



**LARR**  
MOTORSPORT

Sponsorship Proposal 2024

ENDUROKA

MSVT  
RACING

**747**



Welcome to **LARR Motorsport** and our introduction to the highly acclaimed EnduroKA Series.

2024 will see drivers Neil Jay and Jordan Bannon build on and continue their 2023 success in the highly competitive series which guarantees a packed field of up to 40 cars adorning each race grid and widespread coverage, including 'live feeds'.

It is believed to be one of the most cost-effective ways to enter motorsport, but also offers an even playing field with cars being of standard engine feature and the only modifications authorised relate to suspension and tyres.

This year the series throws up many different challenges, from 15 minute sprint races, to the opportunity to compete in a 24 hr race.!



*Jordan Bannon*



*Neil Jay*



**Guest Drivers**

- Duncan Macbeth
- Mike Collinge

**Support Crew**

- Graeme Norris - Technician
- James Bannon - Technician / Pit Wall
- Michael Greenhough - Technician
- Bev Jay - Race Day Support
- Jessica Horrocks - Race Day Support
- Sarah Norris - Race Day Support





## ENDUROKA

### About The Series

The EnduroKA Series was launched in 2019 to provide a cost-effective, fun introduction to motorsport without huge financial outlay. Cars are readily available, enabling enthusiasts to dip their toes in the sport for the first time and experience real racing on a budget.

Competitors take to the track in a Ford KA Mk1 1300cc (produced between 2002 and 2008) and the series is designed to exhibit driving excellence and car control in the absence of vehicle and technical development.

KAs must be presented in a racing livery – we encourage those taking part to use their imagination – and cars must be standard with the exception of:

- Control suspension (shocks and springs)
- Control front brake pads
- Control tyres
- Control roll-cage

Enforced standardised parts ensure an equal and fair playing field.

**EnduroKA** features a mix of 5/6 hour races, with a highlight 24-hour summer race and a 500-minute season finale. The series visits some of the best circuits in the UK, giving a varied and diverse endurance experience. Each car must have a minimum of two and maximum of four drivers for an event of less than 12 hours. For events of 12 hours or more, each car must have a minimum of three and maximum of six drivers.

- For races of six hours or less, three mandatory driver change pits stops must be made
- For races of six hours or less, no driver may drive for longer than two hours and ten minutes continuously and must rest for at least one hour between driving stints
- For races of more than six hours, no driver may drive for longer than three hours continuously and must rest for at least one hour between driving stints
- For races of more than six hours, no driver may drive for more than 60% of the race duration in total



## Working in Partnership to Promote Your Brand

This proposal is intended to demonstrate our desire to work in partnership with you to promote your brand / product. Our extensive background in motorsport has allowed experience to be gathered dealing with small businesses, private investors and large corporations. In short, we understand the needs of sponsors and want to ensure any partners receive the best exposure for their commitment.

All here at **Team LARR Motorsport** have the professionalism, understanding and drive to place sponsors on a platform that gains recognition. Our representation grasps opportunities to thank those who work in partnership and this could be via many media openings.

### Benefits We Can Offer Partners

There will be little doubt you will be asking yourself many questions surrounding *"what's in it for my company"* and rightly so!

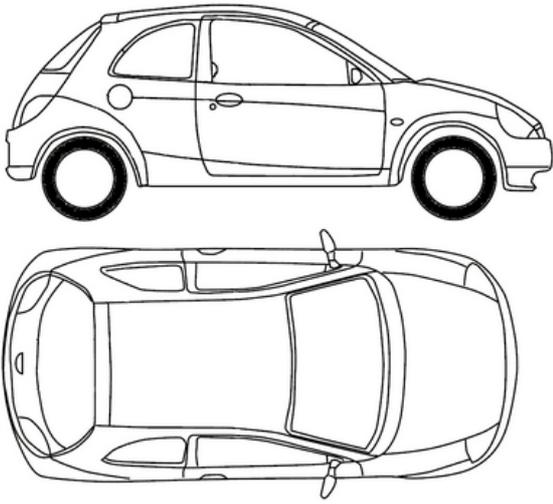
We firstly outline a menu of costs for you to select from. Moving this forward we discuss how best to give you a return on your investment and commitment toward supporting Team LARR Motorsport. It maybe as simple as selecting one of our options, but on many occasions sponsors have differing needs so we always seek what is the best outcome for you / your company or brand.

### Running at The Front - Exposure

In our inaugural year we shot to the front of the field straight away and become a recognised team of drivers who were the one's to watch. Leading races, running for the front all in epic battles across five or six hour races. In doing so this gave our supporting partners significant coverage and we want you to share in that exposure in 2024.



## Options to Have Your Brand Represented



### Full Livery - Title Partner

Being a 'Title Partner' gives you full rights to the design, color scheme and brand representation. We will discuss with you options to take the option of one specific round, or a full series.

