



NEXTLEVEL

MOTORSPORT

BUSINESS PROSPECTUS



INTRODUCTION

Every company strives to grow their market share and increase sales.

Depending on the type of business, a range of typical marketing and sales activities are normally used to achieve these specific objectives. To stand apart from your competitors and gain a competitive advantage, consider utilising the unique marketing and sales activities activated through the motorsport industry.

"IF YOU'RE NOT MOVING FORWARD IN BUSINESS, YOU'RE MOVING BACKWARDS AT 100MPH."



Next Level Motorsport is a company specialising in supporting businesses to make smart, effective investments in motorsport programmes within the UK. Our aim is to understand your business goals and to help tailor a programme using benefits and capabilities specific to you.

Whether you are searching for an exciting, measurable sales incentive platform, a way of increasing product sampling activities or even to create and nurture valuable B2B relationships, **this programme can be tailored to suit most individual requirements and budget levels.**



BENEFITS



SALES INCENTIVE PLATFORM

Utilise both VIP hospitality and 'money-can't-buy' experiences to drive your sales force to increase sales.



SALES PROMOTIONS

Create unique and exciting promotions for your products, giving customers once-in-a-lifetime opportunities.



BRAND AWARENESS & IMAGE TRANSFER

Grow your brand awareness through the multi-platform media coverage, reaching more than 20 million potential customers per year, and associate your company with the positive racing attributes of speed, precision and excellence.



PRODUCT SAMPLING

Get your product directly in front of the 400,000 spectators who attend the series each year, offer incentives for their input and feedback.



B2B & NETWORKING

Your top executives will get to network with other like-minded companies involved with the sport, taking advantage of quality face time in an exciting and relaxed setting.



VIP HOSPITALITY

Enjoy the events with world-class hospitality, giving your guests the perfect platform to enjoy a high octane day stress-free.

NEXT STEPS...

Using the motorsport industry as a catalyst for marketing and sales activities has proven very successful for businesses of all sizes across a wide range of industries, giving the perfect platform to grow market share and increase sales.

This brochure identifies a range of business development capabilities the 'Next Level Motorsport Business Prospectus' can offer, but we develop your programme with the appreciation that not all businesses are the same. The programme is tailored to:

- **Your** budget levels
- **Your** strategic business objectives

If you're interested in taking advantage of the opportunities available, let's arrange an initial meeting. Here we will discuss more about the above and begin to shape a programme that ultimately delivers results for your business.



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