

# JEAN-ERIC VERGNE



## SPONSORSHIP PRESENTATION 2017



[www.jeanericvergne.com](http://www.jeanericvergne.com)





Jean-Eric Vergne is a world-renowned racing driver currently competing in the FIA Formula E and World Endurance Championships.

The Frenchman spent three seasons competing with Toro Rosso in F1, helping him to become an established figure in international motorsport, with a strong global fanbase. Jean-Eric entered Formula E during its inaugural season in 2014 and has since recorded six podiums, four pole positions and one fastest lap.

He joined Techeetah ahead of the 2016/17 season as lead driver and secured two podiums in the first three races. He also joined Manor for the World Endurance Championship and proved to be one of the fastest drivers in LMP2 during his first race at the 6H of Silverstone.



# TECHEETAH

Techeetah is an ambitious team making its racing debut in the 2016/17 FIA Formula E Championship season.

Techeetah's position in Formula E is built on the belief that the series presents an opportunity to help pave the way for a cleaner future of motoring through the exploration of innovative new technologies, being pioneered in the world's fastest growing motorsport discipline.

With a championship-challenging car and star driver line-up of Jean-Eric and Esteban Gutierrez, Techeetah represents a lucrative opportunity for sponsors to promote both their brand and values to a global audience.

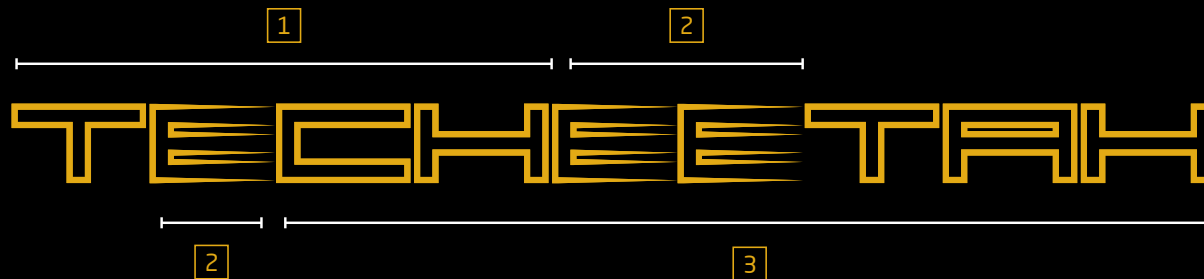


Location examples for on-car branding

# Techeetah brand DNA/The Car

## Brand DNA:

The TECHEETAH name embodies the brand DNA at the heart of the team:



- 1 TECH = Technology
- 2 E = Energy, Environment & Entertainment
- 3 CHEETAH = Fastest land animal in the world

TECHEETAH's Chinese name interpretation is 钛麒

钛 referring to 'titanium' and,

麒 referring to an ancient Chinese mythical creature known as 'Kylín'

## The Car

Spark-Renault Z.E.16

TECHEETAH is a customer team of reigning world champions Renault. In 2016/17 TECHEETAH is benefitting from the French manufacturer's proven powertrain, including the motor, gearbox and inverter. The team is optimising the software developments using our state-of-the-art in-house simulator.

**Chassis:** Spark-Renault SRT\_01E

**Engine:** 200 kW (270bhp) Single motor

**Transmission:** Transversal gearbox

**Tyres:** Michelin bespoke 18-inch treaded tyres

**Brakes:** Dual hydraulic system/Carbon discs

**Acceleration:** 0-100 KM/H in 4.0s

**Top Speed:** 225 KM/H



# Formula E in Numbers



## Global Reach/Viewership

**10.76**  
**Billion**

Total Cumulative  
TV Viewership

**6,851**  
**Hours**

Dedicated  
broadcast time

**672.2**  
**Million**

Global TV  
news

**4.7**  
**Billion**

Online & print  
readership

**5.2**  
**Million**

Social media

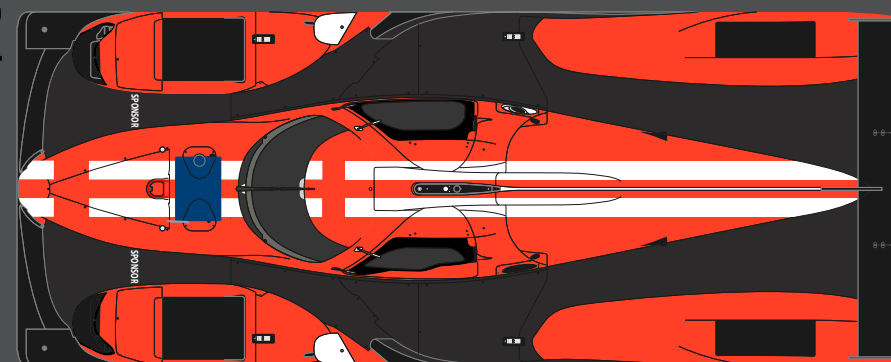
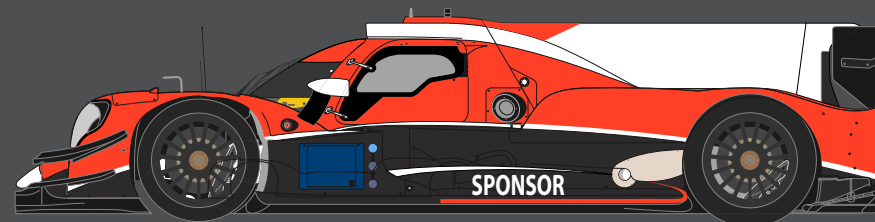
**361,500**

Spectators  
in Season 2



Manor was established in 1990 by ex single-seater champion racing driver John Booth. It operates racing cars that compete in professional motor racing events and the team has remained true to its founding cornerstones of innovation, teamwork and sound commercial sense.

