

PROMOTE YOUR BRAND DURING  
THE 24H SERIES RACES

**CREVENTIC**

The world of endurance racing



# SPONSORSHIP OPPORTUNITIES

BECOME A PART OF THE 24H SERIES

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# SPONSORSHIP OPPORTUNITIES

BECOME A PART OF THE 24H SERIES

Sponsorship options are not limited to the sponsor packages shown on the previous page. There are opportunities to sponsor specific elements that are crucial to a 24H SERIES race. Below and on the next pages all the sponsorship opportunities are described.

	STANDARD	PREMIUM
Your company name/logo on all cars	✓	✓
Track side branding with logo and visibility in the live coverage	✓	✓
Your company logo on a full page advertorial in the race magazine	✓	✓
Your company logo on our website with a link to your company's website	✓	✓
Every driver gets your company flyer in their welcome bag at every race	✓	✓
40 additional visitor passes for your company and guests with access to paddock, pit lane and the start grid	✓	✓
Paddock space for sales/promotion booth during the races		✓
Your company listed as official partner/sponsor of 24H SERIES		✓
Special mentioning of your company during our live TV coverage and on Radio LeMans		✓
Additional Sponsorship Possibilities		✓

There are many sponsorship possibilities, not limited to the abovementioned.

Please don't hesitate to contact us if you require more information or if you have any questions.

✉ [custers@creventic.com](mailto:custers@creventic.com)

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# SPONSORSHIP OPPORTUNITIES

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## ONBOARD CAMERA

The onboard camera is the perfect opportunity to promote your own brand/company or to give something back to the sponsors that you might have. Stickers of your brand, company or sponsor can be put on the dashboard. **Every time the TV Director is showing your onboard, the world sees your logo.**

Having an onboard camera means LIVE International coverage of your team, brand, company, or sponsor during the race-livestream of the 24H SERIES race. This includes:

- HD Live streaming at [www.24hseries.com](http://www.24hseries.com) and on the 24H SERIES YouTube channel. This race-livestream also includes several fixed cameras, staffed cameras, and a pit reporter.
- 24/7 onboard camera footage, connected to the TV in your own pit box. This means that there will be no delay of the footage in your pit box, and you can follow the entire race LIVE with your team and fellow drivers in your pit box in the perspective of you and your teammates!
- Live commentary of Radio Le Mans and coverage on [www.radiolemans.com](http://www.radiolemans.com). This commentary can mention your brand, company, or sponsor.
- YouTube link: this link can be sent to your sponsors, partners, friends, and family. Everybody can follow the onboard images wherever they are.
- More exposure of your team and car as the TV Director is more likely to follow your car often.
- Direct exposure of the logo stuck to your dashboard.
- It is more likely that your car will be used in the Highlight show that will be posted after the race.

Onboard footage is always a spectacular element in broadcast of motorsport events and gives your team and sponsors the opportunity for more media exposure.



We are using professional race on-board camera equipment, supplied, installed, and supported by our professional TV production partner 0221 Media Group.

During the race, this live HD stream will be used many times by the TV-Director to show the viewers all across the globe the real on-board experience.

Feel free to contact CREVENTIC to discuss the possibilities.



# SPONSORSHIP OPPORTUNITIES

BECOME A PART OF THE 24H SERIES

## RACE DRONES

During the Hankook 12H SPA-FRANCORCHAMPS 2022, CREVENTIC introduced race drones to their race-livestreams. These race drones are able to show beautiful shots of the circuit and give a great overview of the race.

When sponsoring the race drones, the logo of your company or of your personal brand can be shown anywhere on the screen. Just like with the onboard camera's, the race drones are the perfect opportunity to show your brand/company or to give something back to a sponsor that you might have. **Every time that the race drones are used in the live coverage, the world sees your logo.**

Just like with the onboard camera's, footage from the race drones is a spectacular addition to the race-livestream of 24H SERIES races. Using a race drone for sponsoring is more special than an onboard, as race drones are not used during every 24H SERIES race. This means that sponsoring a race drone is even more special!

Sponsoring a race drone means that your brand will receive your more exposure, as the TV Director will more often use the footage that is produced by the race drones.

We offer diverse types of drones for our Livestream:

### NORMAL DRONE

Normal drones are able to film beautiful shots of the circuit that the race is hosted at. Below is an example of footage that the normal drone took during the Hankook 12H SPA-FRANCORCHAMPS 2022.

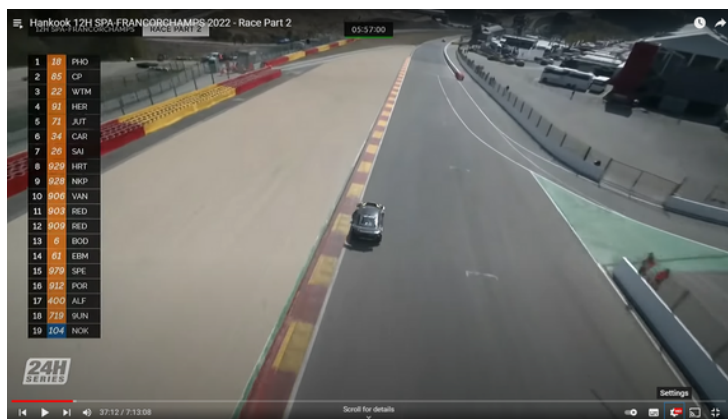
This drone can take amazing footage from far above the circuit, which can give watchers of the Livestream a great overview of the circuit.



### RACING DRONE

Racing drones are the perfect chance to give watchers a spectacular view of the cars on the circuit. Racing drones are able to come close to the cars and can give viewers a closer look on an overtake of a specific turn.

Below is an example of footage that the 'Racing Drone' took at the Hankook 12H SPA-FRANCORCHAMPS 2022.



If you would like to see the drones in action during the Hankook 12H SPA-FRANCORCHAMPS 2022, then please click below on the links to Normal drone footage and Racing drone footage during the live stream!

