Hampton Downs race meetings. There will be a small charge of \$20 to cover Tea / Coffee.

VOLUNTEER TO EUROPE (Part 2)

Words: Matthew Hansen

Photos / Bob White, Sam Thomson

Clichés are often created out of truth, and in motorsport one of the most commonly repeated clichés is that the sport would collapse without the support of volunteers.

New Zealand's largest racing volunteer group is The Motorsport Club, who, while being largely Auckland based, also regularly supply volunteers to events at race tracks across the rest of the country.



Tim Hill (left) and Sam Thomson. Photo / Bob White

For the last two years, the group have given back to their support base by offering a fully funded trip to be a flag marshal at the illustrious Goodwood Festival of Speed hill-climb in the UK for their most dedicated volunteers. And last year's winner of the prize, 20-year-old Sam Thomson, has just returned.

Like many others, Sam got into motorsport volunteering through his father. After being introduced to the timing section, he's become a regular Chief of Timing at tier one race events across the country.

“The Motorsport Club is like a big family. Everyone appreciates what everyone else does,” says Sam.

He travelled to Goodwood, as well as the Le Mans Classic — an event for some of the world's most famous historic sports cars that Sam wanted to add to his roster — alongside Tim Hill from the Historic Racing Club.

“[Goodwood] is the sort of event where you don't really know about it unless you know about it, and if you do then you really do. I've only known about Goodwood for a few years, but in those few years I've watched the live stream and followed it quite heavily.”



“Being there was just incredible. There's just so much to see. You look at it on a map and think 'ah yeah, I can do that in a day, it doesn't look that big'. Then you realise that it's most of a kilometre just to get up the hill to look out, then you've got to get all the way down again. It's huge.

“One thing that really stood out at both Le Mans and Goodwood was that I felt so at home. It felt just like being at a race meeting at Hampton Downs or Pukekohe — like just another race meeting, even though it was on this humongous scale, you felt like you were at home.”

Last weekend, The Motorsport Club held their annual awards night at the Hotel Hilton Auckland, where Sam was able to recount his event and where another volunteer would receive the prize for next year's Goodwood event. That volunteer was Paul “TwoPie” Carpenter.

“I got absolutely blindsided, no idea this was coming whatsoever,” he laughed, speaking to *Driven* on the night. “I'm looking forward to it, I'm still trying to get my head around it.”

“I've been with The Motorsport Club for about seven years. I started off on the grids, and being an older sort of gentleman that became really hard work. Especially on the three-day events, we were on our feet for the best part of 12 hours a day.

“I was a bit crook on the Saturday at one event, so I ended up going home early. The following day I heard that they wanted a hand with fire rescue, so I put my hand up and did that for the Sunday ... and now that's what I do for the club. And about 18 months ago, I became the head of that department.”

To learn more about becoming a racing volunteer, search for The Motorsport Club on [Facebook](#), or visit their website; www.themotorsportclub.com

The 2018 Motorsport Club award winner list

Delwyn Elliott Memorial Trophy: Les Saunders

Minions Minties Moment: Chris Howe

David Smith Memorial Trophy: Martin Day

Presidents Trophy U21: Michael Howe

Distinguished Service Award: Elton Goonan

Racing Ray Williams Trophy: Glenda O'Connell

Volunteer of the Year: Steve Collier

Volunteer to Goodwood: Paul “Twopie” Carpenter



ENEOS Endurance Series

Interesting data from live streaming the ENEOS Endurance Series. These figures were generated on an extremely low budget and does show live streaming is getting results. For the Manfeild Round HRC's face book campaign reached 11,714 people - and we did have spectators, the grandstand next to pit lane was packed (admittedly it is a small grandstand). The embankment was also about a third full so we are making progress

Below is the viewership by round as well as online activity promoting the Live-streaming of the ENEOS North Island Endurance Series 2018. Over the 3 rounds The Fast Files produced 18 hours of live coverage with a team of 8 with a camera doing interviews/pits as well as 4 on track cameras. The NIERDC Live-streams went out on The **Fast Files YouTube** channel:

www.youtube.com/thefastfiles.

This channel has had:

2.9 million minutes viewed & Over 220 000 video views

(Since January 2015)

NIERDC Total video cumulative viewership for all 3 Rounds: *(includes promo videos)*

- **Youtube/Facebook: 61 112** *(10/8/2018)*
- **85% of our viewership was New Zealand and 15% overseas.**

Total Fast Files Facebook reach over the 3 rounds 91 784

Promoting the Live-stream online:

The Fast Files created video promos for each round

Round 1: Hampton Downs

Livestream: <https://www.youtube.com/watch?v=IUsDyWAX42A> (6hr 40min)

- **9988** views
- **230** peak concurrent viewers
- **99** chat messages
- **17min 57sec** average view time *(YouTube worldwide average 4min 20sec)*

Promotion:

- *YouTube adwords:* Video announcing the livestream, 1600 views,
- Google Adwords campaign
- YouTube Adwords advertising link, *Facebook:*
- Promo video leading up to event 11395 views 8 shares 30 likes

