

2019 PORSCHE CARRERA CUP ASIA SPONSOR PROGRAM

YUEY TAN



CAREER SUMMARY

Yuey Tan is a Singaporean racing driver that has been a series regular in the Porsche Carrera Cup Asia for the last decade, making 149 International race starts in a Porsche, finishing on the podium 79 times, with 8 victories and 1 Championship title in the Pro Am category in 2015. During this time, he competed in 28 Formula 1 support races, 4 World Endurance Championship weekends and a support race appearance to the Le Mans championship in Spa-Francorchamps.

Tan has developed a strong following around the region and has worked with high value companies both in the industrial and consumer sector including Porsche, Jebson Motors, Leica, Under Armour, Fearnley LNG, Porsche Design, and many more during his racing career, making him no stranger to the corporate world.

His dream was born growing up in Adelaide Australia, the location of the Formula 1 season finale from 1985 to 1995 where he saw of the legends crowned world champion including Ayrton Senna, Nigel Mansell, Alain Prost, and Michael Schumacher. From there, always knew he wanted to go motor racing. Unfortunately, motor racing is something that needs to start with family support and he did not have that.

Hailing from a strong property development background with a 50 year history in office and residential development in Singapore, he defied the odds and chased his dream of driving a racing car making his first Porsche race start at the age of 26 years of age with very little support.

From 2008 to mid 2012, Tan had not had a single victory to his name and also had not finished on the podium between 2010 to mid 2012. Though everything changed in 2012, taking his first victory and then following up with 3 podium finishes. Coincidentally, 2012 was the year that Tan landed his first major sponsor with a major private equity firm and continued to work with them till 2014.

2015 saw him join one of Porsche Carrera Cup Asia's most formidable teams with Team Jebson, the largest distributor of Porsche cars in the world and raced with them from 2015 to 2017, clocking up 27 podiums, 8 wins and a championship title in Pro-Am, by far his most successful spell.

2018 saw Tan capture one of his most lucrative deals yet, as he competed in the Porsche Mobil 1 Supercup in Europe (dubbed "the Champion's League of Porsche Motorsport"), racing with the NOVU Racing Team, Visiting some of the most famous racing locations in the world including Monte Carlo, Monza, Spa Francorchamps and Silverstone. Though he also wishes to continue to compete in the Porsche Carrera Cup Asia after joining his old series for pre-season testing. He hopes to join the Asian series once again with his only aim to win as many races as possible in the Pro Am category along with the championship title.

Join us as Tan starts his 12th consecutive season in a Porsche racing car.

We hope that you can be part of our record breaking history.

Driver Profile

8 Wins
10 Race Seasons
79 Podium Finishes
149 Grand Prix Starts
1 Championship victory

PCCA Pro-Am
Name: Yuey Tan
Nationality: Singaporean
Date of Birth: 9 Feb 1982
Age: 37yrs
Height: 176cm
Weight: 67kg
Marital Status: Married



WHY THIS PARTNERSHIP?



LIKE MOTOR RACING, YOUR COMPANY AND THE PORSCHE CARRERA CUP ASIA SHARE SIMILAR INDUSTRY TRAITS SUCH AS PRECISION, RELIABILITY, EFFICIENCY, SUSTAINABILITY AND PERFORMANCE.

A SIMILAR MESSAGE

The Porsche Carrera Cup Asia and your company share similar messages in their respective industries, and although several concepts have been mentioned above, there is one objective that is primarily shared; a system of thought that involves precision, dedication and discipline to achieve performance and reliability.

Racing drivers and racing teams achieve success during a race weekend via certain objectives:

A. MOTORING DATA & CONSTANT OPTIMIZATION

Racing in the Porsche Carrera Cup Asia is a never ending quest for excellence. To do this, the drivers, teams, engineers and mechanics are all firmly focused on constant optimization using data as a reference to achieve maximum results.

B. PAST EXPERIENCE

Using previous setups and scenarios from previous race weekends, this allows us to have an evolved 'technical baseline' and only small tweaks may be necessary to achieve greatness during the weekend. This foundation is of massive significance.

C. EVOLVING THE BASELINE

With an advanced technical baseline, much of the performance has been achieved. When a race weekend gets underway, practice sessions are spent testing smaller developments and improvements trying to gain an innovative edge. If your technical baseline is ahead of others, changes made will allow us to be further ahead from the cars performance.

D. ENGINEERS

Engineers must be precise with changes made to the car, while the mechanics must also execute the setups with great precision. Often, mistakes can be made between the communication of an engineer and a mechanic so this relationship is crucial.

E. RACING DRIVERS

The drivers and engineers must also communicate clearly as drivers may need to change the way the car is driven, if certain changes are made to the car and its setup.



With Singaporean driver, Yuey Tan driving 10 seasons in the Porsche Carrera Cup Asia, his coverage in the sport is significant and reaches primary ASEAN nations with the International calendar of Porsche.

Visiting locations such as Singapore, China, Malaysia, Japan and Thailand while being watched all over the world, this addresses current emerging and strategically located markets in the region.

The Porsche Carrera Cup Asia features as support races at two Formula 1 Grand Prix weekends in Singapore and Shanghai.

The brand association with the sport and driver has an element of high performance and glamour to it, creating great events and a perfect setting to bring people together.

WHAT WE'D LIKE TO PROPOSE

Below are several aspects that we would like you to be involved with over the course of our proposed one year partnership in the Porsche Carrera Cup Asia. Through the racing series, we are firmly focused on cultivating not just the positive points of motor racing but the association to positive lifestyle messages that it creates.

Teamwork, cohesion, effective management, and efficiency for a brighter tomorrow. Performance is key.



