



Dom Shore Sponsorship Proposal

Introducing Dom Shore

I'm a disabled racing driver from Medway in KENT. I was born with Spinabifida and Hydrocephalus.

I have never let my disability hold me back and even competed in Britain's strongest disabled man.

Motorsport however has always been my passion, that lead to me becoming a national champion racing in radio-controlled cars.

I thought it was not possible to race full size cars on track until I met Team BRIT, who offered me a place in their all-disabled racing team.

In 2024 I placed first in the Brit Car Trophy Championship in Class 3.

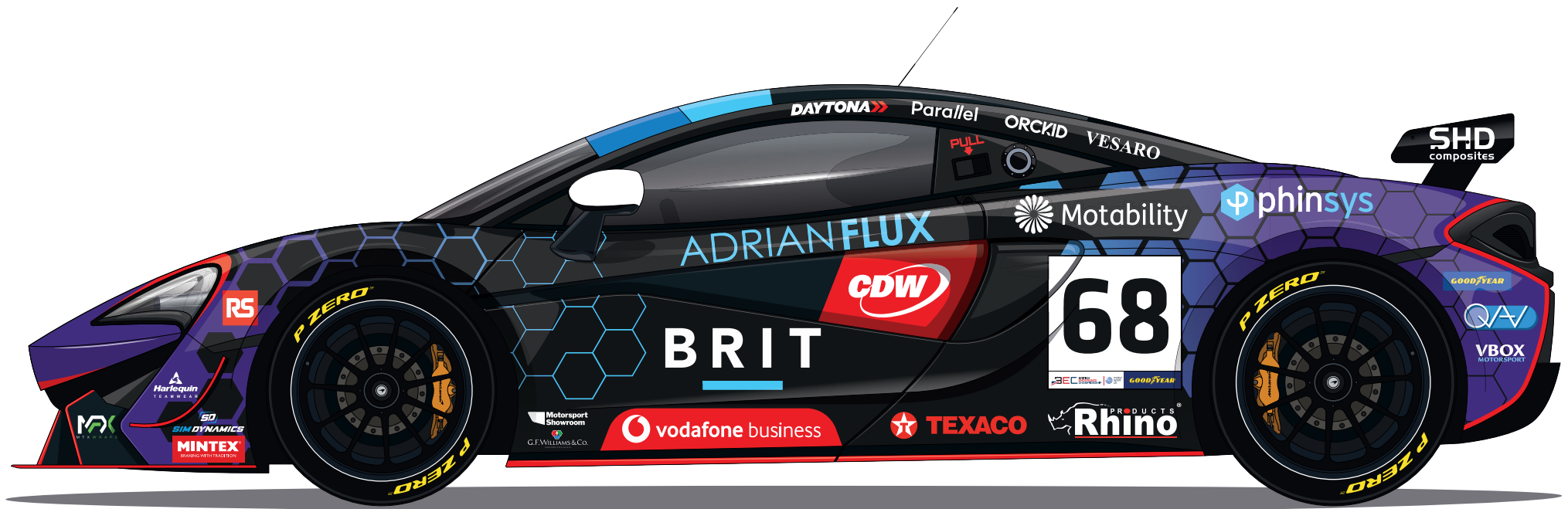
To take up this once in a lifetime opportunity I need to raise sponsorship. The following pages provide some more information about me, the team and includes a specific sponsorship example.



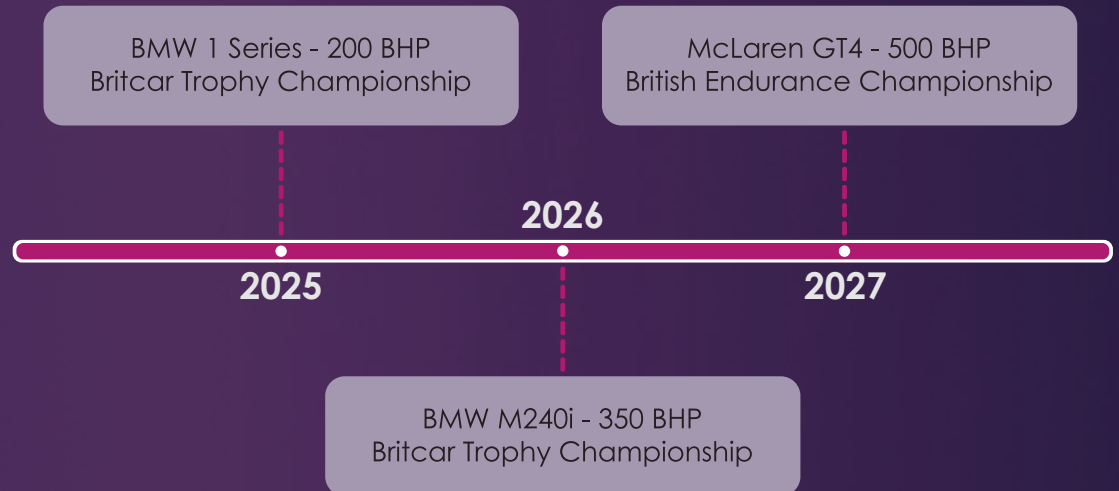


TEAM BRIT

Team BRIT are the only team in the world with an all-disabled driver line up. Their drivers have a mix of physical and psychological challenges. They have developed the world's most advanced hand controls to ensure disability is no obstacle to success. In 2025 they plan to run 2 x McLarens and 2 x BMW for 8 disabled drivers.



