

2023 THE SUPER SERIES SPONSORSHIP PROPOSAL



YUEY TAN // THE SUPER SERIES 2023





// THE SUPER SERIES

THE TARGET IS TO BE CHAMPIONS

In 2023, there is just one objective. To be champions and bring home an International Championship Title. Through months of preparation and planning resources, the package that has been put together has a good chance of title success on paper. We are ready.

With a combination of highly experienced racing operations, a competitive race car, high quality marketing and client engagement, and the best driver combination on the grid, success is in our sights.





13

Race Wins

80

Podiums

25

Pole
Positions

1

Championship
Victories

YUEY TAN

DRIVER PROFILE

Yuey Tan has been one of Asia's top FIA bronze drivers over the last decade, notching up over 150 International Race starts and 79 podium finishes including driving in Monaco, Silverstone, Spa Francorchamps, Suzuka, Fuji, Singapore, Sepang, Bathurst and many more world-famous events.

His valuable experience will be of paramount importance in winning races. Together with his teammate.

ACHIEVEMENTS

1x Porsche Carrera Cup Asia Pro AM
3x Runner Up Carrera Cup Asia Pro Am

1x Sepang 12 Hour Victory



50

Race Wins

139

Podiums

45

Pole
Positions

10

Championship
Victories

CHRIS VAN DER DRIFT

DRIVER PROFILE

Christopher Jason van der Drift was born on 8 March 1986 in Hamilton, he is of dual nationality holding a Dutch and Kiwi passport.

He has a wealth of experience, whatever car he jumps into you can be sure he will get the most out of it.

ACHIEVEMENTS

3x European single seaters
3x Porsche Carrera Cup Asia
1x China GT Pro

1x Lamborghini Super Trofeo
1x TCR New Zealand



FIA GOLD
DRIVER

TEAM HISTORY

As veterans of the Porsche Carrera Cup Asia, Yuey and Chris have raced together as teammates on and off the track.

- First met in Europe in 2015 as teammates, both scoring podium finishes on their debut as teammates.
- Teammates in the Porsche Carrera Cup Asia from 2016-2019.
- Chris van der drift was Porsche Carrera Cup Asia championship from 2015-2019
- Yuey Tan was Porsche Carrera Cup Asia Pro Am Champion in 2015 and runner up in 2014, 2017, 2019.

The key to success in a race weekend format such as this is to bring together a proven quantity. People within the team getting along is a big part of this success.



PORSCHE 911

THE CAR

911 GT3 R —→

Yuey & Chris will be driving a Porsche 911 GT3 R, competing in the GT3 Category of The Super Series. Sponsorship opportunities are available for your logo and branding to be displayed proudly as part of the racing livery and to be associated closely with a racing team during the 2023 season.

GET UP CLOSE WITH THE GT3R:

THE RACING SPEC MODEL OF
THE PORSCHE 911 GT3RS



PORSCHE 911 GT3 R

Typ 991, Gen 2 ▶





MEDIA EXPOSURE

ABOUT THE SERIES

The Super Series (formerly Thailand Super Series) is the largest International GT Championship in ASEAN, with a massive online following. Expect massive exposure during the race weekends, both on-circuit and online coupled with a sensational LIVE experience for attendees.



GRANDSTAND SPECTATORS

268,000 Grandstand spectators on-site over the F1 race weekend



TOTAL VIEWS

The Thailand Super Series has over **15 million** total views on their official YouTube channel

554K+

Facebook followers

93K+

YouTube subscribers

11K

Instagram followers





BURIRAM



BANGSAEN



SEPANG

The 2023 Season will comprise of 5 rounds

- **BURIRAM International Circuit**
- **BANGSAEN International Circuit**
- **SEPANG International Circuit**
- **SINGAPORE Marina Bay Circuit**
- **BURIRAM International Circuit**

// 2023

THE SUPER SERIES 2023 SEASON



SINGAPORE



GT3 CATEGORY

THE SUPER SERIES GT3 CATEGORY

The Super Series GT3 consists of FIA GT3 Homologated cars – including models from Ferrari, Porsche, Audi, Lamborghini, McLaren, Lexus and others.



THE SUPER SERIES

In June 2022, the Super Series Bangsaen Grand Prix alone for a single event had over **260,000 online viewers & 300,000 live audience**, showing great support for motorsport in Asia and that fans are ready and eager to consume more Grand Prix content.

The Super Series (TSS) is also followed more than any other racing series in Asia, going from Asia's largest domestic series to Asia's biggest International racing series.

TWICE THE RUNNING TIME

The format of a TSS round is somewhat different to the Singapore Grand Prix format. The key to winning a TSS race weekend is to get the best FIA GOLD driver and the best FIA BRONZE driver. These are the requirements of the series and all GT Race Series globally. It is often the performance of the FIA BRONZE driver that influences the result as different bronze drivers can vary.