[Normal Drone](#)

[Racing Drone](#)

Feel free to contact CREVENTIC to discuss the possibilities.

# SPONSORSHIP OPPORTUNITIES

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## PITLANE CABLE CAMERA

During the Hankook 24H DUBAI 2022 Creventic introduced the Pitlane Cable Camera, also known as the 'Cable Cam'. This camera hangs above the pitlane and follows a car from the moment that it enters the pitlane, until the car has stopped at its own pitbox to do a pitstop. The 'Cable Cam' can also follow a car from the moment that it leaves their team's part of the pitlane, until the end of the pitlane.

Just like with the onboard camera, or with the race drones, your logo can be shown whenever the Pitlane Cable Camera will be shown. With all the pit stops that are done during 24-hour or 12-hour races, your logo would be shown a lot of times. This means that once again, you will have direct exposure of your brand and/or sponsor.

Below, on the left, is an example of the Cable Cam that was used during the Hankook 24H DUBAI 2022. During this edition of Creventic's biggest race of the year, the 'Cable Cam' was sponsored by Smoke Buddy. As shown on the example of the 'Cable Cam' on the left, once the camera is sponsored a graphic will be added in the top right corner. In this graphic it would show that the special camera is sponsored by your brand and/or sponsor.

Not only will the logo of your brand and/or sponsor be shown in the livestream, the 'Cable Cam' will also be referred to as the "[your company/sponsor] Cable Cam". Furthermore, the commentators of the livestream - Radio Le Mans - will talk about the company which has sponsored the Pitlane Cable Camera. This way, viewers of the livestream will not only see your brand, but will also hear about your brand. Lastly, the partnership will also be announced in a small news item and on our Social Media platforms.



As is visible in the examples above, a pitlane cable camera can give a closer view to cars which are doing a pitstop, or are just driving through the pitlane. By sponsoring the pitlane cable camera, you are not only adding a fun and interesting element to the livestream. You are also helping teams with showing their cars from up close in the pitlane.

Would you like to see more examples of the 'Cable Cam' at the Hankook 24H DUBAI 2022? Click the link below to see an example of the Pitlane Cable Camera in action.

[Pitlane Cable Camera](#)

Feel free to contact CREVENTIC to discuss the possibilities.

# SPONSORSHIP OPPORTUNITIES

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## PENALTY BOX CAMERA

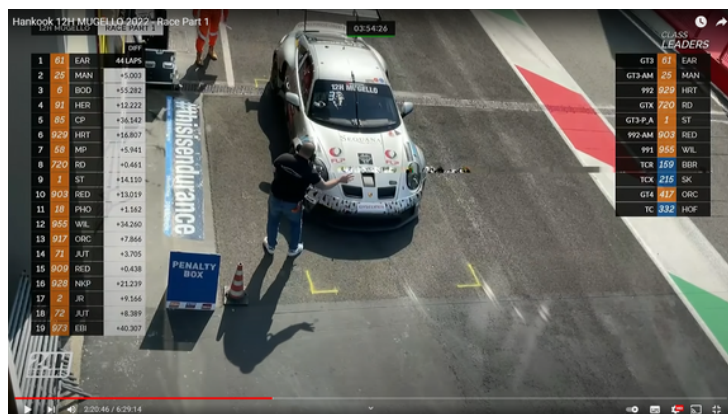
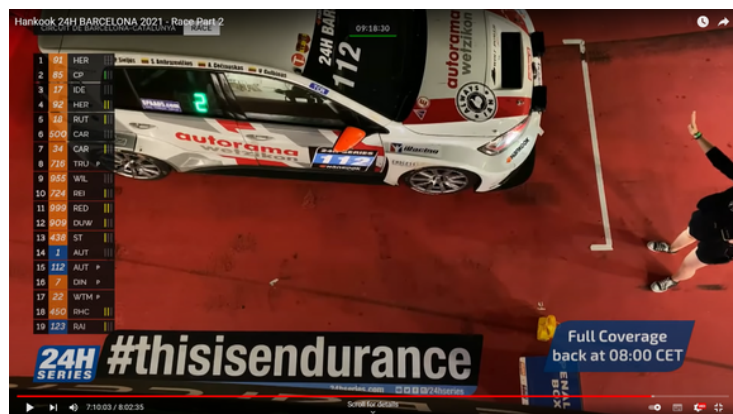
Another, and the last camera that we have, is the 'Penalty Box Camera'. This camera is placed at the Penalty Box. This box is placed at the beginning of the pit lane where teams take the penalty that they have been assigned. Every time that a team has to take a penalty, the camera sponsored by you can be shown in the livestream.

Just like in our previous examples of camera's that could be sponsored, your logo can be shown whenever the 'Penalty Box Camera' is used in the race-livestream. With the amount of penalties that teams have to take during a 24-hour or a 12-hour race, there is a huge possibility that this camera is often used during the race-livestream.

Another benefit is that this camera can always be used, even when the race-livestream team is on a break or when the full coverage has a break. The 'Penalty Box Camera' is always available for the race-livestream.

Below are two examples of how the 'Penalty Box Camera' can be shown during the race-livestream. On the left is an example of the 'Penalty Box Camera' that was used during the Hankook 24H BARCELONA 2021. On the right is an example of the 'Penalty Box Camera' that was used during the Hankook 12H MUGELLO 2022. Usually CREVENTIC places a sticker that says '#thisisendurance' at the Penalty Box, just as shown on the two examples below. However, this sticker can be replaced with any hashtag, a slogan, or anything else related to your brand and/or sponsor.

Furthermore, this camera can also be named after your brand and/or sponsor, in order to bring more exposure to the sponsor of the camera.



Would you like to see more examples of the 'Penalty Box Camera' in action at the Hankook 24H BARCELONA 2021 or at the Hankook 12H MUGELLO 2022? Please find below links of the 24H BARCELONA livestream, and linksof the 12H MUGELLO livestream.