My 3 Year Plan with Team BRIT





Fantastic Mainstream Media Coverage

Visit this page to watch the ITV Meridian News feature

<https://www.itv.com/news/meridian/2023-11-28/technology-helps-disabled-racing-drivers-compete-on-level-playing-field>

Supporting a Local Driver



MEDIA REACH

JANUARY - JUNE 2024


BROADCAST TV
& RADIO
OTS

1,841,165

VALUE

£8,287


ONLINE
OTS

37,740,496

VALUE

£328,927



NATIONAL &
LOCAL PRINT MEDIA
OTS

476,137

VALUE

£21,003

TOTAL OTS: **40,057,798** TOTAL VALUE: **£358,217**

 **vantage** TEAM **BRIT**

Social Media Stats

SOCIAL MEDIA STATISTICS JAN-JUN 2024

FACEBOOK



Post reactions and likes	5,845, -8.3%
Ave post engagement rate	27.8% +27.8%
Total reach	151.8k
Page visits	15.4k +31%
Content integrations	11.6k
Link clicks	394
Post clicks	9,884
Facebook engaged users	+19.5%

TIKTOK



Post reactions	535, +93.2%
Post engagement rate	6.97%
Post shares	5, +100%
Average time watched	4,211, +91.4%
Post reached audience	911
Post comments	+400%
Video views	8,601
Post impressions	8,601

INSTAGRAM



Post engagement	31,136 users +98.4%
Post reach	249,051
Profile reach	196,078
Post saves	469 +142%
Post likes	29,694 +101%
Post engagement rate	17.3% +53.3%
Link clicks	180

LINKEDIN



Post reactions and likes	19.6%, 1,565
Ave post engagement rate	-16.2%
Post reach	19,349 connections
Page and profile impressions	47,601
Page and profile reach	31,490 +63.5%
Followers	1,881
Post impressions	45,700 +49.7%

CURRENT AUDIENCE %



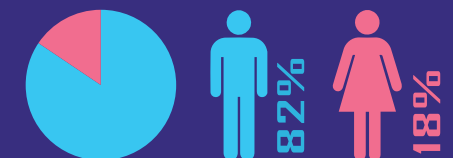
Instagram



Facebook



TikTok



Benefits To Your Business

- ▶ Your brand in a range of positions
- ▶ Access the crowds at each race weekend for promotional opportunities displaying your products
- ▶ Products and services promotional adverts and videos on social media
- ▶ Guest appearances at corporate events
- ▶ Guest passenger ride events





TEAM BRIT

My 2025 BMW - On Car Branding

The yellow box indicates the space that is available for branding



Personal Branding - Crash Helmet

The yellow box indicates the space that is available for branding



Personal Branding - Jacket

The yellow box indicates the space that is available for branding



Personal Branding - Driver Cap

The yellow box indicates the space that is available for branding

Rights and Benefits Available Following Investment

Area for Promotional Rights	Image Association Via Branding - Dom's Crash Helmet	Access to Drivers & Management
Global	Forehead as illustrated	2 x Driver Appearances
		2 x Management Appearances
Status	Image Association Via Branding - Team Wear	Team BRIT VIP Hospitality
Driver Partner	Dom's Drivers Cap Forehead / Dom's Jacket	Access to preferential partner pricing for VIP options
Exclusive Business Sector	Access to Team BRIT BMW & Simulator	Content Creation
TBC	2 x Loans of both (Excluding Logistics)	Working with you to create unique content
Image Association Rights - Team	Media	Team BRIT Partner Management
Use of name fame and likeness of the Team	Social Media support across all our channels	Access to shared account manager
Image Association Via Branding - Dom's Car	Online Talks	Helping you to activate the partnership
BMW x 1 both sides as illustrated	2 x Online appearances in addition to in person event	

A man wearing a racing helmet and a suit with various sponsor logos (RS, Hilton Garden, VBOX, DAYTON) is seated in a professional racing simulator. He is holding a steering wheel and a gear shifter. The simulator setup includes multiple large monitors displaying racing data and a virtual track environment. The background shows more equipment and a dimly lit room.

Let's Talk

Dom Shore

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TEAM **BRIT**