	Singapore GP Round	TSS Round
Drivers	1	2
Practice 1	30 min	45 min
Practice 2	-	45 min
Qualifying 1	30 min	15 min
Qualifying 2	-	15 min
Race 1	30 min	60 min (with pitstop)
Race 2	30 min	60 min (with pitstop)
Total Running Time	2 hours	4 hours



COLLABORATION POTENTIAL

BRAND ASSOCIATION

Beyond the race weekends, there is potential for collaborations with existing team sponsors.

On and off circuit, your brand can also be in images associated with series sponsors like B-Quik, Singha, Idemitsu, and more.





THE PEAK



Esquire



MEDIA COVERAGE

MEDIA PARTNERS

Channel News Asia | The Peak | Esquire | Money 89.3 | The Straits Times

MEDIA COVERAGE

CREATE OUR VERY OWN 'DRIVE TO SURVIVE' SGD \$165,000

Create a documentary type series for YouTube and the internet that covers the race team with relevant topics throughout the season:

1. **Your Company** – Why this team was created, what it means for your history, and your business.
2. **The Racing Team** - Thoughts from the drivers, engineers, series organizer. What do the drivers go through. The emotions. The ups and downs. The circuits. The Car.
3. **DRAMA** – Bringing the audience through the thrills and spills of the 2023 Racing Season

OPPORTUNITIES FOR VIDEO
PRODUCTION,
DOCUMENTARY SERIES,
ADVERTISEMENTS ON
SOCIAL MEDIA CHANNELS



The project would feature **Allan Wu**, an experienced American actor, director and producer from California.





CARRERA CUP ASIA // 2016

Driver Profile: A weekend in the life of a driver.

Play



CHANNEL NEWS ASIA // 2019

News story covering Yuey Tan in the spotlight of the Singapore Grand Prix.

Play



RÉMY MARTIN // 2018

Tying in Remy Martin and Yuey Tan in Porsche Motorsport.

Play



HUGO BOSS COLLAB // 2020

Collaboration linking custom menswear suits with action sports like motor racing.

Play

MEDIA

SOCIAL MEDIA, ONLINE AND BROADCAST VIDEO

Over the seasons, there have been many videos produced for distribution via various social media and broadcast channels. Interviews, onboard the car, and motorsports coverage alike.

MEDIA

MEDIA COVERAGE

Some examples of media coverage in Singaporean publications.

There are many angles to consider, though our marketing messages are aligned in the themes of high quality, precision and performance.



PRESTIGE

PRESTIGE // 2016

Racing for life: An article about the driver and the life.



make it

CNBC // 2017

Being a race car driver is more than about cars.



today

TODAY // 2016

Yuey Tan back in the driver's seat.



THE PEAK

THE PEAK // 2019

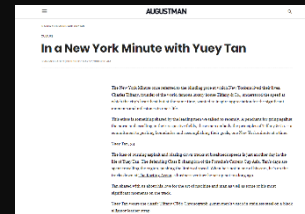
The next generation of motorsport talent in Singapore



TimeOut

TIMEOUT // 2019

Interview with Yuey Tan & Claire Jedrek on life in motorsport.



AUGUSTMAN
SINGAPORE

AUGUSTMAN // 2016

Tying in Tiffany timepieces with Yuey Tan in motor racing.



MONEYFM
89.3
STAY AHEAD

MONEY 89.3 // 2019

Yuey Tan on the Breakfast Huddle



newsroom
The Media Portal by Porsche

PORSCHE NEWSROOM // 2018

The perfect getaway in a Porsche 911



THE STRAITS TIMES

STRAITS TIMES // 2018

tying in NOVU Aesthetics and Yuey Tan in Porsche Motorsport.

SINGAPORE GRAND PRIX

MEDIA
EXPOSURE
ECOSYSTEM

ASSOCIATION WITH LUXURY &
CONSUMER BRANDS



Potential for collaborations with brands for the client

TRADITIONAL MEDIA +
ONLINE CHANNELS

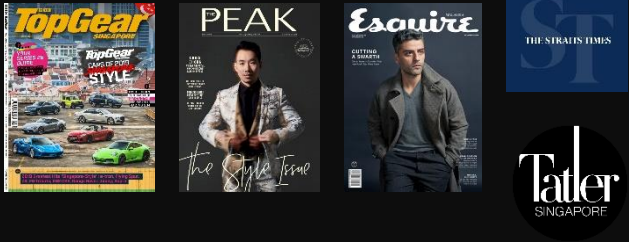


INFLUENCER /
CELEBRITY ATTENDANCE



Claire Jedrek 50K+ followers
Kelly Tandiono 300K+ followers
Allan Wu 55.6K+ followers
Paul Foster 42K+ followers
Vaune Phan 120K+ followers

PRINT MEDIA, LIFESTYLE,
AUTO & HNW MAGAZINES




MOTORSPORT SOCIAL
MEDIA CHANNELS



Thailand Super Series 100K+ followers
Porsche 26M+ followers
Yuey Tan 8.3K+ followers

Pitches for articles can be tailor made
to suit sponsor's objectives.



yuey_tan

Content

Activity

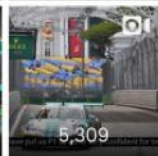





Audience

26 posts this week

+9 vs. 11 September - 17 September

Feed posts

See all >



Feed posts ordered by the number of times that they were seen.