Round 2: Pukekohe Park

Livestream: <https://www.youtube.com/watch?v=mU4oXc2sEWc> (5hrs 12min)

<https://www.youtube.com/watch?v=JkPMhivVULE>

(first 1hr 26 min due to internet connection drop for 20 sec)

- **8642** views (2 videos)

- **244** peak concurrent viewers
- **112** chat messages
- **17min 12sec** average view time

Promotion:

- *YouTube* – What’s happening for R2 video, 792 views
 - *Facebook:*
 - Live-stream from the Pits on Friday (10min interview with John Tomlin):
 - 3907 views 4 shares 31 likes
 - Link to video after event 1023 views 4 shares 8 likes
 - Link to live-stream before event 2418 views 12 shares 16 likes
-

Formula Libre News

Hi All,

I know it has been a long time coming and my apologies but I have finally got around to finalising the season for Formula Libre over the coming 2017/18 season.

Just to explain the challenge we have with Libre is that it relies on combining our Libre cars with the NZ Sports Cars and Historic and NI Formula Ford. Therefore I have had to wait until everybody has got their series organised so we can get as many cross entries for the FF’s and Sports Cars as possible, this is why the fields are so good. The other thing has held me up was the dispute over the Pukekohe Thunder in the Park meeting in December that we were invited too but has now been canned as another promoter has taken that date. It does appear though that the date has been locked in from next year onwards so we should be doing this from next year on.

If we look back to last year the two best meetings we had were both the Festival and the Motor Cup at Hampton Downs. On both those meetings we had capacity grids and the racing that went on right throughout the field was epic with lots of multi car battles. In planning this year I wanted to ensure we could replicate that quality of racing as much as possible through the whole season. Two other factors that became obvious from talking with you all is that you wanted to race on a variety of tracks and have decent gaps between the meetings. The exception to this were the two January meetings that are only two weeks apart where a majority wanted to keep those.

So the good news is the series this year will be run over six rounds with at least one round on all of the North Island tracks, Manfeild, Taupo, Hampton National, Hampton International and Pukekohe. For those that find doing all six rounds difficult, I am making it a case of your best four rounds only count. With this in mind we want to make it worthwhile for our South Island competitors to venture North to compete. Understanding it is not feasible for you Southerners to attempt the whole season but we do want you to come and race in January, we are going to have a special North Island versus South Island teams challenge over the two January rounds.

Dates		Event	Track	Hosting Club
10/11/2018	11/11/2018	MG Classic	Chris Amon Circuit Manfeild	MG Car Club

12/01/2019	13/01/2019	NZFMR	Hampton Downs International	Hampton Downs
		Motor Cup & 50 year F		
26/01/2019	27/01/2019	Ford & F5000	Hampton Downs National	Historic Racing Club
		Tasman Revival		
23/02/2019	24/02/2019	Pukekohe	Pukekohe Park Raceway	Historic Racing Club
23/03/2019	24/03/2019	Legends of Speed	Hampton Downs National	Historic Racing Club
	30/03/2019	Great Lakes	Bruce McLaren Park Taupo	Historic Racing Club

In another effort to make the racing more fun for everybody and to encourage more competitors' cars out of garages, the series will be divided up into three classes that will be decided on lap time. Class A will be for cars that Lap Hampton National track faster than 1:07 Class B will be between 1:07 and 1:12 and Class C will be for cars slower than 1:12 but faster than the 120% time of the fastest cars in the race (for obvious safety reasons). In a change from the past two seasons the 1st, 2nd & 3rd places of the series will be the drivers with highest accumulated points from their class. This means as an example a Class C winner could be 1st Class A 2nd and Class B 3rd. The points will be awarded as follows per class:

For Entering the meeting BEFORE the cut-off date:	10 Points
For Starting the race:	10 Points
1 st Place in class:	15 Points
2 nd Place in class:	12 Points
3 rd Place in class:	10 Points
4 th	8
5 th	7
6 th	6
7 th	5
8 th	4
9 th	3
10 th	2
Every finisher thereafter.	1

Something that has popped up on a couple of occasions is car eligibility with a couple of enquiries from people wanting to run cars of somewhat dubious heritage. To clarify Formula Libre translates to Formula Free a case "run what you brung" but the reality is that the Motorsport rules on Formula Libre are that you can run any single seater or prototype sports car in the Formula Libre race providing that they A: Comply with Schedule A on safety grounds and B: are run as they competed in

their original series. So before anybody gets the idea of stuffing a 7 litre Chevy in the back of a Formula Ford (It was done in the UK) Check what rules your car was built to. As a an example a RT20 Ralt can have a 3.8 Holden V6 as it ran as a Formula Holden, but it cannot have 3 Litre Honda Mugen as it ran in its earlier life as a Formula 3000 because those cars along with F1 cars are not eligible for most New Zealand tracks. Another example is a Formula Atlantic with fuel injection can run as they raced them in a Canadian series in later years. You do need to prove it had it on day one. Whilst I am not going to start stripping cars down and inspecting them for legality I do ask that everybody treats the Formula with the spirit in which it is run. If you have doubts then ask me as there will always be a certain amount of leeway.