**[Hankook 24H BARCELONA 2021](#)**

**[Hankook 12H MUGELLO 2022](#)**

Feel free to contact CREVENTIC to discuss the possibilities.

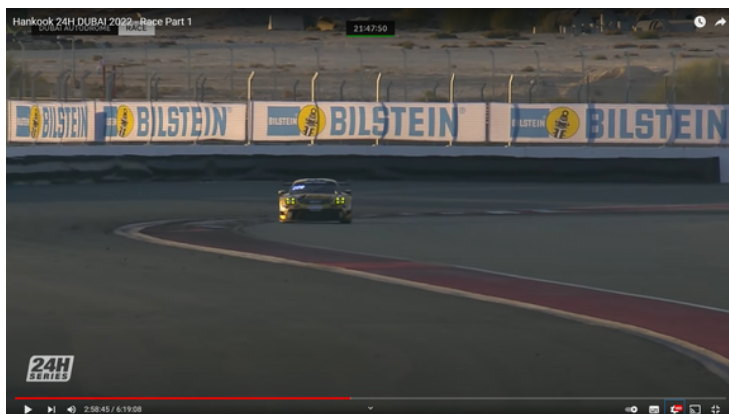


# SPONSORSHIP OPPORTUNITIES

BECOME A PART OF THE 24H SERIES

## TRACK BRANDING WITH LOGO

Track branding with logo is an effortless way of sponsoring the 24H SERIES races. Track branding, also known as Track Banners, are logo's and/or slogans that are placed at the fence of the circuit. These ads are incredibly visible during the whole race weekend. Below are a few examples of how they are visible during a 24H SERIES race weekend.



## RACE-LIVESTREAM

During the race, a specific turn or straight will be dedicated to your brand's and/or sponsors track banners.

Every time that the camera focuses on this turn or straight the logo of your brand/and or sponsor will be visible for the viewers of the race-livestream. A perfect example is Bilstein, who chose a sponsor package for the 24H DUBAI 2022.

This package included track branding and compulsory advertising on all cars participating in the 24H DUBAI 2022.

## SOCIAL MEDIA

The track banners are not only visible during the race-livestream. Professional photo's are taken during the race of the cars racing at the turns or over the straight by CREVENTIC's resident photographer Petr Frýba.

As shown in the example on the right, the track banners are visible in the background of the photo. This means that your company, brand or sponsor will receive Social Media Exposure very subtly, yet still very visibly!



## SPONSOR POSSIBILITIES

Track banners have many possibilities of sponsoring. It is possible to sponsor track banners in combination with other options, for example: an advertisement in the 24H SERIES Race magazine.

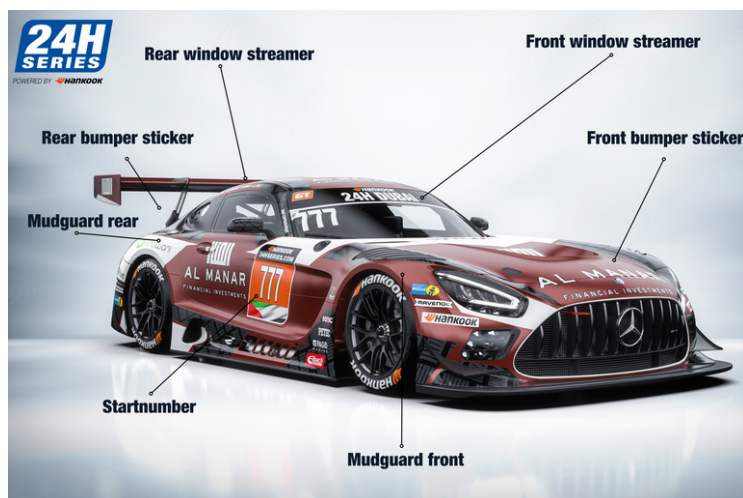
Track Branding does not have to be sponsored for a whole 24H SERIES season. There are endless possibilities, such as sponsoring track banners for one individual race, the European Championship, or as many races as wanted. You are not restricted to a certain amount of races. Furthermore, track branding is included in the sponsor packages that CREVENTIC offers (Page 2).

Feel free to contact CREVENTIC to discuss the possibilities.

# SPONSORSHIP OPPORTUNITIES

BECOME A PART OF THE 24H SERIES

## COMPULSORY ADVERTISING



One of the most visible sponsorships of the 24H SERIES is the compulsory advertising. This compulsory advertising entails stickers of logo's or brand names that are placed on specific parts of the car. These stickers are mandatory for all cars participating in an 24H SERIES race.

As shown on the example on the left, there are quite a few possibilities as to what stickers can be sponsored:

1. Front and/or rear window steamer
2. Front and/or rear bumper stickers
3. Mudguard front left and/or right
4. Mudguard rear left and/or right
5. Startnumbers on both sides of the car

## VISIBILITY

The compulsory advertising on the cars are just as visible as the "Track Banners" that are hung up during the 24H SERIES race. The mandatory stickers are shown well during the race-livestream of every race. This is due to the fact that the sticker with the logo of your brand, company or sponsor is put on each car that is participating in the race. This means that it does not matter which car is shown during the race-livestream, because every car shows your logo.



Furthermore, your logo will be shown on each Social Media post that is made with photos that were made during the specific race where the compulsory advertisement of your brand was mandatory. This means that you will also receive a lot of Social Media exposure.

## SPONSOR POSSIBILITIES

Compulsory advertisement can be sponsored in combination with other options. It is also included in one of the sponsor packages that CREVENTIC has created.

Feel free to contact CREVENTIC to discuss all the possibilities.