Content


Activity

Audience

Interactions ⓘ

10,610

Actions taken on your account from 18 September - 24 September



Wed Thurs Fri Sat Sun Mon Tues

Profile visits

10,581

+8,546 vs. 11 September - 17 September

Website clicks

24

+23 vs. 11 September - 17 September

Emails

5

+2 vs. 11 September - 17 September

Discovery ⓘ

11,458

Accounts reached from 18 September - 24 September

Content

Activity

Audience

Profile visits

10,581

+8,546 vs. 11 September - 17 September

Website clicks

24

+23 vs. 11 September - 17 September

Emails


5

+2 vs. 11 September - 17 September

Discovery ⓘ

11,458

Accounts reached from 18 September - 24 September



Wed Thurs Fri Sat Sun Mon Tues

Reach

11,458

+7,191 vs. 11 September - 17 September

Impressions

129,489


+95,111 vs. 11 September - 17 September

<

yuey_tan

🔔

⋮



3,358 Posts

9,382 Followers

1,251 Following

YUEY TAN

Athlete

🇸🇬 Racing Driver. Yueytan.com.sg

SLK Logistics | K-Supper | Fearnley LNG | Brewlander | Leica | Oakley | TFD | tfd.sg/



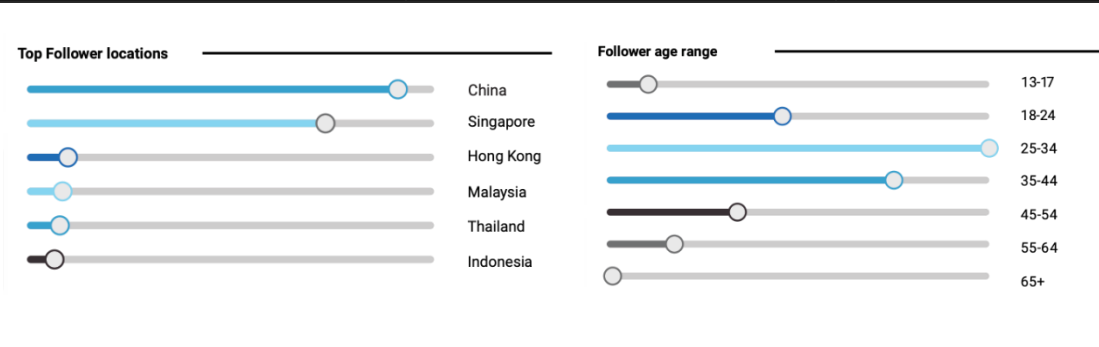
Yuey_Tan ♂

Racing Driver in the Porsche Carrera Cup Asia wit... More

📍 海外 新加坡 🌐 <http://www.yueytan.com.sg>

Weibo: 5,500 followers

YUEY TAN SOCIAL MEDIA SNAPSHOTS



STAR POWER

CELEBRITY INFLUENCE



Earl Bamber
2 Time Le Mans Winner



Fiona Fussi
International Model



Jacky Ickx
6 Time Le Mans Winner
Formula 1 Driver



Patrick Dempsey
Actor, Race car driver



Jay Chou, JJ Lin
Pop music superstars



Tom Kristensen
6 Time Le Mans Winner



Jennifer Capriati
Grand Slam Winner



Jörg Müller
BMW Factory Driver



Joseph Schooling
Olympic Gold Medalist



Mark Webber
Le Mans Winner
Formula 1 Driver



Mika Häkkinen
Formula 1 Driver



**Jimmy Taenaka, Bobby Tonelli,
Allan Wu**
Actors



Kelly Latimer
TV Host



Alex Albon
Formula 1 Driver



Martina Hingis
5 Time Grand Slam Winner



Ho Pin Tung
First Chinese F1 Driver
Formula E Driver



George Young, Janet Hsieh
Actor, TV Personality



Sasha Massen
Porsche Factory Driver



Dress the Porsche GT3R racing car in your company colors to represent your brand

*Multi year deals available.

SPONSORSHIP PERKS

ADVANTAGES OF PRIMARY SPONSORSHIP

The Primary sponsorship is the ultimate package – offering an inside line to the world of motorsports. You will have exclusive advantages and influence over:

1. TEAM LIVERY

Influence of team and car colours to reflect your company and brand, on and off circuit.

2. TEAM NAMING RIGHTS

The naming rights to the motorsports team.