As in the previous season, Adam from FAST Files will be doing Highlights packages of some of the meetings and yours truly will be fronting these and doing the race commentary as well. Dependent on our sponsorship will determine how many of these will be filmed. One thing we are going to continue with is the round winners medals and wine and this will now be extended to the classes as well. This proved extremely popular last year and whilst we prefer to race for the fun of it everybody secretly enjoys some acknowledgement for are hard won result. Once again the Ultima and Ken Wharton Trophies will be up for grabs for the highest placed single seater and sports car respectively. There will also obviously be an overall series winner award.

On that final note this series has proved to be very successful and a lot of fun because those of you that have competed in the past have made it that way. Please let's keep it going and prove to the rest of the New Zealand racing community that you can have great motor racing without lots of regulations, huge costs or a roof. This is an invitation series and if you have received this email you are invited to compete. I would very much like feedback from those of you intending to compete at any of the meetings this year to please return email to me and let me know.

Cheers for now

JT

John Tomlin

Formula Libre Co-ordinator

Cel 021 759 820

KIWIS READY TO CELEBRATE F5000 CATEGORY MILESTONE IN US THIS MONTH



Members of the 14-strong Kiwi contingent set to celebrate the 50th anniversary of the Formula 5000 category at the two big Rolex Monterey Motorsport Reunion meetings in the United States this month include 2017/18 SAS Autoparts MSC NZ F5000 Tasman Cup Revival Series champion Andy Higgins (Lola T332 #4), Frank Karl (McLaren M10B # 12) and Peter Burson (McRae GM1 #51), Peter's son Aaron (Talon MR1A #1) and Glenn Richards (Lola T400#99). Photo credit: Fast Company/Geoff Ridder.

Passports have been updated, work leave arranged and bags packed; now all the 14 SAS Autoparts MSC NZ F5000 Tasman Cup Revival Series drivers heading to the United States for the 50th Anniversary celebrations of their category this and early next week have to do is wait for the day they are due to fly out.

The long awaited US 50th anniversary celebrations are being held in conjunction with the annual Rolex Monterey Motorsports Reunion meetings at the recently renamed WeatherTech Raceway Laguna Seca in northern California.

The 'main event' is over the August 25/26 weekend. But in honour of their anniversary celebration year – and the fact that car owner/drivers from around the world have shipped their cars to the US for the occasion - the organisers have also given the F5000 category a spot on the programme at the 'Pre-Reunion' meeting the weekend before (Aug 18-19).

Because long-time series sponsor MSC (Mediterranean Shipping Company) regularly moves the New Zealand-based F5000 cars to and from events around the world, their owner/drivers are used to the process.

This time though series spokesperson Glenn Richards says the last minute waiting is proving a little bit harder.....

“Honestly, and I know it’s not just me, because I’ve talked to most of the other guys (about this) over the last month, we are all like little kids again, counting down the days – or the sleeps if you like – until we get on the plane.”

The stock block 5.0 litre wings-and-slicks Formula 5000 category is one of a number selected to feature at the annual Rolex Monterey Motorsports meetings. It is the only one, this year, however to be celebrating a major anniversary, its 50th.

“It’s a pretty significant number for any race category, when we think about it, and just goes to show, “ says Richards, “how good the original idea (of combining what at the time were state-of-the-art chassis with simple, cost-effective ‘stock block’ V8 engines) actually was.”

Joining Glenn Richards and his Lola T400 on the Kiwi squad at both meetings will be current SAS Autoparts MSC series champ Andy Higgins (Lola T332), former title holders Brett Wills (Lola T330), Steve Ross (McRae GM1) and Ken Smith (Lola T332), father and son Peter (McRae GM1) and Aaron (Talon MR1A) Burson, Michael Collins (McRae GM1), Dave Arrowsmith (Lotus 70), Russell Greer and Tony Galbraith (both Lola T332), Grant Martin (Talon MR1A), Frank Karl (McLaren M10B) and Tim Rush (McLaren M22).

UK-based SAS Autoparts MSC Series regular Greg Thornton (Chevron B24) is also entered, as are Australians Paul Zazryn and Adrian Ackhurst (both Lola T332), Phillip Lewis (Matich A 50), Bill Hemming (Elfin MR8), Frank Harris and Dean Camm (both Chevron B24).

At least 41 genuine, period-correct Formula 5000c are set to line up for the Pre-Reunion meeting next weekend (Aug 18-19) and as many as 47 at the main Rolex Reunion meeting which starts on Wednesday August 22 and finishes on Sunday August 26.

Heading the ‘home’ contingent will be the class winners at the recent second round in this year’s US Formula 5000 50th Anniversary Racing Series, Craig Bennett (Class B 1972-1976 Shadow DN6) and Mark Harmer (Class A/Pre 1972 Surtees TS5). Also entered at both meetings and expected to do well are former US F5000 Racing Series class title holders Seb Coppola (Class A Lola T192), Jim Stengel (Class B McRae GM1) and Rick Parsons (Class B Lola T332).