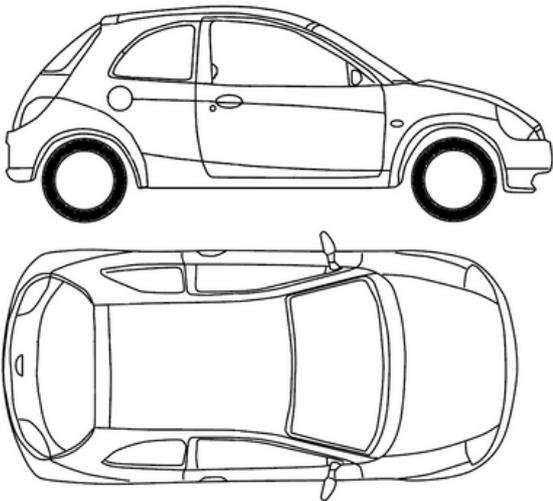
Price per round = £1500

### Part Livery - Panel Partner

Partners also have the option to display their brand on individual panels. These are placed in the most highly visible areas and are priced as follows:

Bonnet:	From £260 per round
Front Wing:	From £150 per round
Door:	From £175 per round
Rear Wing:	From £175 per round
Tailgate:	From £150 per round
Roof:	From £100 per round

We are also happy to discuss series coverage of individual panels our '**sponsor a tyre**' incentive for the series, or one off rounds.



### Small Logo

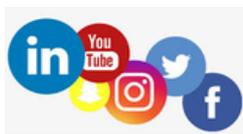
Should you still want to play a part in supporting Team LARR Motorsport we have options for you to have a presence on the vehicle with a small logo. Prices start at £30 per round.

### Tyre Sponsor

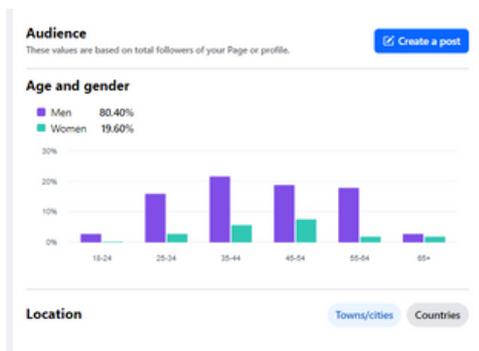
An integral element of any motorsport activity is the requirement to run with fresh tyres at each round and therefore to ensure competitiveness our aim is to achieve this by encouraging sponsors to cover such costs. In return we can offer high visibility on the vehicle and coverage across social media platforms.

£600 per round





www.larr-motorsport.com



Facebook Page - Age / gender Demographics

Promotion Via our Social Platforms in our First Year of Competition

2023

- 39,000 views on Twitter
- 22,000 views - Tik Tok
- 3000 views - Instagram
- 60,000 views- Live Feeds
- 35,000 website hits
- 6,000 post engagement Facebook

Extensive coverage via Demon Tweaks Blog feature on the team



## Recognition for Your Support

### Social Media Platforms

Through our social media platforms we will be bringing updates to our followers and encouraging a 'like and share' philosophy amongst groups and individuals.. Twitter, Facebook, Instagram and TikTok will be used for such updates.

### Website

We can offer exposure and direct links from our website to your brand / company.

### Press Releases

Neil also is part of 'Capture Motorsport Media' and brings extensive experience of dealing with the press. Having many published articles in the motorsport media his efforts will focus upon race reports, blogs and visual media providers.

### Live Feeds

The series is covered by Live Feeds which are also saved for prosperity and review on You Tube. These are covered by the experienced motorsport media providers 'Alpha Live.' Over 60,000 views of EnduroKA coverage in 2023

### Free Event Tickets - Hospitality

There is no doubt we want you to feel part of the team and in return for your support we would like to invite you along to some or all of our race events. You will be made welcome and will have the chance to share in the success of Team LARR Motorsport.

### Promotion Events / Trackday Passenger Rides

We will be more than happy to bring along the car and drivers to any promotional events your company maybe holding. We can display the car, provide coverage of the event and have drivers on hand to chat to the public.

In 2023 we thrilled many guests with passenger rides at various test days, this is ideal for your guests also.



## Summary

2024 is going to be another very exciting year for **EnduroKA** as the popularity of the series has grown immensely since its inception back in 2019. Large grid numbers are a regular feature and the professionalism in the way in which the series is facilitated is on par with some of the worlds biggest motorsport endurance events. A challenge not only for drivers, but the supporting pit crews who work on the tactical elements of the race.

For that ,and many other reasons '**Team LARR Motorsport**' will be taking to the track again for the 2024 season as they recognise the return on exposure this could also offer prospective sponsors / partners.

If after reviewing this proposal you have any questions, or alternative suggestions of how we can work in partnership then please don't hesitate to make contact with the team.

Our commitment and pledge to you is to not only represent your brand with the utmost professionalism, but also ensure you are given the best exposure and recognition for your support.

### Next Step

We would be delighted if you would accept or consider being a supporting partner of **Team LARR Motorsport**. Whether playing a part as title sponsor, or even down to having representation on the car via one of the small logo options. It means you are all playing your part in the team achieving its objectives and goals, which includes placing your brand / support in front of thousands of followers of the EnduroKA series. Please contact our team on the details provided below to discuss further. We look forward to hearing from you and working with you in 2024.

Best regards

*Neil & Jordan*

Contact Details

07887941412

**LARR**  
**MOTORSPORT**

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<https://www.larr-motorsport.com>

<https://www.enduroka.co.uk>

<https://www.msvracing.com>

[www.youtube.com/watch?v=ANlw-F79x2I](https://www.youtube.com/watch?v=ANlw-F79x2I)