3. VIP PITLANE PASSES

15 'money-can't-buy' VIP Pitlane passes per Grand Prix for front-row views to the action. (for non-F1 events)

PRIMARY SPONSOR



PRIMARY SPONSOR
BEST EXPOSURE

RACING PACKAGES - PRIMARY SPONSOR

SPONSOR BENEFITS

2023

Team Naming Rights and creative input on colours and theme of racecar livery	✓
PRIORITY of ATTENDANCE of Driver to Sponsorship events of Primary sponsor	✓
Logo placement on Porsche 911 GT3 R	Bonnet, Doors, Wing, Roof
Logos on Driver Suit, Caps & Team Shirts	✓
Primary Sponsor on marketing collateral and media	✓
Photography of car and driver at each Race Weekend	✓
Race Team Uniforms	20x
Race Team Caps	20x
Guests to watch Singapore Formula 1 at the Mandarin Oriental Bar	10x
VIP Pitlane passes per weekend (2 passes for Singapore)	20x
1:43 scale car models	200x
1:8 scale car model (Perfect for Office headquarters) Size of model is about 55-60cm long	1x
Media Production – Pre-season video. Pre-Singapore Grand Prix. Daily updates during the race weekend for posting on social media. Driver update and photography story provided.	✓
Overseas Media Engagements of Driver	3x
2x Hospitality passes for the Singapore GP	✓
Payment Terms	30% by December 1, 2022. 40% by January 1. 30% by February 1, 2023.

Total Price

€780,000

SECONDARY SPONSOR



SECONDARY SPONSOR
GOOD EXPOSURE

RACING PACKAGES - SECONDARY SPONSOR

SPONSOR BENEFITS

2023

Team Naming Rights and creative input on colours and theme of racecar livery	-
PRIORITY of ATTENDANCE of Driver to Sponsorship events of Primary sponsor	✓
Logo placement on Porsche 911 GT3 R	Bonnet, Door Area
Logos on Driver Suit, Caps & Team Shirts	✓
Secondary Sponsor on marketing collateral and media	✓
Photography of car and driver at each Race Weekend	✓
Race Team Uniforms	8x
Race Team Caps	8x
Guests to watch Singapore Formula 1 at the Mandarin Oriental Bar	8x
VIP Pitlane passes per weekend (1 pass for Singapore)	8x
1:43 scale car models	50x
1:8 scale car model (Perfect for Office headquarters) Size of model is about 55-60cm long	-
Media Production – Pre-season video. Pre-Singapore Grand Prix. Daily updates during the race weekend for posting on social media. Driver update and photography story provided.	✓
Overseas Media Engagements of Driver	2x
2x Hospitality passes for the Singapore GP	✓
Payment Terms	30% by December 1, 2022. 40% by January 1. 30% by February 1, 2023.

Total Price

€300,000

TEAM SPONSOR



TEAM SPONSOR
GOOD EXPOSURE

RACING PACKAGES - TEAM SPONSOR

SPONSOR BENEFITS

2023

Team Naming Rights and creative input on colours and theme of racecar livery	-
PRIORITY of ATTENDANCE of Driver to Sponsorship events of Primary sponsor	-
Logo placement on Porsche 911 GT3 R	Front Bumper/Rear Engine Lid
Logos on Driver Suit, Caps & Team Shirts	✓
Team Sponsor on marketing collateral and media	✓
Photography of car and driver at each Race Weekend	✓
Race Team Uniforms	5x
Race Team Caps	5x
Guests to watch Singapore Formula 1 at the Mandarin Oriental Bar	5x
VIP Pitlane passes per weekend (0 passes for Singapore)	5x
1:43 scale car models	30x
1:8 scale car model (Perfect for Office headquarters) Size of model is about 55-60cm long	-
Media Production – Pre-season video. Pre-Singapore Grand Prix. Daily updates during the race weekend for posting on social media. Driver update and photography story provided.	✓
Overseas Media Engagements of Driver	1x
Payment Terms	30% by December 1, 2022. 40% by January 1. 30% by February 1, 2023.
Total Price	€150,000

MINOR SPONSOR



MINOR SPONSOR
GOOD EXPOSURE

RACING PACKAGES - MINOR SPONSOR

SPONSOR BENEFITS

2023

Team Naming Rights and creative input on colours and theme of racecar livery	-
PRIORITY of ATTENDANCE of Driver to Sponsorship events of Primary sponsor	-
Logo placement on Porsche 911 GT3 R	C-pillar, Mirrors, Rear Bumper
Logos on Driver Suit, Caps & Team Shirts	✓
Minor Sponsor on marketing collateral and media	✓
Photography of car and driver at each Race Weekend	✓
Race Team Uniforms	5x
Race Team Caps	5x
Guests to watch Singapore Formula 1 at the Mandarin Oriental Bar	-
VIP Pitlane passes per weekend (0 passes for Singapore)	2x
1:43 scale car models	10x
1:8 scale car model (Perfect for Office headquarters) Size of model is about 55-60cm long	-
Media Production – Pre-season video. Pre-Singapore Grand Prix. Daily updates during the race weekend for posting on social media. Driver update and photography story provided.	✓
Overseas Media Engagements of Driver	-
Payment Terms	30% by December 1, 2022. 40% by January 1. 30% by February 1, 2023.
Total Price	€80,000

- Highlighted areas are an indication and livery is flexible to accommodate a combination of sponsors
- Packages are subject to change based on availability.
- Multi-year deals available

RACING LIVERY

SPONSOR PACKAGE SUMMARY

All agreements can be customized to suit the requirements of client also including options.