Regular New Zealand visitor Jay Esterer from Canada is also doing both meetings in his Class B McRae GM1. While joining legendary Kiwi Ken Smith as one of only two first timers still racing F5000 cars four decades after they originally did is American series regular (and former NZ series guest) Eric Haga – driving the very same car he did in period, a 1970 model Class A Lola T190.

When they are not preparing and/or racing their F5000 cars members of the SAS Autoparts/MSC NZ F5000 Tasman Cup Revival Series group will be able to check out the annual Pebble Beach Concours d’Elegance classic car event at nearby Pebble Beach, Monterey.

The annual classic car event starts on Tuesday August 21 and runs in parallel with the Rolex Monterey Motorsports Reunion until Sunday August 26.

The SAS Autoparts MSC NZ F5000 Tasman Cup Revival Series is organised and run with the support of sponsors SAS Autoparts, MSC, NZ Express Transport, Bonney's Specialised Bulk Transport, Mobil Lubricants, Pacifica, Avon Tyres, Webdesign and Exide Batteries.

You can follow the series on Facebook at F5000 New Zealand or on the NZ F5000 Association's website www.F5000.co.nz

Prepared by FAST COMPANY of behalf of the New Zealand Formula 5000 Association
www.F5000.co.nz For more information about the SAS Autoparts MSC NZ F5000 Tasman Cup Revival Series contact Ross MacKay on 021 677 919 or via e-mail on ross@fastcompany.co.nz

MESSAGE RECEIVED FROM HAMPTON DOWNS

Good morning,

With the 2018/19 season fast approaching, we hope that you are all looking forward to it as much as we are.

With our continued drive towards improving safety where possible, we would like to inform you of some requirements for hosting and running a motorsport event here at Hampton Downs which will come into force on August 13th 2018.

- *Frontal Head Restraints - Both Hampton Downs and Highlands will be making **Frontal Neck Restraint (FHR)** devices **mandatory** for all track-based speed activities at Highlands and Hampton Downs. These devices have been proven to **significantly reduce the risk of serious injury or death**. This rule covers both permitted and non-permitted events.*

- *For vehicles which have a 4 point harness or great, there are various tethered devices available including Hans, NecksGen REV, Impact Accel or Simpson Hybrid. These are acceptable.*

- *For vehicles fitted with a standard lap and diagonal 3-point belt system a Foam roll/collar types is acceptable.*

With many thanks from us all at Hampton Downs.

Regards,

Elton Goonan

Track Manager

Hampton Downs Motorsport Park & Events Centre, Hampton Downs Rd, Waikato



The following article was supplied by Richard Fleming of HGT Precision Gearboxes and first appeared as one of his Facebook Posts. A very well written article that will be of benefit to any of our drivers seeking sponsorship – and how to go about it successfully.

SPONSORSHIP (#4)

Like many suppliers in Motorsport, we get requests for sponsorship almost every day. Maybe it's because HGT is a relatively new brand and drivers believe they can really help us grow the business, maybe we're just one email on the list on many the driver is sending out, or maybe they're just trying their luck. This purpose of this post is help racers improve the quality of their proposals, and therefore the likelihood of success. It's not meant to criticise or reflect negatively on those who have or are actively seeking sponsorship.

So lets start with the basics:

Most proposals we receive are from Racers who are fully employed in some other work vocation. ie They're a Banker, Builder, Chemist, Drain Layer, Dentist, Plumber, Lawyer, Electrician, General Manager, CEO, CFO, Retailer, Doctor, Truck Driver etc during the day, and they go racing in the weekend. Yes, I know that most racers think they're going to be the next Lewis Hamilton - but the reality is usually a little different. Once reality is mutually understood, there is a platform to potentially develop a pragmatic winning solution for both parties.

Proposals usually go like this...

Hi,

My name is Fred/Sally, and I compete in the XYZ Championship of ABC sport. Did you know that this sport is viewed by X million people around the world on live streaming? I have 12345 followers on IG and 98765 likes on FB. I'd love to give your brand exposure, so please give me your product for free/cash of X which will give you naming rights on my race car. Your logo will be on the side of my car and on my race overalls as well. I can do a ride day for your customers also. Looking forward to your positive response,

Regards X

Proposals like this have a VERY SLIM chance of success. If they're successful its simply good luck. It's a bit like having a winning \$10 Million Lottery ticket...you didn't do anything to

influence the outcome, you just got lucky!

The following pointers might help...

1) Understand that the sponsorship process is very similar to getting a new job. Firstly, if you're at the top of your industry in your chosen field, Head Hunters will chase you down with offers of enticement. For the other 90%, it will be more like seeing an advertisement and applying with a resume.