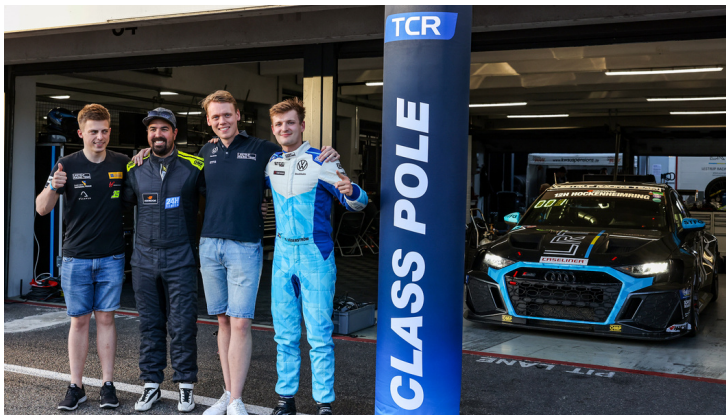
# SPONSORSHIP OPPORTUNITIES

BECOME A PART OF THE 24H SERIES

## POLE POSITION SIGN

The Pole Position is something that every team wants. Starting at the front is not only good for the race, but it also means that the team will receive quite a bit more attention, as they are often interviewed for the race-livestream. To make the Pole Position even more special, CREVENTIC introduced the brand-new Pole Position sign during the Hankook 12H SPA-FRANCORCHAMPS 2022.

Only the team who starts at the very front of the Start Grid has this special sign in front of their car. This sign will not only be shown during the race-livestream. It will also be shown on the social media of the 24H SERIES (Instagram & Facebook stories, Twitter). This big sign can be sponsored by your brand and/or sponsor. In case that the Pole Position sign gets sponsored, it will be called "Pole Position powered by [your brand and/or sponsor]". This can also be shown on the sign, together with the logo of your brand and/or sponsor.



## CLASS POLE STANDS

Next to the Overall Pole Position, teams can also classify for Pole Position in their class. In this case, teams receive a Class Pole Stand. As shown in the example above, these stands are for each class (GT3, GT3-PRO/AM, GT3-AM, GTX, 991, 992, GT4, TCR, TCX and TC).

Two stands are already brought out for the GT Division Polesitter and for the TCE Division Polesitter after qualifying (see the example above on the left). The next day, before the start of the race, each Class Pole Stand is brought out. This way, everyone on the grid can see who has the Pole Position within the classes that the 24H SERIES has.

Just like with the Pole Position sign, the Class Pole stands can be sponsored by your brand and/or sponsor. The logo of your brand and/or sponsor can be added to the design of the stand. Furthermore, the stands can also be named after the name of your brand and/or sponsor: "Class Pole Stands powered by [brand/sponsor]".

## SPONSOR POSSIBILITIES

Once again, there are many sponsor possibilities. It is possible to sponsor the Pole Position Sign, or the Class Pole Stands individually. However, it is also possible to sponsor the Pole Position sign and the Class Pole Stands together. Furthermore, it is possible to sponsor the sign and stands for only one race, multiple races, or for the full 24H SERIES season.

Sponsoring the Pole Position Sign or the Class Pole Stands is not included in one of the Sponsor Packages that CREVENTIC offers. Though, exceptions can be made, and Sponsor Packages can be made to fit your wishes. The possibilities are endless. Feel free to contact CREVENTIC to discuss the possibilities.



# SPONSORSHIP OPPORTUNITIES

BECOME A PART OF THE 24H SERIES

## INTERVIEWS

The 24H SERIES race can welcome up to 400+ drivers for a race, and up to 80+ team managers. It can be overwhelming to try and get to know every driver and/or team manager that is participating in a 24-hour or a 12-hour race.

To make it easy, interesting, and most importantly fun for the 24H SERIES fans to get to know the drivers and team managers CREVENTIC holds interviews with the people who are around in the paddock of the specific race.

## RACE MAGAZINE

For every 24H SERIES race CREVENTIC publishes a special race magazine. This magazine is filled with interviews, fun facts, race information, etc.

Every race, CREVENTIC chooses to interview interesting people on the grid. Though, interviews can also be requested. For example: CREVENTIC can make an interview based on your brand and/or sponsor. Interviews can fully be adapted to your wishes.



## LIVE INTERVIEW DURING THE RACE

During every race CREVENTIC has Pit Lane Reporters who visit teams and drivers in their pitbox to talk about their race. Of course, this interview does not only have to be about your race. The interview can also be done about your company, or the sponsor that has brought you to our race.

Just like in the magazine interview, the interview of during the livestream can fully be adapted to your wishes.

## SPONSOR POSSIBILITIES

Interviews are the perfect opportunities to explain what your company, brand or sponsor stands for. It is a casual and fun way for readers or viewers to get to know your company, brand or sponsor. Not only do they learn about your company, brand or sponsor, the readers or viewers also indirectly learn more about you.

They learn more about you in your personal/business life, and what you do outside of motorsport. Doing an interview about your company, brand or sponsor is the perfect informal way of creating more exposure.

Interviews can be sponsored in combination with other options. For example: advertisement on the car, or track branding. When sponsoring anything within the 24H SERIES, it can be combined with doing an interview.

Feel free to contact CREVENTIC to discuss the possibilities.

# SPONSORSHIP OPPORTUNITIES

BECOME A PART OF THE 24H SERIES

## PROMOTIONAL EVENTS

For each race that CREVENTIC hosts, the company tries to organize a promotional event. These events are made to promote the event in a fun and informal way. So far CREVENTIC has hosted two kinds of promotional events: a parade or a start grid photo.

### PARADE

During the race week of the TCR SPA 500 in 2019, and the Hankook 12H SPA-FRANCORCHAMPS 2022, CREVENTIC held the "Parade to Malmedy". During this promotional event, all race cars which participated in the race drove slowly to the small city of Malmedy. Once they arrived, the cars were parked on the main square. Here, fans and residents of Malmedy could come and have a closer look at the race cars!

This time at the main square was combined with a signature session where fans would meet and talk with their favourite drivers.