PRIMARY SPONSOR

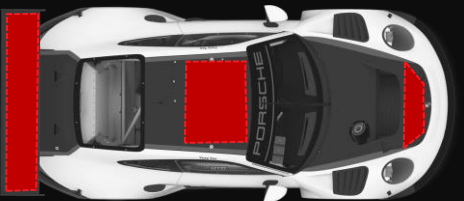
€780,000

BEST EXPOSURE

Team Naming Rights plus

Large logos & branding on:

- ✓ Car Bonnet, Doors, Roof, Wing
- ✓ Driver Suit and Team Shirts
- ✓ Marketing collateral



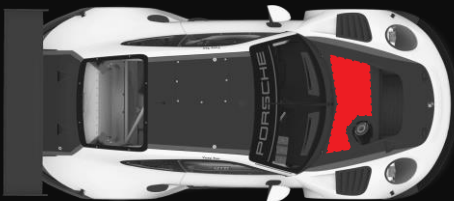
SECONDARY SPONSOR

€300,000

HIGH EXPOSURE

Medium logos & branding on:

- ✓ Car Bonnet and Doors
- ✓ Driver Suit and Team Shirts
- ✓ Marketing collateral



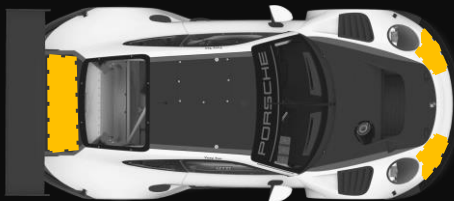
TEAM SPONSOR

€150,000

GOOD EXPOSURE

Small logo & branding on:

- ✓ Fender and rear bonnet
- ✓ Driver Suit & Team Shirts
- ✓ Photo and video media



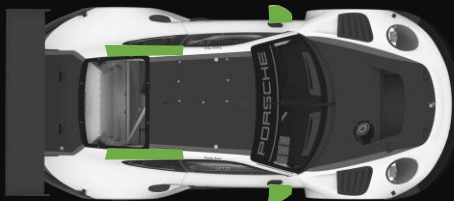
MINOR SPONSOR

€80,000

GOOD EXPOSURE

Small logo & branding on:

- ✓ C-pillar, mirrors, rear fender
- ✓ Driver Suit & Team Shirts
- ✓ Photo and video media



FURTHER OPTIONS

À LA CARTE

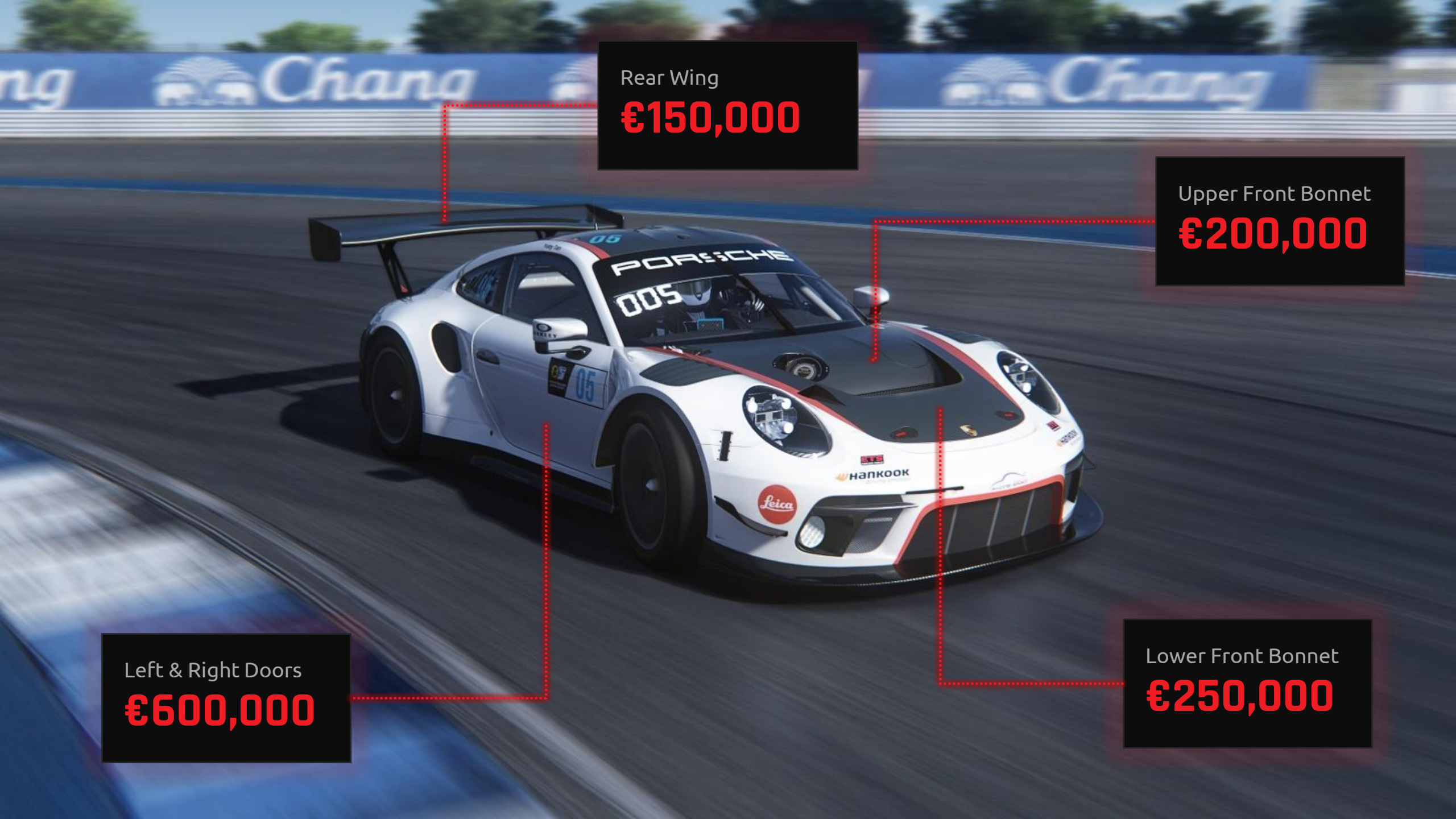
All partnership and sponsorship agreements are **fully customizable**.