2) Great resumes don't focus on Titles, Job Descriptions and Opportunities. Rather, they talk about your past successes, ie what you achieved in terms of adding value to your previous employers in a data driven manner. The inference being "If I did it for them, I can do it for you too". CV's that talk about Titles and Responsibilities tell the prospective employer nothing about how you are likely to perform on the job, or the results you are likely to deliver... you don't even get to the interview stage. So, if you already have sponsors, you need to understand what your association has done for them in a measurable manner. (Hint-they're really happy with my performance" doesn't cut it). It's about what you did that made a difference to sales for the product/service you were sponsored with. You must have this data if you want to be taken seriously by other potential sponsors. Eg Company ABC provided me with XYZ at a value of X\$. Over the time of our association, they identified X\$ of sales (or brand preference scores moving from X to Y) that occurred as a direct result of our association. This is powerful and convincing data - I'd go so far as to say compelling.

3) Identify a business challenge for a company who has products/services that they could reasonably expect to sell to people who are associated with / involved with your sport. ie Understand the demographics AND the purchasing power of your audience.

4) Create unique, fun and memorable activities that will engage your audience with the brand. (Hint- unless you are genuinely a global superstar, then stickering a brand on the side of your car will do very little for the sponsors sales. You must build both the activity and cost of activation into your proposal. Remember, the Marketing manager of the company you're approaching is probably not even interested in Motor racing and the last thing they want to be doing on a Saturday or Sunday is being at a Race event and having to organise merchandise stands, promotions etc. Make it easy for them to say yes !

5) Know that on top of whatever you're asking for in the proposal, the brand will need to spend 2x that to get any value whatsoever out of the association. Your \$10,000 request means another \$20,000 spend by the brand, or its flush it down the toilet money. The \$10,000 is now \$30,000...so what does the brand need to increase sales by to firstly recover the \$30K of margin, and then what do they need to make a decent Return on Investment. If you assume 25% GM (it might be more, it might be less) then they'd need \$110,000 of INCREMENTAL sales to just break even on the \$10,000 sponsorship.

$\$10,000 \times .25 = \$7500 + \$20,000 = \$27,000$ of GM needed

$\$27,000 / .25 = \$110,000$ sales needed to break even !

...they're going to want a return on investment on top of that (else just put your money in the bank where it's safe)

5) Understand if you're a B to B or B to C play.

Are potential customers for the sponsors products/services racers just like you, or are they general consumers ? Asking for a 5 figure \$ race engine or gearbox to be sponsored is going to fall on deaf ears if your IG/FB followers/likers are 18->25 years old and females - ie they're highly unlikely to buy the product you're promoting. On the other hand if it's a consumable (food/drink) costing less than \$10, then it's a whole different ball game. You must have thought through the synergy/alignment between the brand you're targeting for sponsorship and your market/audience and make sure there's a match.

IN SUMMARY:

- Know your market
- Understand what you can deliver
- Know your worth
- Articulate the problem you'll help solve
- Provide a holistic activation plan
- Be prepared to be measured and held accountable
- Deliver results
- Say what you do and do what you say
- Keep your sponsors updated
- Understand there's a whole lot more to sponsorship than Likes, # , stickers, logos on race suits and ride days.

HGT have been fortunate with the racers we've assisted. Some are the result of well researched and presented proposals, and some we've targeted directly. However; it's always been about people we thought could help us make a difference, who were reliable and who could speak well in-front of the media. Most importantly for HGT though is credibility... as in when these drivers talk, do other drivers listen?

Sorry for the length of this post, but sponsorship is hard to get even with a good proposal, it's almost impossible with a poorly researched/presented one. Just trying to help improve drivers chances of winning sponsorship in the market.

Now for our commercial...If you're in the market for a proper race gearbox, do check out our website. www.hgtprecision.com

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FRENCH/AUSTRIAN/BRITISH GP

The first triple header in F1 history is over. It was also the last one. The FIA asked Liberty to set up the next calendar without such a marathon. It drains all the people involved. The three races in France, Austria and England were a confirmation of what we had seen so far. All three top teams won. Not quite as expected. Mercedes dominated France after they finally had got the new engine spec. Red Bull won their home race, because both Mercedes stopped with technical problems and Ferrari woke up too late. Ferrari defeated Mercedes on the Mercedes home ground Silverstone. That hurt. Because Mercedes had to realize that Ferrari currently has the edge on them. The Mercedes were a bit faster, but if Ferrari can capitalize on such a circuit from the weaknesses of the silver arrows, than the pecking order had swung around in Ferrari's favor. Mercedes admitted: "They have more power than us and with their latest aero package they are on par with us in the fast corners."