BRANDING AND PARTNERSHIP WITH THE NOVU RACING TEAM #5 PORSCHE CARRERA CUP ASIA RACING CAR

We would like to offer you the opportunity to sponsor the #5 Porsche GT3 Cup car during the 2019 season.

During this partnership, your company & brand will be associated alongside other recognisable consumer brands during the 2019 season such as Porsche, Leica and Novu Medical Aesthetics within the team, creating a credible brand association while exposing your business across Europe and Asia.

The Porsche Carrera Cup Asia also will provide further brand association with brands such as Mobil 1, Adidas, Rolex and Heineken.



Above:

The #5 Porsche Carrera Cup Asia GT3 Cup car

» PARTNERSHIP PACKAGES

We would like to invite you to be part of the Porsche Carrera Cup Asia adventure with Yuey Tan and the Novu Racing Team in the 2019 season as a platform for international exposure.

Below is a summary of what we would like to propose for the 2019 season.

MAIN SPONSOR: PACKAGE PRICE €100,000



The Main Sponsor package covers the remaining 12 races of the 2019 season, with the Porsche Carrera Cup running alongside some huge events in the motorsports world - such as the Porsche Festival at Fuji Speedway, Japan, the World Endurance Championship in Shanghai, and the incredible Formula 1 night race at the Marina Bay Circuit in Singapore.

- As main sponsor, your logo will be featured on prime car real estate - bonnet, doors and roof.
- Main sponsor logo to be featured on prominently on driver's suit chest, back and upper arms
- Naming rights for the team
- Car livery design options
- Major sponsor on all marketing collateral, photography, video and social media networks
- Networking opportunities with high profile clients associated with the sport
- Front row seat to the action - pit lane access, grid walk, premium hospitality during the race weekend
- Off the track, enjoy star treatment at the Porsche Welcome Dinners hosted each race weekend



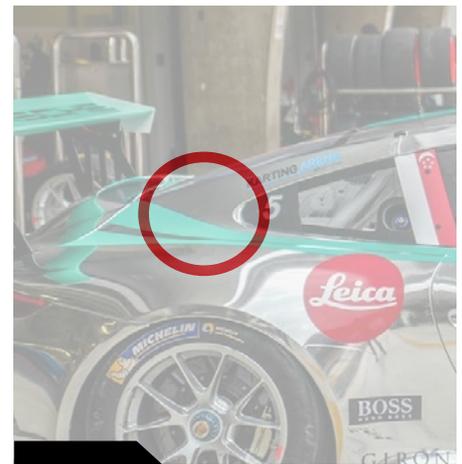
PARTNERSHIP PACKAGES

» CONTINUED



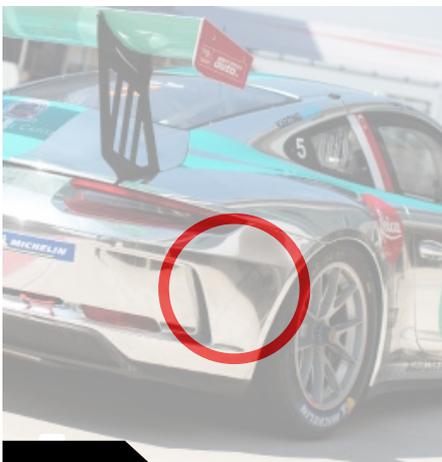
Several secondary locations are available for logo placement on the #5 GT3 Cup Car. Package prices cover the remaining 12 races of the 2019 season.

**In addition to logo placement on the Cup Car itself, logos may also be placed on the driver's race suit (placement, design and space permitting - requires 3 weeks lead time)*



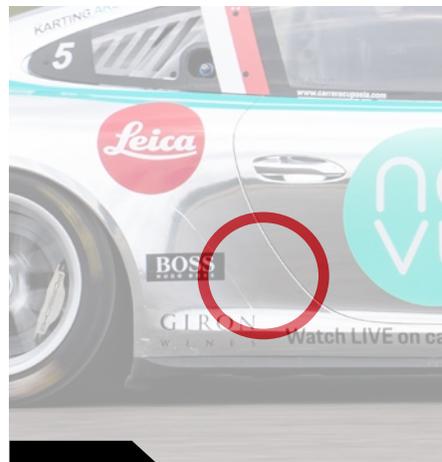
SPONSOR LOCATION 2: €10,000

- Your logo on the #5 Porsche Carrera Cup Asia GT3 Cup Car for the duration of the season
- High visibility logo placement on rear C-pillar (6 weeks lead time required prior to race event)



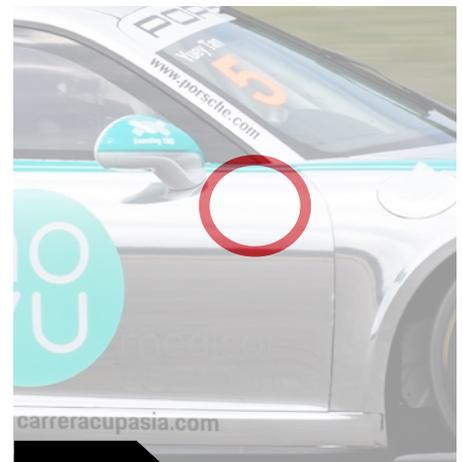
SPONSOR LOCATION 3: €20,000

- Your logo on the #5 Porsche Carrera Cup Asia GT3 Cup Car for the duration of the season
- High visibility logo placement on rear fender (6 weeks lead time required prior to race event)



SPONSOR LOCATION 4: €23,000

- Your logo on the #5 Porsche Carrera Cup Asia GT3 Cup Car for the duration of the season
- High visibility logo placement on rear quarter (6 weeks lead time required prior to race event)



SPONSOR LOCATION 5: €30,000

- Your logo on the #5 Porsche Carrera Cup Asia GT3 Cup Car for the duration of the season
- High visibility logo placement on side doors, by rear view mirror (6 weeks lead time required prior to race event)

Sponsor logos will also be added to all marketing material, official website & social media channels (Youtube, Instagram, Facebook) and other media releases where possible.