If packages are not suitable for your company, the possibility of sponsoring a specific part of the car for the 2023 season is possible.

Please browse over the next few slides for possibilities.

* Based on availability.



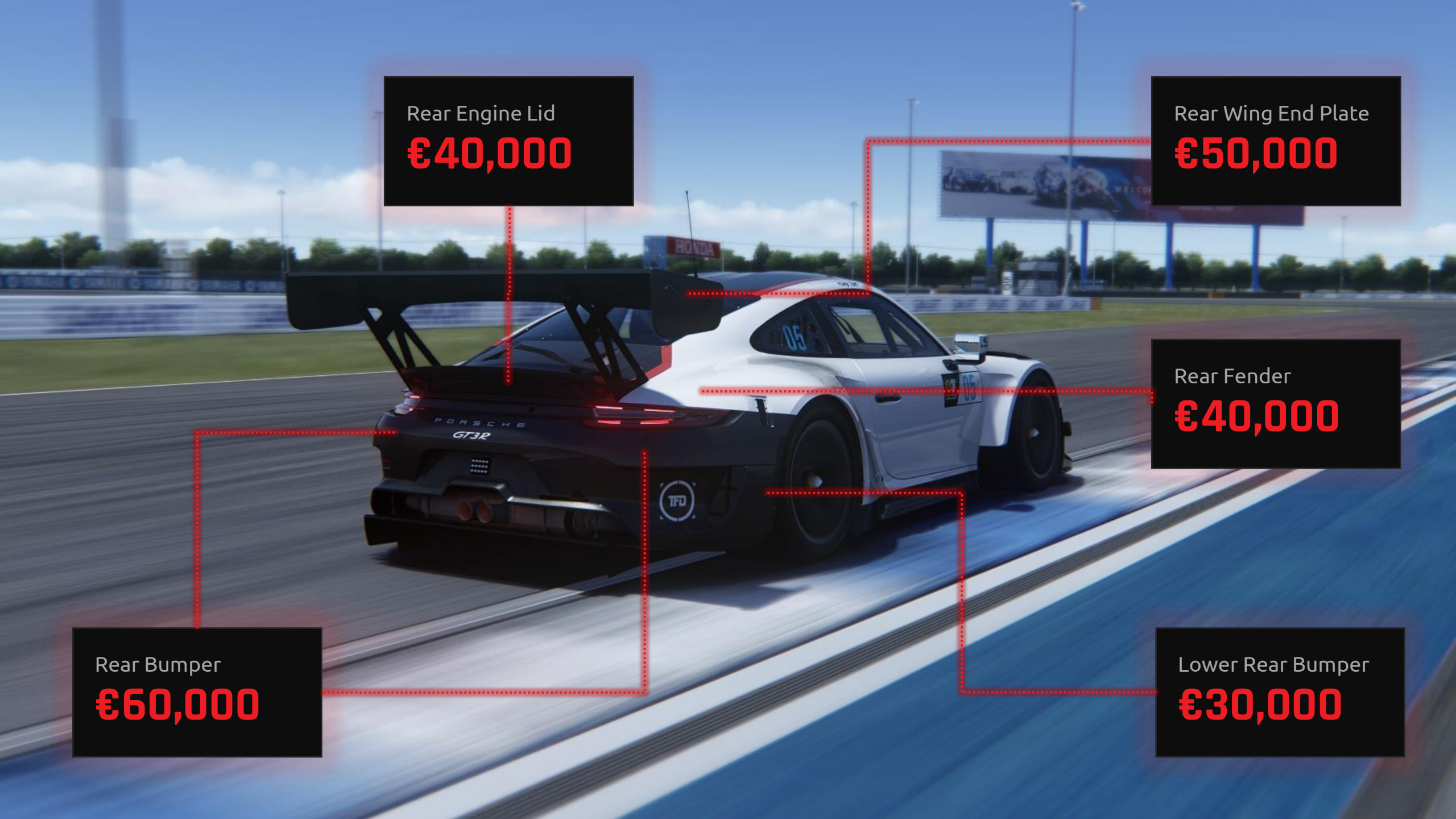


Rear Wing
€150,000

Upper Front Bonnet
€200,000

Lower Front Bonnet
€250,000

Left & Right Doors
€600,000



Rear Engine Lid

€40,000

Rear Wing End Plate

€50,000

Rear Fender

€40,000

Rear Bumper

€60,000

Lower Rear Bumper

€30,000

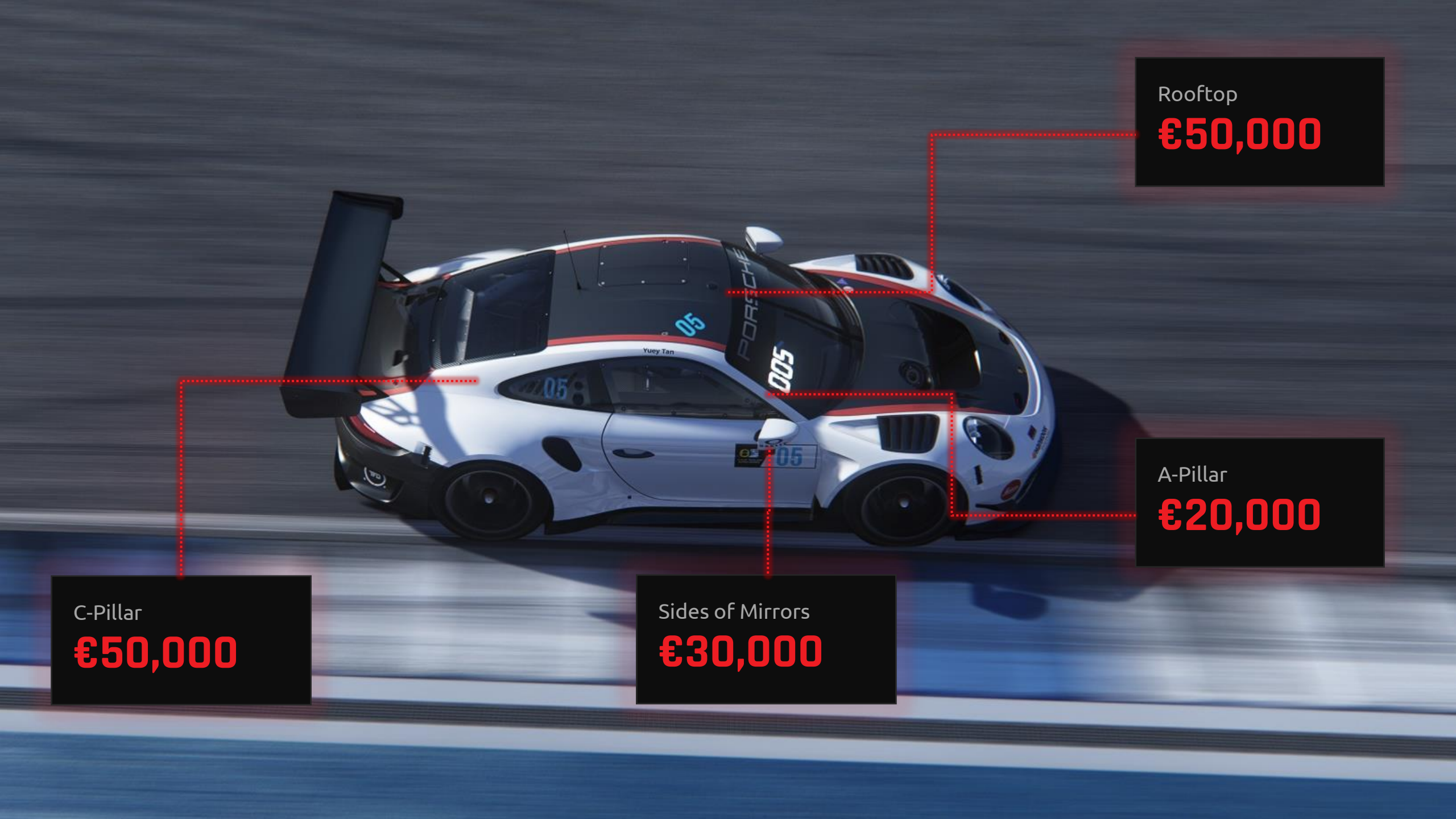


Tops of Mirrors
€25,000

Front Bumper
€60,000

Rear Fender
€75,000

Below C-Pillar
€50,000



Rooftop

€50,000

A-Pillar

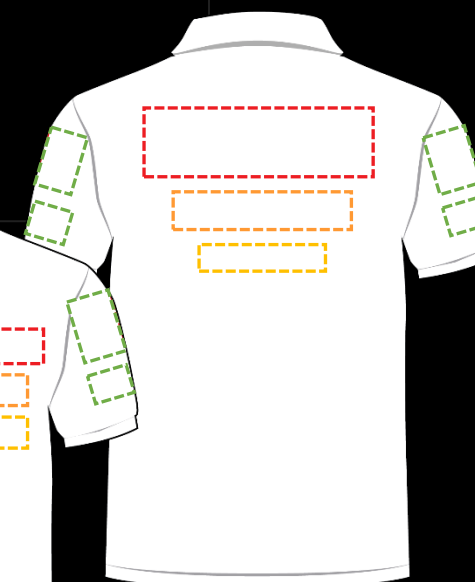
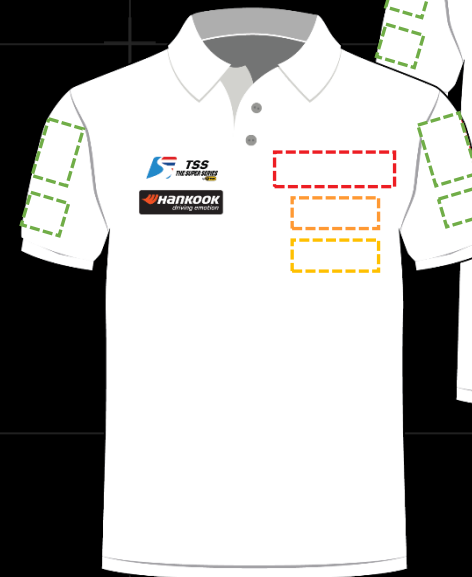
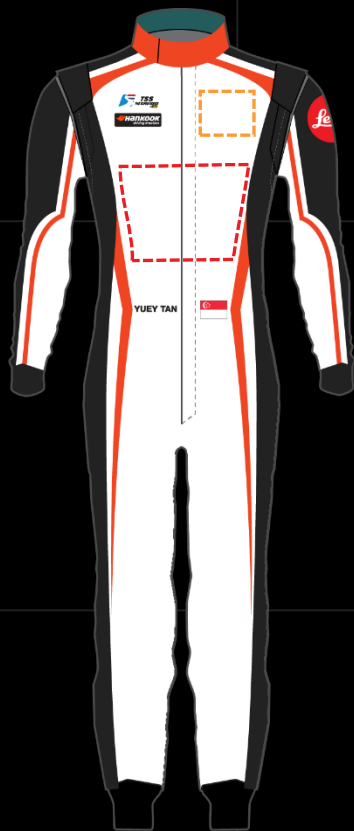
€20,000

Sides of Mirrors

€30,000

C-Pillar

€50,000



SPONSORSHIP PACKAGES

TEAM GEAR

Feature your logo and brand on the driver's suit and team shirts (Sizing and placement dependent on package tier).