When sponsoring the parade, the parade would be officially named after your company, brand or sponsor: "Parade to Malmedy powered by [company/brand/sponsor]".

Would you like to see what this parade looks like? Please find below two links to the Parade to Malmedy of the Hankook 12H SPA-FRANCORCHAMPS 2022 and the Parade to Dubai that was held at the Hankook 24H DUBAI 2020

[12H SPA-FRANCORCHAMPS 2022](#)

[24H DUBAI 2020](#)



### START GRID PHOTO

During some 24H SERIES races CREVENTIC organises the Start Grid Photo. This is a photo, as shown on the left, with all cars participating in the race.

This photo is used to promote the event especially on the 24H SERIES social media channels, as it is a very aesthetically pleasing photo for motorsport lovers!

When sponsoring the Start Grid Photo, the photo would be named after your company, brand, or sponsor: "Start Grid Photo powered by [company/brand/sponsor]".

Feel free to contact CREVENTIC if you are interested in sponsoring a promotional event.



# SPONSORSHIP OPPORTUNITIES

BECOME A PART OF THE 24H SERIES

## PODIUM CEREMONY NECESSITIES

After each race a podium ceremony is held to honor the winners of that specific race. There are a few properties that are necessary for a podium ceremony in order to make it more special. Please find below an overview of these necessities.

### TROPHIES

Of course, drivers have to win the race in order to take a beautiful trophy home! After each race, a trophy is handed out to all drivers who win in their class. These trophies are personalized for every individual race that CREVENTIC hosts. When the trophies are sponsored, these trophies will be named the "Hankook [specific race] trophies powered by [your company, brand, or sponsor]". This will be announced during the race-livestream and will be named multiple times during the podium ceremony after the race.

The 24H DUBAI is the season opener of the 24H SERIES powered by Hankook, and it is the biggest event of the 24H SERIES every year! The 24H DUBAI was the first race to ever be held by the promoters. Since this race is incredibly special, CREVENTIC has introduced a special new trophy for the 24H DUBAI only. The winners will be written on the trophy each year, and the trophy will be passed on from one winner to the other. Of course, it is also possible to sponsor the special 24H DUBAI trophy, just like the normal 24H SERIES trophies.



Apart from the normal trophies, CREVENTIC has also introduced the Spirit of the Race award. This award is given to a team or person that viewers of the race-livestream are most impressed with. This means that this award can be given to anyone! The award will be given during the race-livestream, meaning that your company, brand or sponsor will be shown in the race-livestream as well. Just like with our normal trophies, this award can be named after your company, brand, or sponsor when this award is sponsored. In this situation, the award would be renamed to "Spirit of the Race award powered by [your company, brand, or sponsor]".

### CHAMPAGNE

What is a podium ceremony without champagne?!

It is possible to promote your brand/sponsor with the champagne that is used on the podium after the finish of a 24H SERIES race. Normally the champagne bottles are labelled with the 24H SERIES logo. However, your brand, company or sponsor logo can be labelled on to the champagne bottle in order to promote your brand, company or sponsor well! Lastly, your sponsoring will be mentioned during the podium ceremony by the race-commentators of Radio Le Mans.





# SPONSORSHIP OPPORTUNITIES

BECOME A PART OF THE 24H SERIES

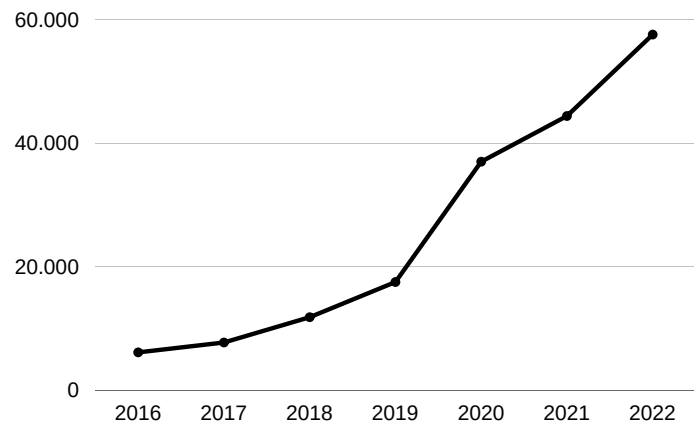
## MEDIA EXPOSURE

Below are statistics of the media exposure that was received during the 24H SERIES powered by Hankook 2021 to show the benefits of sponsoring essentials of the 24H SERIES.

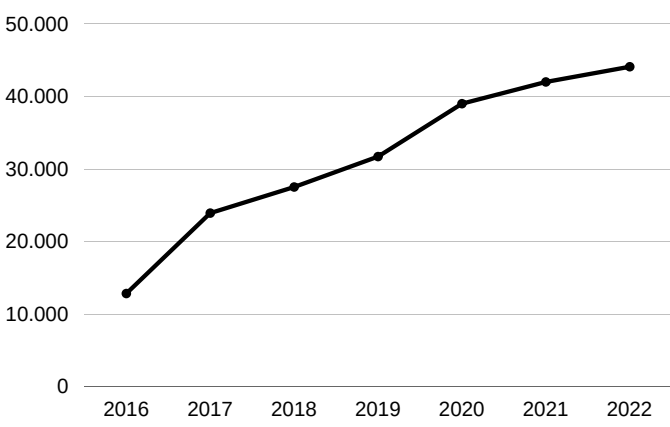
## SOCIAL MEDIA GROWTH

The 24H SERIES social media channels have an incredible reach and influence. Below are graphics to show the growth of the Instagram followers (@24hseries), the Facebook followers (24H SERIES), the Twitter followers (@24hseries) and the YouTube subscribers (24H SERIES).