THE PORSCHE CARRERA CUP ASIA IS THE REGION'S MOST PRESTIGIOUS AND COMPETITIVE SPORTS CAR CHAMPIONSHIP, AND A SHOWCASE FOR INTERNATIONAL MOTORSPORTS EXCELLENCE.

Bringing its signature brand of exhilarating motorsports competition to millions across the region and beyond, the Porsche Carrera Cup Asia has earned

an impressive fan and media following since its launch in 2003.

Firmly established as Asia's premier sports car racing series, each year the competition witnesses a formidable international field of brilliant professionals competing wheel-to-wheel with dedicated privateers.

A proven testing ground for fledgling talent and a showcase for the world's

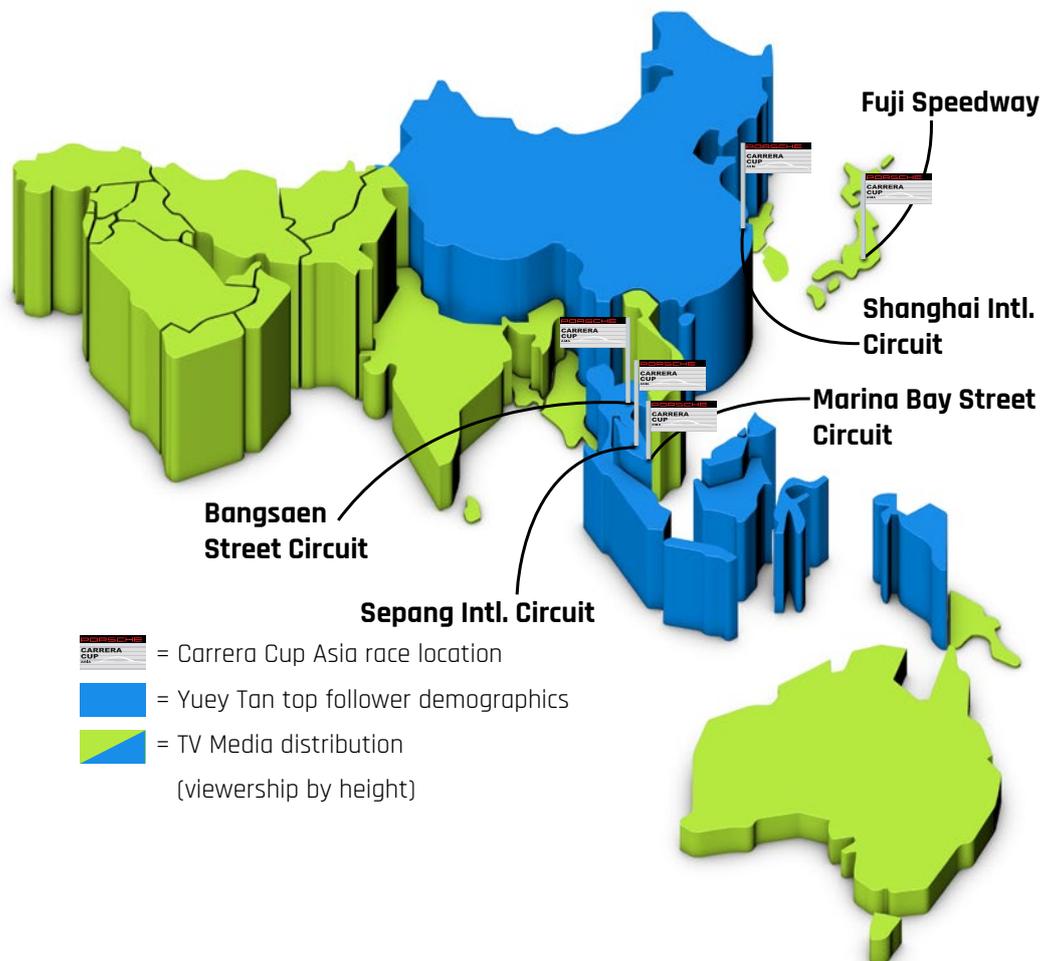
leading GT competitors, today the Porsche Carrera Cup Asia is the Number One choice for the region's finest drivers.

All the elements which have contributed to its unprecedented success are further strengthened in 2019, along with a raft of new innovations which will further solidify the championship's position as the pioneer of professional motorsport across Asia.



The Porsche Carrera Cup Asia visits some fantastic locations throughout the season, including Singapore, Malaysia, China, Thailand and Japan. The region's most watched racing series is featured in 283 hours of programming, broadcast to viewers in 137 countries around the world, with a strong viewership in South East Asia and China.

Yuey Tan's majority of online followers originate in South East Asia - following on the popular social channels such as Facebook and Instagram, while in China he holds an audience on Weibo, the Chinese microblogging platform.