Manor currently competes in the FIA World Endurance Championship, a global series of sportscar races that includes the 24 Hours of Le Mans, rightly considered to be the greatest sportscar race in the world.





# WEC Reach



After five seasons of incredible competition and growth, the FIA World Endurance Championship has matured into one of the world's most entertaining and respected motor sport series.

In 2017, Jean-Eric is competing with CEFC Manor TRS Racing, frontrunners in the highly-competitive LMP2 class. Both the team & driver will compete in nine rounds spanning four continents, including in the prestigious Le Mans 24 Hours, the crown jewel in the FIA WEC calendar.

From Acapulco to Zanzibar, in 2017 FIA WEC will be broadcast to a global audience across six continents, including on free-to-air channels in vital markets such as Germany, France and Belgium. With coverage across the Americas, Africa and Asia, WEC has a truly global reach.



## FIA WEC: The World's Premier Sportscar Discipline

- World's Best Drivers
- Disruptive New Technologies
- Iconic Race Locations
- Family-Focused Entertainment
- UK-based BT Sport & Sky Sports News producing live coverage, highlights and news in 2017
- Free-to-air coverage confirmed in Germany, France, Belgium, the Netherlands, Bulgaria, China, Japan and more
- Potential audience of over 800m for the 2017 Le Mans 24 Hours
- 53 global broadcasters covered the opening round of 2017

# JEV Social media numbers



Jean-Eric Vergne is one of the most popular drivers in Formula E and the World Endurance Championship.



289k  
followers



113k  
page likes



80k  
followers

For each event, a huge amount of coverage is generated by and for Jean-Eric.  
For the Formula E and WEC seasons so far (up to Paris ePrix):

180m+  
online readership  
reached

11.8m  
impressions on  
social media

1,200  
average likes per  
Instagram post

**Example tweet:**  
"P2! So happy to give  
@TecheetahFE our first  
@FIAformulaE podium  
together, thank you  
all so much for your  
support! @GHMUMM  
#BAePrix #JEV25"



# Sponsorship and Brand Ambassador Packages

Event Summary - 2017

12 Rounds of the FIA Formula E Championship

9 Rounds of the FIA World Endurance Championship (Including Le Mans 24hr)

	Benefits are calculated for participation in EITHER Formula E or WEC							
	Single Race Partnership		Standard Partnership Package		Premium Package		Platinum Package	
	Formula E	WEC	Formula E	WEC	Formula E	WEC	Formula E	WEC
Branding								
Car	Upon Request	Lower side pod	Upon Request	Lower Side pod	Upon Request	Lower side pod	Upon Request	Lower side pod + 2 bonnet locations
Team	Upon Request	Upon Request	Upon Request	Upon Request	Branded Product in team environment		Branded Product in team environment	
Driver	Overall - Chest Branding and/or helmet	Overall - Chest Branding and/or helmet			Helmet	Overall Chest + Casual wear Chest	Helmet & Overall Sleeve	Helmet, Overall Sleeve, + Casual wear
Social Media Engagements								
Driver	1 mention	1 mention	1 mention per event	1 mention per event	2 Mentions per event		4 Mentions per event	
PR	1 Press write up	1 Press write up	1 Press write up per event		1 Press write up per event		1 Press write up per event	
Hospitality								
VIP Pass	On request	On Request	On request	On Request	4 Per season	8 Per Season	4 Per season	8 Per Season
Paddock Passes	2	2	On request	On request	2 Per season	4 Per Season	2 Per season	4 Per Season
Activation								
Driver Image rights	Race weekend only		Complete Season + availability for additional photography session		Complete Season + availability for additional photography session		Complete Season + availability for additional photography session	
Driver appearances	Upon Request		Upon Request		2 per season		3 per season	
B2B								
Personal Partners	Introduction to JEV's personal partners - Network extension		Introduction to JEV's personal partners - Network extension		Introduction to JEV's personal partners - Network extension		Introduction to JEV's partners & joint event hosting proposal	
Team Partners	Contact sharing of team partners (FE & WEC)		Contact sharing of team partners (FE & WEC)		Contact sharing of team partners (FE & WEC)		Partner day with team partners (FE & WEC)	
Championship Partners	Contact sharing of Championship management team (FE & WEC)		Contact sharing of Championship management team (FE & WEC)		Contact sharing of Championship management team (FE & WEC)		Contact sharing of Championship management team (FE & WEC)	





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**PHG**  
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