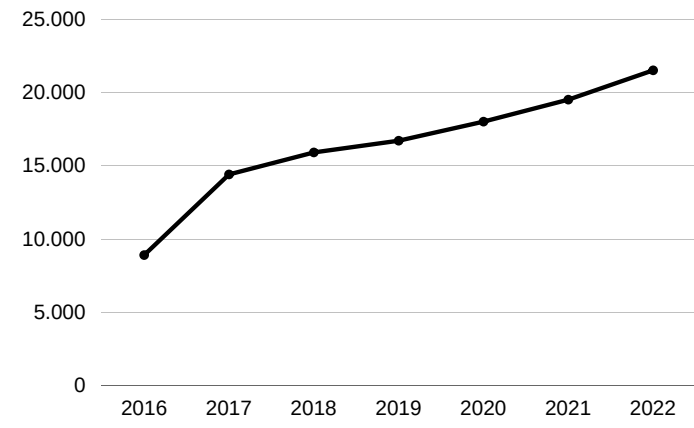
### INSTAGRAM



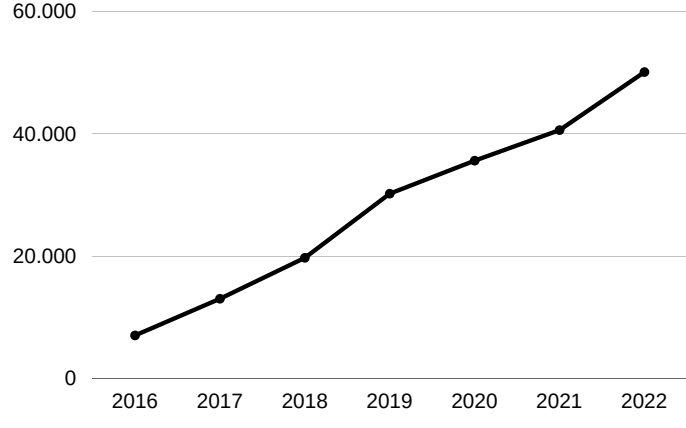
### FACEBOOK



### TWITTER



### YOUTUBE



# SPONSORSHIP OPPORTUNITIES

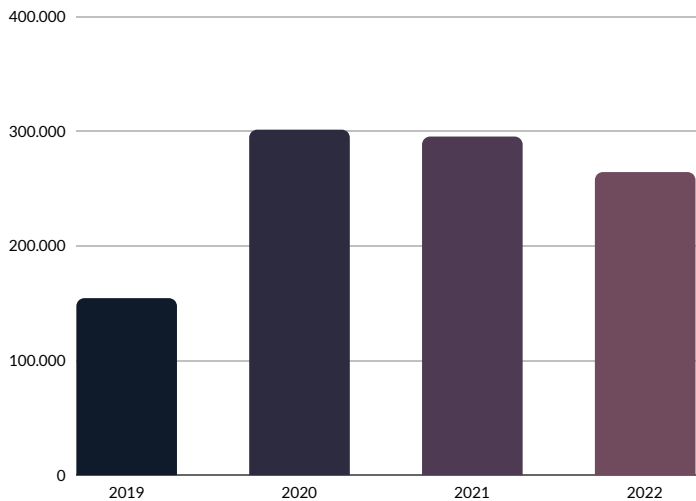
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## SOCIAL MEDIA ENGAGEMENT

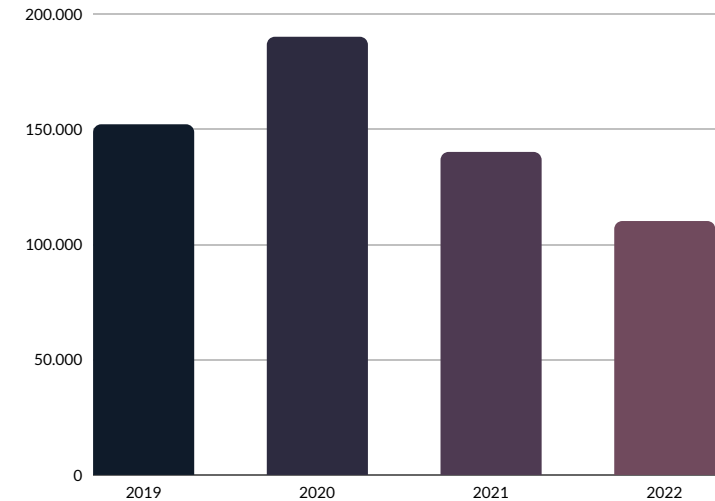
Social media engagement stands for the number of shares, likes, comments, replies and views that a certain social media account receives. Social media engagement is the perfect way to measure whether the content you're creating is actually resonating with your audience. The more engagement, the more people like what you're posting. Social media posts with more active interactions will get more reach. This means that the more engagement you create, the bigger of a reach you will create with your social media posts.

The social media pages (Instagram, Twitter, Facebook and YouTube) of the 24H SERIES currently have a lot of engagement and are still growing. Below are four graphics of the amount of engagement that the social media channels have received. For Instagram and Facebook, the graphic shows the number of likes, comments, new followers, and shares that were received. For Twitter it shows the number of likes, re-tweets and new followers that were received. For YouTube it shows the number of views and new subscribers that were received.