THE SINGAPORE GRAND PRIX

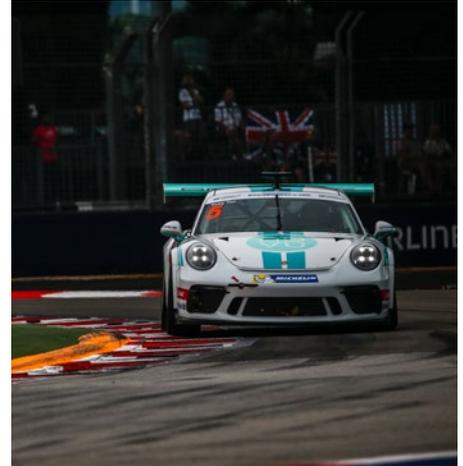


ONE OF THE MOST EXCITING EVENTS IN THE CARRERA CUP ASIA RACING CALENDAR - THE SINGAPORE GRAND PRIX AT THE MARINA BAY STREET CIRCUIT

Yuey Tan has made a Porsche Carrera Cup Asia record with 110 International race starts, including 10 consecutive Singapore Grands Prix!

In 2018, Tan managed a Pole Position to 1st place victory in the Pro-Am category with the Novu Racing Team, for the second time in his racing career.

Yuey remains the only Singaporean driver to claim victory on home ground in any category, in the world-acclaimed Porsche Carrera Cup Asia series.

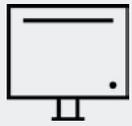


Below:

Yuey Tan with Taiwanese pop superstar Jay Chou, giving a tour of the GT3 cockpit



» CARRERA CUP ASIA MEDIA STATS



CUM. AUDIENCE*

11.61M

... TV viewers have watched the broadcasts about the races of the Porsche Carrera Cup Asia.



EVENT VALUE

€6,713,011

... have been generated by broadcasts on the Porsche Carrera Asia in 47 markets and regions.

EVENT IMPRESSIONS

233M



The top event has become the first race at Sepang International Circuit – 29% of the event impressions has been generated by this race.

BROADCAST TIME

283hrs



... of event-specific TV coverage were globally aired in 2017 – Thailand was the country that enjoyed the most broadcasting.

47
MARKETS/REGIONS



Worldwide, the Carrera Cup Asia has been reported worldwide in 47 different markets and regions. Top market by event impressions is China (48%).

*Source: Eurodata TV / IBOPE / Nielsen TV Data / MMS / TNS, Estimations by Nielsen Sports

» PR VALUE

- >> Enlarged public accessible media to target different segments
- >> Expanded motorsport content into various fields: lifestyle, business, crossover



Top 5 Media



Top 1
Ad Value: 1.25Mil €



Top 2
Ad Value: 275K €



Top 3
Ad Value: 234K €



Top 4
Ad Value: 232K €



Top 5
Ad Value: 215K €

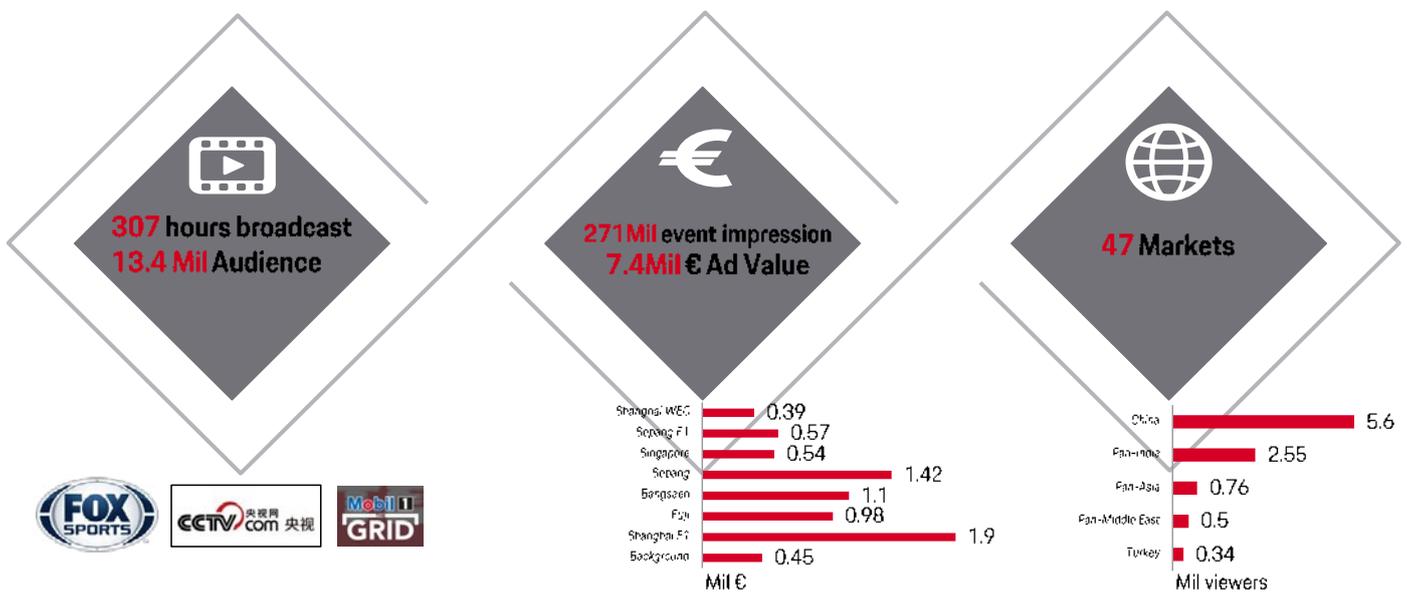
TV DISTRIBUTION

Celebrating it's 15th Anniversary in 2018, the Porsche Carrera Cup Asia is firmly established as a jewel in the crown amongst the successful Carrera Cups held in eight countries and regions around the world.

In 2017, 283 hours of Porsche Carrera Cup Asia programming were broadcast to 137 countries and 11.61 Million viewers on TV as well as 1.5 Million Viewers on LeTV & PPTV. The PR value of the print and online media coverage generated 138 million RMB

Whether watching on TV, online or in the grandstands, the electrifying excitement of the Porsche Carrera Cup Asia is both addictive and enthralling.