Mercedes finally brought their engine upgrade to France. It was again a last minute decision. After the engine had completed 5700 of the requested 7500 km on the dyno, it got the green light. That shows under which pressure Mercedes is. The new spec is supposed to have more power in the lower rev band. In combination with the track layout of Paul Ricard, a perfect set up and the Pirelli tyres with the thinner tread, the French Grand Prix was clearly in the hands of Mercedes. It could have been a one-two win had Vettel not torpedoed Bottas right at the start. Vettel did not do himself a favor. He only finished fifth. Also in Austria Mercedes looked like a good bet on the win. A big aero package (sidepods, barge boards, floor, mirrors, diffuser, brake ducts, rear wing) was worth 0.15 seconds. It was designed to get the airflow more efficient around the sidepods and to improve the cars behavior in slower corners. But as it turned out, most of the improvement was done in the faster parts. Bottas went with 238 kph into turn 7 and 254 kph into turn 9. Vettel only did 225 kph in turn 7 and 44 kph in turn 9. Two silver cars in the front row with a gap of 0.3 seconds to Ferrari and 0.7 seconds on Red Bull was a clear sign of dominance on such a short circuit with lap times of only 63 seconds. But then Mercedes left Austria with zero points. It was the first double retirement with technical failures since Monza 1955. Bottas stopped with a hydraulic leak. The line inside the steering column is fixed with 3 screws since years and never gave any trouble. Due to the higher cornering speeds and higher forces on the kerbs one of the three screws went loose. That's where it leaked after 13 laps. Hamilton was about to stop for the same reason 50 laps later, but in his case another failure intervened before. A metal clip on the cylinder inside the fuel pump fell off. So no more fuel pressure. Bottas was reminded on his bad luck from Austria only four days later. As his engine was running for 45 seconds too hot the team decided to put a third power unit into

his car. The number 2 engine will be used only on Fridays in the future. That means, that the Finn can expect an engine penalty later in the season.

If any track on the calendar favors Mercedes, than it's Silverstone. This time Mercedes only won the qualifying thanks to the Hamilton factor by just 0.044 seconds to Vettel. Ferrari set up their cars with its risk strategy. They try to bring at least one car in the front row of the grid, outrag the Mercedes with a better start, flee quickly at the top and then manage the lead when the tyres start degrading. You could see that strategy quite well in Bahrain, in Barcelona and now in Silverstone. In those races Ferrari was harder on the tyres than Mercedes. Normally it is the other way around. Ferrari benefited in the first part of the stint, but struggled in the second. The left front tyre was giving up. But as Vettel was able to open a gap of 6.0 seconds to Bottas, he could time his pitstop as he wanted. When Bottas had closed up to 4.4 seconds he took new tyres on board in order to avoid an undercut. Same story with the second set of tyres. Vettel opened the gap to 3.8 seconds, Bottas closed it until lap 31 to 2.0 seconds. Without the Safety Car it would certainly have been tight, but sometimes you also need a little bit of luck. The Safety Car gave Vettel a second pitstop for free. Mercedes decided to keep Bottas out in order to gain track position. „If we had pitted as well, we would have finished Second. Without the pitstop we had a 30 percent chance of winning the race.“ It worked until 6 laps before the end. Then the rear tyres of Bottas lost more and more grip. „I was vulnerable coming out of slow corners. My traction got worse and worse. In the fast parts I still could control Sebastian“, Bottas said. He lost three positions in the last 6 laps.

Hamilton was the fastest man on track at Silverstone, but he finished the first lap only in P18. Räikkönen had turned him around in Turn 3. „My mistake“, admitted the Finn. He got a 10 seconds penalty. A bit inconsistent with the 5 seconds Vettel received in France. Hamilton was grumpy after the race for only finishing Second. He should have been grateful instead. The Safety Car closed the gap to the frontrunners for him and it helped him to gain 3 positions by staying out. In his case the absolutely right decision.

Ferrari's risk management can only be successful with a brilliant car. Maranello has massively upgraded. The second engine specification has outclassed Mercedes. „They have more low rev and top end power,“ regrets Niki Lauda. Part comes from the engine, part from the electrical side. According to Mercedes Ferrari was able to use much more electric power on the straights than them. Silverstone is a bit tricky, because there is not much braking and 78 percent of the lap full throttle. That means less kinetic recovery. Ferrari obviously is able to recover more from the MGU-H, because they were much less de-rating at the end of the straights. Since Montreal they also have consistently the better starts. The team of Binotto has also caught up aerodynamically. The new floor was part 3 of an aero

package which started in Canada with new barge boards and continued in France with a new front wing. All together generates more downforce in the fast corners. Exactly there Ferrari had so far still a deficit on Mercedes. You can say, that for the moment Ferrari sets the standards.

Red Bull was decent in France and in Austria, but had no chance at Silverstone. Because there are more and more full throttle corners, which made the straights even longer. The longest full throttle section was therefore extended from 1000 to 1550 meters. It ranges now from Luffield to Becketts. Copse is fully flat out with speeds between 295 and 300 kph. Red Bull reacted with wing settings for less downforce, still losing a full second on the straights. With the basic setup Verstappen had tried successfully to go with open DRS into Turn 1. After the setup change the rear wing flap stayed close in that new DRS area. Verstappen did not see the chequered flag for the third time in the tenth race. This time the brake-by-wire system let him down. Ricciardo could not get past Bottas in the final anymore, although the Mercedes driver fought with worn tyres. „We were with activated DRS just as fast as the others without,“ complained Ricciardo. The Australian faced Red Bulls poor reliability in Austria. It was a strange reason to retire. The mounting of the exhaust tailpipe was done in 3D printing. It turned out to be poor quality. The tailpipe was so much vibrating, that it caused a crack. Through this crack hot air was melting the wiring loom on top of the gearbox with the effect that everything shut down. Verstappen had the same trouble already in P3. And almost in the race again. After Ricciardos retirement the team advised him to turn down the engine. That cost 3 tenths per lap. It was one of the reasons, why the Ferrari caught up at the end. The other was heavy blistering. The track temperatures on race day in Austria had gone up to 50 degrees. All the long runs on Friday were done on 28 degrees track temperature.