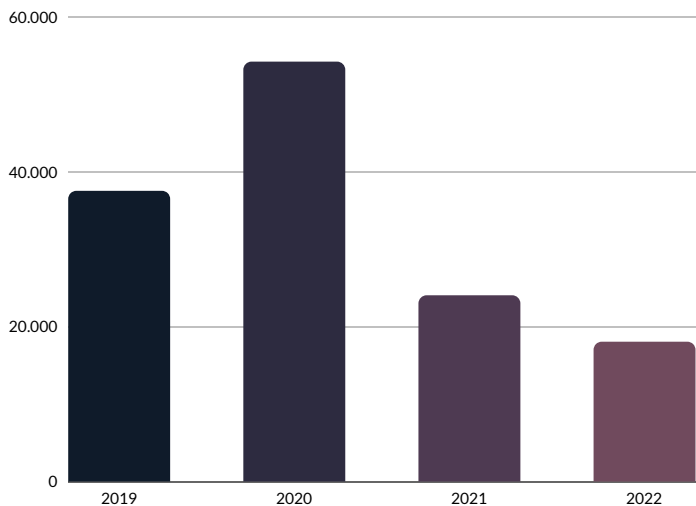
INSTAGRAM



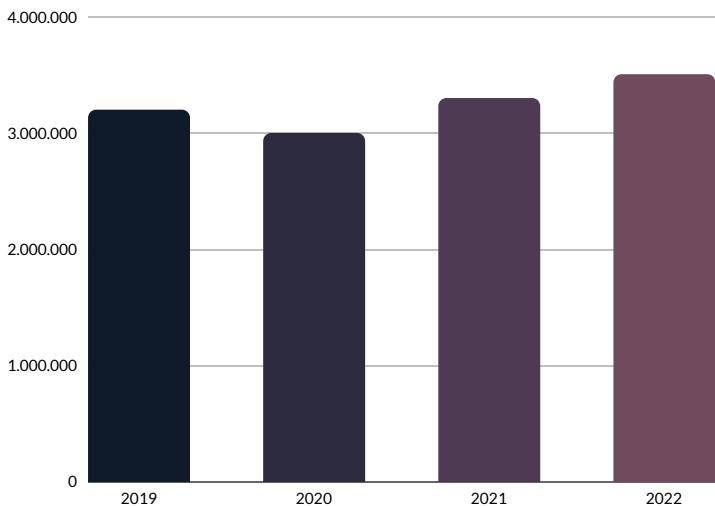
FACEBOOK



TWITTER



YOUTUBE



# SPONSORSHIP OPPORTUNITIES

BECOME A PART OF THE 24H SERIES

## SOCIAL MEDIA AUDIENCE

The audience of a social media page can be particularly important. Is the audience who you would like to reach? And who will you be reaching with your sponsorship?

### INSTAGRAM

#### Popular countries

1. Unites States of America: 12%
2. Germany: 11,10%
3. United Kingdom: 7,70%
4. Italy: 6,80%
5. Brazil: 5,80%
6. Rest: 56,60%

#### Gender

Men: 93,70%  
Women: 6,30%

### FACEBOOK

#### Popular countries

1. Germany: 11,07%
2. Unites States of America: 7,47%
3. United Kingdom: 7,46%
4. Italy: 7,30%
5. France: 6,07%
6. Rest: 60,63%

#### Gender

Men: 89%  
Women: 11%

### TWITTER

#### Popular countries

1. Unites States of America: 10,80%
2. United Kingdom: 8,10%
3. France: 7,20%
4. Italy: 5,60%
5. Germany: 5,20%
6. Rest: 61,10%

#### Gender

Men: 94,20%  
Women: 5,80%

### YOUTUBE

#### Popular countries

1. Germany: 18,30%
2. Unites States of America: 12,80%
3. United Kingdom: 8,70%
4. France: 4,10%
5. Italy: 3,10%
6. Rest: 53%

#### Gender

Men: 94,30%  
Women: 5,70%

## WEBSITE

The 24H SERIES website ([www.24hseries.com](http://www.24hseries.com)) is another medium on which your brand, company or sponsor can be promoted. Below are a few statistics of our website.

#### Popular countries

1. Germany: 17,10%
2. United States of America: 16,40%
3. United Kingdom: 7,50%
4. Netherlands: 5,50%
5. France: 4,80%
6. Rest: 48,70%

#### Gender

Men: 80,68%  
Women: 19,32%

#### Visitors

New: 50,10%  
Returning: 49,90%

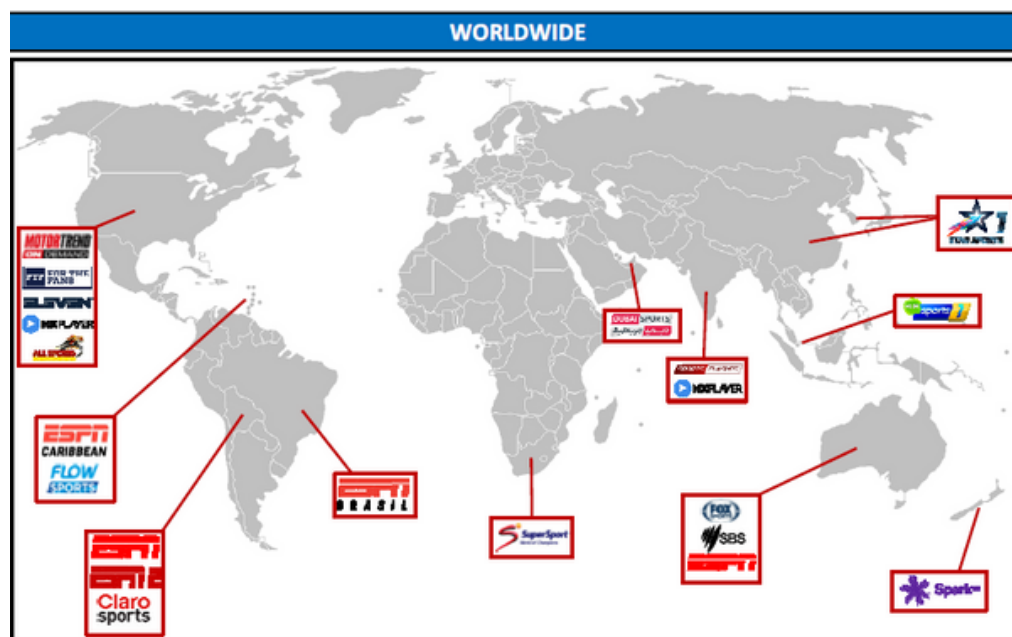


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# SPONSORSHIP OPPORTUNITIES

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The intercontinental countries reached for the livestream of the 24H DUBAI were:

Pan Latin America (19 countries), the Caribbean (23 countries), The United States of America, Mexico, Canada, Australia, Bangladesh, China, India, Korea, New-Zealand, Singapore, Pan Africa (52 countries) and Pan Middle East (15 countries).