Porsche Carrera Cup Asia drivers, teams and partners are kept permanently in the spotlight of media and TV coverage and multiple online social media platforms as the championship visits the region's most impressive race tracks, racing at world-class events such as the FIA Formula 1 World Championships and the World Endurance Championships.



Report was provided by Nielsen Sports Deutschland GmbH

SPONSORING PLATFORM PORSCHE CARRERA CUP ASIA



CUMULATIVE AUDIENCE*

11.61M



BROADCAST TIME

283 hours



EVENT IMPRESSIONS

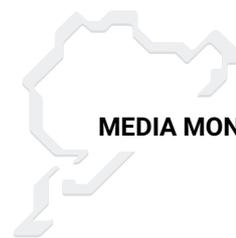
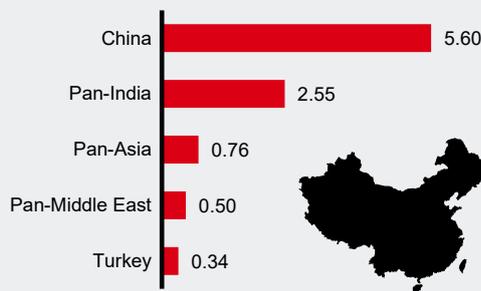
232.94M



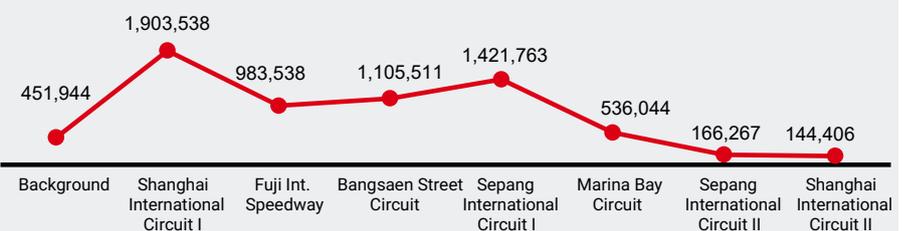
EVENT VALUE**

6,713,011 €

CUM. AUDIENCE BY COUNTRY (TOP 5)* (M)

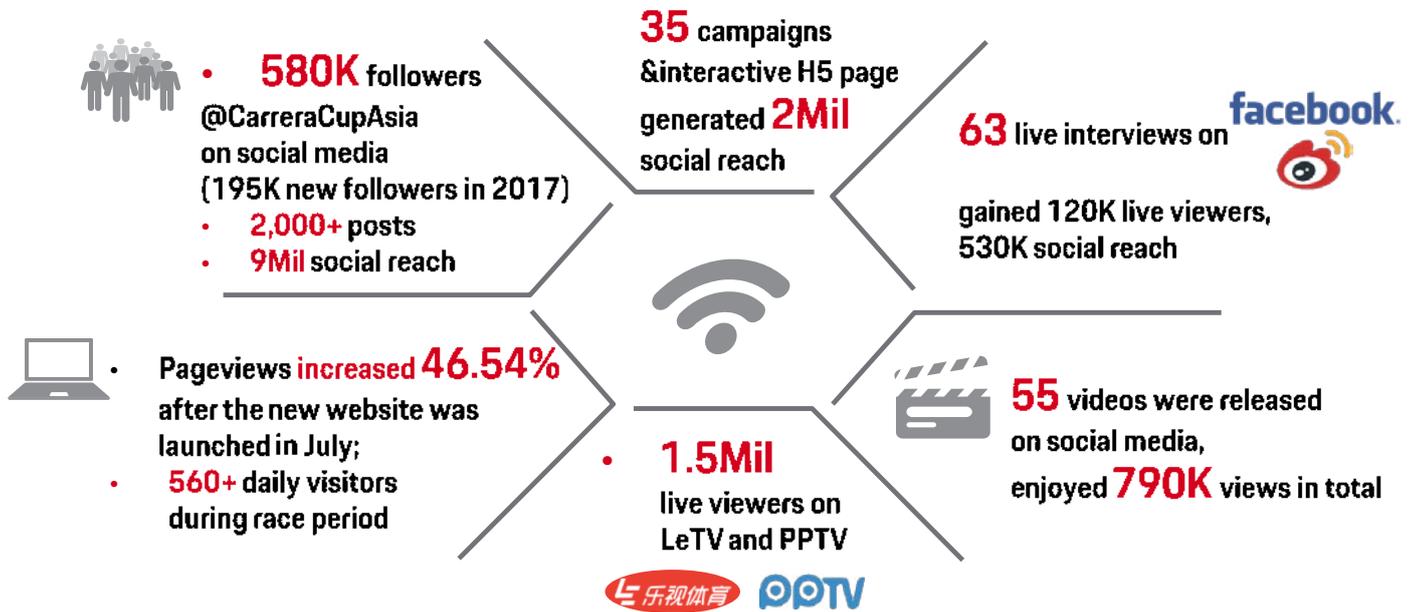


EVENT VALUE BY RACE (€)



*Source: Eurodata TV / IBOPE / Nielsen TV Data / MMS / TNS, Estimations by Nielsen Sports
**Monetary value of Broadcast Time from 2017 Porsche Carrera Cup Asia