Red Bull signed an MOU with Honda for the years 2019 and 2020. By August it will be transformed into a contract. The decision was made after a comparison of the two engine upgrades in Canada. Both were worth 20 hp, but Red Bull had seen from the Renault engine only 12 hp due to the different fuel they are using. „We have the feeling, that Honda makes bigger progress. Together with ToroRosso we will have a much more integrated development of car and engine. We both use the same fuel supplier, which makes it easy for Honda. And the whole deal is financially more attractive to us“, explained Christian Horner. Honda however is under the pressure now to deliver. The board wants to see victories in the next two year. Otherwise Honda will stop at the end of 2020. Spec 3 engine is already full developed and waits to see the track after the summer break. The Honda engineers are already working on a complete new engine for 2019. Surprisingly Adrian Newey told them: „Build the strongest possible engine. Whatever it looks like, we will fit it in our car.“

The HaasF1 feels at home on tracks like Barcelona, Paul Ricard, Spielberg or Silverstone. The car's downforce is exactly right for this mix of straight, fast and medium-fast corners. In practice the two HaasF1 pilots were four tenths ahead of the rest. All was set up for another finish as in Austria, where the team collected 22 points in one go. So it is all the more unforgivable that Grosjean and Magnussen drove into each other in the first lap of the race. It was Grosjean's fault. Magnussen's car was damaged on the floor. That cost him 2 to 3 tenths per lap. In the last lap he lost the battle against Alonso for P8. Both drivers complaint about each other for unfair driving. „He pushed me of in corners 7, 11 and 12“, Alonso shouted at the radio.

Force India finally got the new floor. This was a step forward, especially in the fast corners. It wasn't enough for HaasF1, but for Renault, Sauber, ToroRosso and McLaren. Force India caught up recently with 14 points in Austria and 7 points in England. It could have been more. For the fifth time this season, one of the pink cars fell back to the end of the field in the opening lap. Perez spun in Turn 1. This team he was kind of lucky. After five overtakings and two Safety Cars Perez he was able to fight against Gasly for the last point. He lost the battle on track, but won it at the green table. Gasly fell off the kerb in Turn 16 and thereby was pushing Perez off track. That damaged the floor and the side pod of the car. The Stewards explained the 5 seconds penalty, that Perez was taken away the chance to defend himself on track with Gaslys maneuver. Still Force India is in severe financial troubles. In the summer break money will run out. When the suppliers heard these rumors they only released parts to Force India if they paid in advance. That was the reason for the delay of new parts. There are five parties interested in the team, three of them pretty serious and with proper money in the background. Obviously Liberty wishes, that Force India will be sold to one of those. But nobody knows which game Vijay Mallya is playing. If the purchase is done with a serious companay, then he won't see any money. It would be immediately frozen. There is the suspicion the he tries to find a dodgy buyer, who gives him part of the money cash, so that he can use it for himself. If Force India collapses a bunch of more then 20 key people might leave to Williams.

Renault has had two poor races recently. No upgrades, no improvement. The French didn't bring a car into Q3 in Silverstone and in practice there were signs of high tyre wear. That's why Renault changed their strategy. Full concentration on a one-stop race. They could only do that with the hard tyres. Renault was the only team to use the hardest compound in Pirelli's portfolio. The plan worked out for Hülkenberg. The German was once again best of the rest. But he criticizes: „We are too slow with upgrades.“

Sauber is getting better and better. Leclerc 10th in France, both cars in the points in Austria. The car is developed in small steps rather in big packages. „We have more control on that

and it suits our production capacity better“, Fred Vasseur tells. In Silverstone the rear wing end plates were new. Leclerc made it effortlessly into Q3, Ericsson would also have had the speed, but the Swede stumbled over his own feet again. When it came down to it, he made a mistake in Q2. Therefore only grid position 15. After a double shot in Spielberg there was the double zero in Silverstone. Leclerc had to stop the car because of a loose right rear wheel. The wheel nut had cross-treaded. The pit stop would have been the third best of the race with 2.36 seconds. This year Sauber has one of the fastest pit crews. They had 13 top ten pitstops so far and three times the fastest in a row (Monaco, Canada, France). In Hockenheim Sauber expects another upgrade, this time a quite substantial one the cooling system is new.