The estimated technical reach of all intercontinental channels who have broadcasted the 24H DUBAI race-livestream and the 52-minute highlight show: 479.200.000 people. This is based on the reach that these channels usually have.

The channels where the 24H DUBAI 2022 race-livestream and the 52-minute highlight show were broadcasted include:

1. ESPN Latin Amerika (PAN-LATAM)
2. ESPN Dos (PAN-LATAM)
3. Claro Sports (PAN-LATAM)
4. ESPN Caribbean (Pan Caribbean)
5. Flow Sports (Pan Caribbean)
6. ESPN Brasil (BRA)
7. Motortrend on Demand (USA, CAN, MEX)
8. For the Fans (USA, CAN, MEX)
9. ELEVEN Sports (USA, CAN, MEX)
10. MX Player (USA, CAN)
11. All Sports Network (USA)
12. Fox Sports (AUS)
13. SBS (AUS)
14. ESPN (AUS)
15. MX Player (AUS, BAN, IND, NZL)
16. Star Sports (CHN, KOR)
17. Sports Flashes (IND)
18. Spark (NZL)
19. HUB Sports (SGP)
20. Supersport (Pan Africa)
21. Dubai Sports (Pan Middle East)
22. Al Dawri & Al Kass (Pan Middle East)

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## 24H SERIES 2022 EUROPEAN SEASON

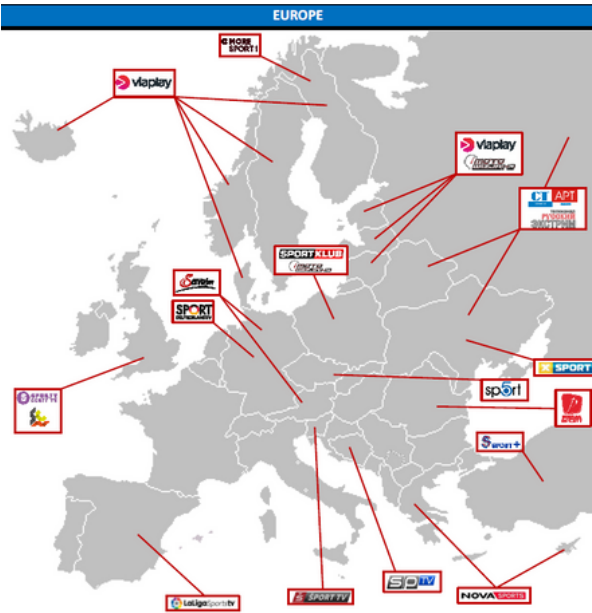
The 24H SERIES 2022 European Season consisted of the following races: the Hankook 12H MUGELLO, the Hankook 12H SPA-FRANCORCHAMPS, the Hankook 12H HOCKENHEIMRING, the Hankook 24H PORTIMAO, and the Hankook 24H BARCELONA.

Quattro Media and Creventic have too collaborated for the TV Distribution of the 24H SERIES European Season. Below, together with facts and figures, is shown what the reach was of this distribution throughout the season.

### GLOBAL MEDIA PERMEATION

Each of the Series' European Races have been broadcasted in 86 countries on 25 individual broadcast platforms. Below shows the estimated reach of the amount of people who have been reached with these broadcasts. This estimated reach is based on comparable reports.

Hankook 12H MUGELLO	425.000
Hankook 12H SPA-FRANCORCHAMPS	437.000
Hankook 12H HOCKENHEIMRING	410.000
Hankook 24H PORTIMAO	± 450.000
Hankook 24H BARCELONA	± 450.000



As shown in the graphic on the left, within Europe, twenty-one countries have broadcasted the European Season of the 24H SERIES or the highlight show that were made for these individual races. These countries include:  
Iceland, Norway, Sweden, Finland, the United Kingdom, Germany, Poland, Estonia, Latvia, Lithuania, Belarus, Russia, Ukraine, Czech Republic, Austria, Spain, Slovenia, Bosnia and Herzegovina, Greece, Cyprus, and Turkey.

The race was broadcasted live on 9 different channels in 9 different countries/regions. The race-livestream itself was shown on the following broadcasters:  
Motorsport.tv (Worldwide), Motowizja HD (Baltics), Servus TV (AUT), La Liga Sports TV (ESP), Servus TV (GER), Sportdeutschland.TV (GER), Sportklub (POL), Motowizja HD (POL), Motortrend on Demand (USA, CAN, MEX).

Furthermore, the highlight show of the 24H SERIES 2022 European Season was shown on the following channels:

- Motorvision TV (worldwide)
- MotoRRacing (worldwide)
- Via Play (Scandinavia, Baltics, ICE, NED, POL)
- Motowizja HD (Baltics and POL)
- Servus TV (AUT, GER)
- Russia Extreme (RUS, BLR, KAZ, MLD, UKR)
- SPTV (CRO)



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Nova Sports (CYP, GRE)  
Sport 5 (CZE, SLK)  
C More Sport & C More Max (FIN)  
Sportklub (POL)  
Prima Sport (ROU)  
Start TV (RUS, UKR)  
Sport TV (SLO)  
Sporty Stuff (UK)  
Sport Channel Network (UK)

## WORLDWIDE



The intercontinental countries reached for the livestreams of the 24H SERIES 2022 European Season were:

The United States of America, Mexico, Canada, Australia, China, Korea, and Pan Africa (52 countries).

The intercontinental channels where the 24H SERIES 2022 European Season race-livestreams and the highlight shows were broadcasted include:

1. Motortrend on Demand (USA, CAN, MEX)
2. Fox Sports (AUS)
3. SBS (AUS)
4. Star Sports (CHN, KOR)
5. Supersport (PAN-Africa)