DIGITAL COMMUNICATION



YUEY TAN FOLLOWER DEMOGRAPHIC



Facebook: 30,000 page followers

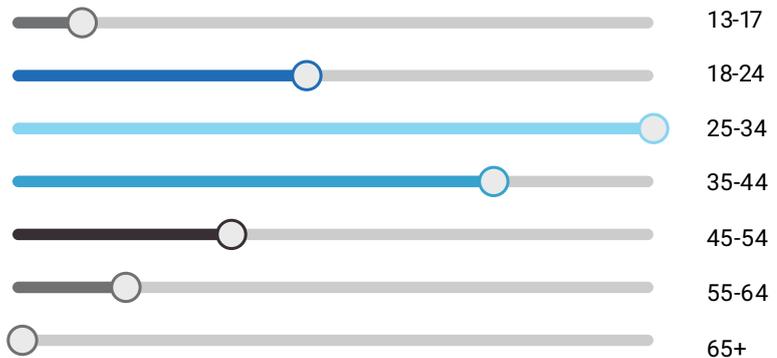


Instagram: 5,600 followers



Weibo: 5,500 followers

Follower age range



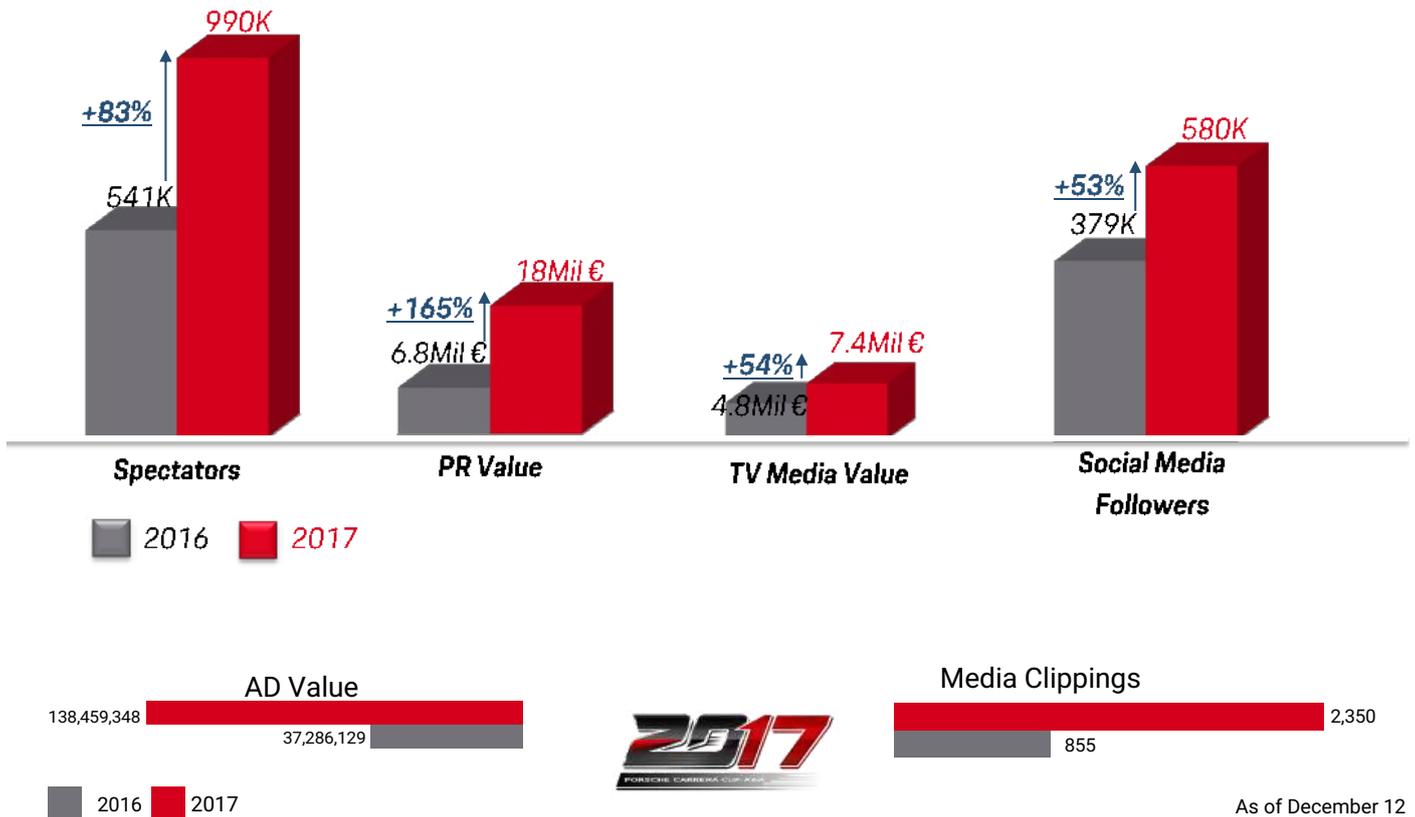
Top Follower locations



CARRERA CUP ASIA GROWTH

The Porsche Carrera Cup Asia continues to be the most influential force in developing Asian motorsport culture. Communication performance has seen yearly increases, with 2019 shaping up to be an impressive season.

Communication Performance in comparison to 2016 season



Clipping Highlights

1,793,750 Message contacts

Outlet	Clipping Title	URL
CCTV 5	2017亚洲保时捷卡雷拉杯第三回合 全场录播	http://tv.cctv.com/live/cctv5
乐视体育	2017亚洲保时捷卡雷拉杯第三回合 全场录播	http://www.lesports.com/
座驾car	PORSCHE CARRERA CUP ASIA 2017	http://www.trendscar.com/
罗博报告	速度激跃富士	http://www.robbreport.cn/

Above: Clipping highlights from various media outlets during the 2017 season

POST-RACE PRESS CONFERENCE



The post-race press conferences hold interviews and discussion with the podium winners.