McLaren is in a mess. In qualifying only the two Williams are slower. On race day the team recovers thanks to Alonso's qualities to use any chance, which is offered to him. And also thanks to clever strategies. Grid positions 13 and 17 in Silverstone were a good description of the condition of the racing team. Alonso should have finished Sixth with his fresh soft tyres in a bunch of drivers with harder and older tyres, but he needed too long to pass Magnussen. „All in the train apart from Hülkenberg could use DRS. We are just too slow on the straights“, Alonso said. The team found out in the meantime, that the B spec of the MCL33 works only in a high downforce configuration. „Once we lower the wing, we lose too much downforce relative to the others“, an engineer tells. In Austria the team tried a new front wing, barge boards and floor, which will be part of a new aero concept. As these were only development parts, they were only used in one Friday session. They will be ready for racing in Hungary.

As the pressure from the owners on the team increased, Zak Brown initiated the first changes in the staff. Eric Boullier had to go and Matt Morris was downgraded. He is replaced by a trio of Gil de Ferran (sporting director), Andrea Stella (chief operations at the track) and Simon Roberts (technical director in the factory). Brown explained, that the poor performance was not due to the people, but to the structure in the team: „Long decision making process, poor communication inside the company“. Someone asked a fair question: „If the car is wrong, why you change the sporting director?“ It is also interesting, that both Stella and de Ferran are close to Alonso. It is more than a coincidence. No other top driver wants to sign for McLaren. Mansour Ojje and the Bahrainis will not allow Zak Brown to buy in an IndyCar team. He should better focus on F1, they told him. That means there is no slot for Alonso for a complete IndyCar season. Only for the Indy 500. So it is important that he stays, which is more than unlikely with the current results. McLaren insiders say that the drama is not over yet. The next person to go might be Zak Brown himself.

Toro Rosso was hoping for points, could enjoy a 10th place for two and a half hours and

then lost everything with a penalty for Gasly. The Frenchman could keep up well in the group behind Hülkenberg. The new front suspension made its debut with a big bang. The left lower wishbone was ripped off the upright in Hartley's car while braking the Brooklands corner. The impact looked spectacular, but was measured only with 15 g. ToroRosso then returned to the old front suspension. Hartley got a new chassis and another new engine. During assembly, a connector was apparently not correctly fixed. After one lap his race was over.

Now it's getting really embarrassing. Two Williams at the end of the grid is already a familiar picture. In Silverstone both Williams started from the pits. On Saturday Stroll and Sirotkin had identical accidents. The new rear wing had a DRS problem. When the flap closed, the airflow attached too late. Also the simultaneously intended stall in the diffuser could not be restored. Because Williams went back to an older rear wing specification, both drivers had to leave from the pit lane.

The drivers market is waiting for Mercedes. According to the latest rumors they will confirm Hamilton before the German Grand Prix for another two years and Bottas soon after, but only for one year. The management is a bit worried, that Hamilton could leave them in the cold at the end of 2019 just as Rosberg did in 2016. Hamilton's mood is so much up and down, that you never know with him. In such a case Mercedes wants to have full freedom on drivers. The problem is: Most of the top drivers are under contract till 2020. Red Bull wants to sign Ricciardo for the same period of time, but maybe the Australian prefers to sign only for one season. It could pay off for 2020. At Ferrari it seems quite likely that they do the change from Räikkönen to Leclerc for once. But never underestimate Kimi. As soon as people start speculating about his future, he improves his racing. The last three races he ended up on the podium, in Austria he was better than Vettel. Leclerc still could have another learning year, then at HaasF1. According to Guenther Steiner all drivers would like to drive for HaasF1 apart from Alonso. That includes Räikkönen who seems to struggle with a life without racing. One of the first in line at the door of the US team is Perez, who is getting more and more worried about the future of Force India. „If they survive, I'd like to stay. Because it is still the most efficient team in the paddock.“ Renault would like to borrow Ocon from Mercedes. The option of Red Bull on Sainz expires only in September, which is a bit too late for Renault to find alternatives. Sainz is aware of this and started talking to McLaren. Mercedes junior George Russell could end up at Force India. Lando Norris will probably replace Vandoorne at McLaren.

The last strategy group meeting in London resulted in a surprise and a disappointment. The surprise was, that all the teams including Ferrari are now keen to accept a budget cap. There will be a glide path from 2021 to 2023 down to the intended 150 million dollars. The top

teams favor to start with 200 million at 2021, then 175, then 150. The smaller teams wish to start with 170 down to 160 and 150.

The disappointment were the engine regs. Just before the deadline to fix everything Mercedes, Ferrari and Renault declared, that they do not want to change anything apart from the revs and the fuel flow. They even want to keep the MGU-H and ask for further discussions on the rules knowing that by then it will have past any deadline to build new engines for 2021 in time. That means, that the sport will never see again a new engine manufacturer. Porsche would only come with rules as they were intended initially by the FIA. And that means without the MGU-H. No one spends like Honda hundreds of millions of dollars to spoil its image until you might be competitive. Like this the FIA becomes a hostage of the current engine manufacturers. And not only that. It also risks to get new teams or replacing the ones which are currently sick. The highly sophisticated engines also require highly sophisticated cars. That cannot be done by a Formula 2 team. The only way to get into F1 as a newcomer is to copy HaasF1. Then you become a farm team of one of the manufacturers. That's exactly what they want. Like that they can control the sport. We might end up with three super teams and their allies.