SPONSORSHIP LOGO LOCATIONS



= Primary Sponsor



= Secondary Sponsor



= Team Sponsor



= Minor Sponsor

AN EPIC RACE WEEKEND

SPONSORSHIP PERKS



PREMIUM HOSPITALITY

UP TO 20 VIP PITLANE
PASSES PER GRAND PRIX
WEEKEND



CLIENT ENGAGEMENT

A TRULY UNFORGETTABLE
EXPERIENCE FOR GUESTS &
PARTNERS



GRID WALK

Be on the grid 3 minutes
before the lights go out. *Only
for Main sponsor at Singapore



CELEBRITIES

See celebrities and F1 drivers
among the support paddock



SOCIAL MEDIA CONTENT

CONTENT PRODUCTION

Gain exposure for your brand available on all team media content production for distribution on social media.

01

DAILY UPDATES

3x photo stories of the day from the drivers, Yuey Tan and Chris van der Drift

02

VIDEO PRODUCTION

Video updates from the track (subject to video license from event organizers)

03

PHOTOGRAPHY

Daily photo updates on social media from the track

04

SEASON COVERAGE (OPTIONAL)

Our racing team has a production partner called The Film Dispensary. The Film Dispensary can make a reality type documentary series about the race team throughout the racing season.

OPTIONAL PROMOTIONAL TOOLS

MERCHANDISING





The production of merchandising as giveaways or promotional tools is possible, with agreements to be made between partners and sponsors to order a manufacturing run of various branded items such as shirts, hats and other apparel, mugs, pens and scale models of the GT3 R car.

The scale model car has been a highlight for sponsors in our previous seasons.

[View Sample —>](#)



SPONSORSHIP LOGO LOCATIONS

- | | | | |
|---|---------------------|---|-----------------|
|  | = Primary Sponsor |  | = Team Sponsor |
|  | = Secondary Sponsor |  | = Minor Sponsor |



PORSCHE

PAST & PRESENT PARTNERS



CONTACT US

GET IN TOUCH

If you want to be part of the most epic event of the racing calendar, we want to hear from you.



CONTACT

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yueyt82@gmail.com