Media journalists are present to distribute press releases to Porsche's various distribution and communication channels.

Social media allows for near instant updates on Porsche's official accounts - including Facebook, Weibo, WeChat, Youku, Youtube, Instagram & Twitter

Top 5 Media in 2017



AD Value:
12,508,919RMB
Live Stream2
Avg. advalue
6,254,459RMB



AD Value
6,881,100RMB
Copy:4
Avg. advalue
1,725,200RMB



AD Value
2,400,000RMB
Copy:1
Avg. advalue
2,400,000RMB



AD Value
2,200,000RMB
Copy:1
Avg. advalue
2,200,000RMB



AD Value
1,872,548RMB
Copy:1
Avg. advalue
1,872,548RMB

Sport Auto



Magazine - Auto & Motorsport CN Edition
27 pages, 500,000 issues/month

LeTV 乐视体育 | 赛车

Chinese live streaming platform
1.5m live viewers for non-F1 rounds

Social Media Platforms



TOP 5 CLIPPINGS WITH HIGHEST AD VALUE IN REPORTING PORSCHE MOTORSPORT

Ad value: 9,842,919 RMB

Ad value: 2,400,000 RMB

Ad value: 2,220,000 RMB

Ad value: 1,872,548 RMB

Ad value: 1,720,275 RMB



THE 2019 SEASON

The brand new 2019 calendar features an exciting new addition alongside the Porsche Carrera Cup Asia classics.

The series will make its debut at the historic Suzuka International Circuit; which was Japan's first full-scale international racing course. The 2019 season also joins two F1 support race weekends, at the Shanghai International Circuit in April, and Singapore's Marina Bay Street Circuit in September.

Wrapping up the year, the Porsche Carrera Cup Asia returns to Shanghai with another stellar season finale on the Shanghai International Circuit alongside the FIA World Endurance Championship 6-hours of Shanghai race event.

RACING CALENDAR

Mar 22 - 24	Shanghai International Circuit, China	Official Test Days	Official Test Days
Apr 12 - 14	Shanghai International Circuit, China	Formula 1 Support Race	Round 1
May 24 - 26	Suzuka International Circuit, Japan	Super GT	Rounds 2 & 3
Jun 14 - 16	Fuji International Speedway, Japan	One Make Series Festival	Rounds 4, 5 & 6
Jul 12 - 14	Sepang International Circuit, Malaysia	Malaysia Championship Series	Rounds 7, 8 & 9
Aug 30 - Sep 01	Bangsaen Street Circuit, Thailand	Thailand Super Series	Rounds 10 & 11
Sep 20 - 22	Marina Bay Circuit, Singapore	Formula 1 Support Race	Rounds 12 & 13
Nov 08 - 10	Shanghai International Circuit, China	World Endurance Championship	Rounds 14 & 15



The Porsche Carrera Cup Asia will make its debut at the Suzuka International Circuit in May 2019.



THE RACE WEEKEND EXPERIENCE

The Porsche Carrera Cup Asia provides breathtaking motorsport competition across the region and at each stop offers an exclusive hospitality experience for guests.

Driver and team sponsors and series partners connect their brands to the Porsche marque and successfully use the championship as a communication platform for both business to consumer and business to business activities.

Bringing exclusive access for guests to the teams, drivers and excitement of the race track, the adrenaline-pumping thrill of motorsport is complemented by a full programme of entertainment and exquisite catering, all presented to the highest standards.

The Porsche Carrera Cup brings positive, global exposure for its sponsors and partners set against the backdrop of the world's fastest, most dynamic and glamorous sport.

Below:
Guests enjoy premium service and exclusive activities courtesy of Porsche's hospitality suites



Reception



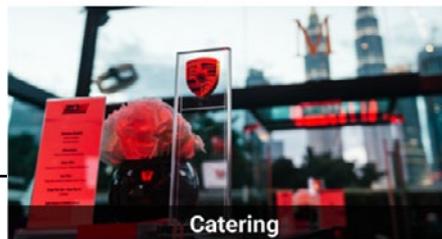
Press conference



Racing simulator



Virtual reality



Catering



Porsche Driver's Selection



Pit walk/garage tour



Hot lap



Gala dinner

PORSCHE HOSPITALITY

Enjoy top quality food, beverages and entertainment care of the Porsche Hospitality suite. Mingle with teams, drivers and sponsors during the Welcome Dinner Party at every race weekend.



PIT LANE ACCESS



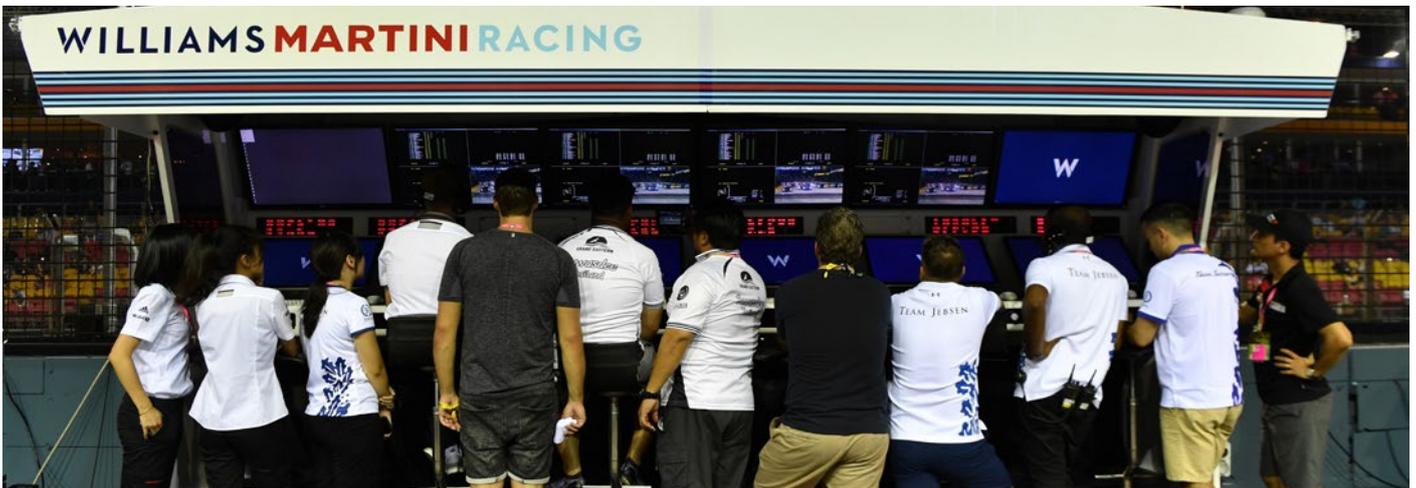
Pit lane access allows the client to walk on the grid and pit lane during the time leading up to the race, and also in during each driving session including practice, qualifying and race.

The client can enjoy a front row seat to the action in the pit lane, watching and experiencing the race on the timing monitors - the same monitors used during the Formula 1 Grand Prix.

The pass also includes three days of Porsche hospitality that provides top quality catering and free flow of drinks.



Above: Get up close and personal with the drivers, teams and cars during the grid walk before each race.



Above: Watch the race live from the pit lane on the same monitors used during the F1 Grand Prix.



NOVU Medical Aesthetics
NOVU Medical Aesthetics is a trusted, professional skincare and aesthetics provider, providing advanced aesthetic treatments for their patients.



Leica Camera
Manufacturer of the world's highest quality and most prestigious cameras.



Porsche
One of the most recognizable car manufacturers, Porsche is known for Precision, reliability and performance.



Michelin
Leading tyre manufacturer in motorsport worldwide.



Fearnley LNG
Expertise in Finance, Shipping, Offshore and Energy Trading.



The Karting Arena
Singapore's first electric kart track, featuring the latest in karting technology.



Hugo Boss
HUGO BOSS is one of the leading companies in the premium segment of the global apparel market.



Cedarlake Capital
Cedarlake Capital is a global investment platform focused on cross-border industry synergies.



evo Magazine Singapore
evo Singapore brings together the best local and international content of the world's most desirable cars.



Oakley Sunglasses
Oakley is one of the leading product design and sport performance brands in the world, chosen by world-class athletes to compete at the highest level possible.

Media Partners



Magazine - Auto Motor Sport CN edition

- 27 pages
- 500,000 issues/month
- 141 posts on social media, 552,000 reads
- 2 campaigns



- 1.5m live viewers for non-F1 rounds
- Homepage ad banners
- 4.4m impressions, 390,000 clickthroughs





Above:

Yuey Tan winning the 2015 Porsche Carrera Cup Asia Pro-Am Championship

Yuey Tan started racing in the Porsche Carrera Cup Asia and has since done 149 International Grand Prix starts, finished on his category podium 79 times including 8 wins across 10 seasons, taking the Pro-Am Championship title in 2015.

The Singaporean races in the Porsche Carrera Cup Asia, racing at the highest level of any race series in the region. Made up of ex-Formula 1 drivers, Le Mans winners, and other International GT superstars, the one make series leads the way in motorsport excellence and performance in Asia, with appearances at the Singapore, Malaysia and Chinese Formula 1 Grand Prix weekends.

Tan has raced in the Porsche Carrera Cup Asia since the end of 2008, spending eight full seasons racing alongside some of the GT greats.



DRIVING HISTORY

2019	Porsche Carrera Cup Asia
2018	Porsche Carrera Cup Asia Porsche Mobil 1 Supercup
2017	6 Hours of Bangsaen Porsche Carrera Cup Asia
2016	Porsche Carrera Cup Asia Malaysia Championship Series
2015	Porsche Carrera Cup Asia 1st Place Pro-Am Champion Porsche Carrera Cup 24 Hours of Spa-Francorchamps Malaysia Merdeka Endurance Race
2014	Porsche Carrera Cup Asia Malaysia Merdeka Endurance Race
2013	Porsche Carrera Cup Asia The 60th Macau GP - INVITATIONAL Ambassador & commentator for Singapore Karting Championship & Changi Kart Circuit
2011-2012	Porsche Carrera Cup Asia Porsche GT3 Cup Challenge Australia (2012) Malaysia Merdeka Endurance Race Ambassador & commentator for Singapore Karting Championship
2010	Porsche Carrera Cup Asia Porsche GT3 Cup Challenge Australia
2009	Changi Airport Race - Boeing 747 Vs. Porsche 911 GT3 Porsche Carrera Cup Asia Porsche GT3 Cup Challenge Australia
2008	Porsche Driving Experience Level 5 Porsche Carrera Cup Asia
2006-7	Porsche Driving Experience Levels 1-4

SPA-FRANCORCHAMPS

As a truly sensational reward for leading the Pro-Am Porsche Carrera Cup Asia standings midway through the 2015 season, Yuey travelled to Belgium's fabled Spa-Francorchamps circuit to fly the flag for the region in the Porsche Carrera Cup 24 Hours of Spa 2015, which ran in support of the 24 Hours of Spa.



CONTACT

For more details or sponsorship enquiries, please contact yueyt82@gmail.com

[YUEY TAN](#) 

[TANYUEY](#) 

YUEYTAN.COM.SG 