



# 2014 PARTNERSHIP PROGRAMME

**GPVWC**  
simracing

# SUPPORTING SIMRACING



There are many reasons to be a partner to the simracing world. Discover how your business could gain valuable exposure thanks to the new universe GPVWC opens it to - it is time to play a part in a new motorsport era.

## SIMRACING: GATEWAY TO YOUR AUDIENCE

Simracing offers millions of motorsport fans the most accessible way to feel part of their sport and the most realistic driving experience short of jumping into a real cockpit.

The average simracer is a passionate individual with a keen interest in motorsport, technology and the digital world, making this sector the perfect setting for businesses aiming to showcase their products and services and increase revenues.

Simracers are a highly diversified group including individuals of differing education, income and walk of life; they include people with highly transferable skills which can be employed in real-life motorsport and business - the ultimate proof of the great scope brought by this experience.

Partnering a simracing community is a cost-effective, direct way to promote your brand which offers infinite scope for customization - bringing you the flexibility you need to show your brand. Online racing is also a modern, high-tech way to create professional corporate events at an extremely convenient price. Simracing opens a new, growing and adrenaline-packed universe: be part of the digital revolution, and join a world waiting for you to promote your activity!

At GPVWC, we believe in a new, professional side of Simracing - one that brings together people and companies, creating benefit for all involved.

## THE GPVWC EXPERIENCE

The GPVWC has, throughout its history, established itself as one of the most professional, realistic and enjoyable simracing experiences on the internet.

With a cutting-edge website, an unique, proprietary team management experience and the most established simracing community in the world, dating back to the year 2000, the GPVWC is claiming its stake as "the place to be" in international simracing.

The GPVWC represents also a valid opportunity for web- and simracing-related companies to advertise their products at competitive rates to an ever-growing community of hundreds of racing fans from all over Europe and the world.

Advertising banners on our website, sponsoring of individual championships and track-side ads during our weekly live broadcasts are just a few of the ways in which companies can maximise their exposure in the simracing world and supporting one of the most popular leagues on the net.

Thousands of users from every continent visit the GPVWC site every day, trusting our brand and visiting our partners. As the statistics presented on the right show, interest in our site and our championships is growing exponentially, making 2014 the ideal moment to join forces with GPVWC - the ultimate simracing experience on the web.



# WHY GPVWC

The GPVWC offers exposure on a scale other establishments cannot match - giving your brand access to a range of opportunities from online to magazines. This is just a bit of what you can find at GPVWC

- Three year-long series: Formula Challenge, Supercup and the crown jewel of the GPVWC - the Superleague
- Three seasonal series: World Sport Series, World GT Championship and the International Touring Cup
- The GPVWC Masters Series - including iconic events such as Indy 500, Daytona 500 and Bathurst 1000 km
- All events broadcasted LIVE! with re-live available permanently on the GPVWC site
- Race highlights
- Reports, special features, interviews and reviews after every race
- More media - podcasts and radio interviews
- Yearly paperback review available online

**WHATEVER THE MEDIA**

**WHATEVER THE AUDIENCE**

**WHATEVER THE MESSAGE**

**GPVWC can help you reach your customers and give your brand unique exposure**











# GPVWC.COM: A THRIVING HUB

MONTHLY VISITS (Avg): **42,500+**

MONTHLY PAGE VIEWS (Avg): **430,000+**

MONTHLY WEBSITE HITS (Avg): **1,272,000+**

## TRAFFIC BY COUNTRY (monthly)

United Kingdom		472,965 hits
United States of America		49,132
Netherlands		48,616
Norway		47,535
Germany		41,584
Belgium		38,820
Finland		36,721
Canada		27,868
Spain		26,766
Australia		20,683

FACEBOOK: **1,500+** Avg Reach

TWITTER: **2** Feeds

Main News & Live Broadcast

# OUR PARTNERSHIP PROGRAMME

Our Sponsorship packages are suited to all needs: from long-term commitments to one-off partnerships, GPVWC offers your company the opportunity to gain the best value-for-money exposure in the simracing world.

## A. PLATINUM

- Title sponsorship of the GPVWC Superleague (i.e. the "2014 YOUR COMPANY GPVWC Superleague"), including on the official Winner's trophies.
- Official denomination as title sponsor of five Superleague events of choice - i.e. "2014 Superleague YOUR COMPANY Spanish Grand Prix" - in all official GPVWC Superleague pages.
- Promotional banner for your company on ALL pages of www.gpvwc.com, with link to your company website.
- company logo, link to your website and description of your services on the "Partners" page of the www.gpvwc.com website
- Trackside advertising for your company, visible in all photographic and video footage of the GPVWC events.
- Your company name highlighted in all pre- and post-event editorial news items on website, in newsletters, press and PR activity related to the GPVWC Superleague.
- News item on the main page of www.gpvwc.com in which the sponsorship deal is presented, your company is described and a link to your company's website is advertised.
- Advertising message before, during and after all podcasts and at the start of GPVWC Superleague highlights.

## B. GOLD

- Title sponsorship of the selected GPVWC Championship (i.e. the "2014 YOUR COMPANY GPVWC Supercup"), including on the official Winner's trophies.
- Official denomination as title sponsor of five Championships events of choice - i.e. "2014 Supercup YOUR COMPANY Spanish Grand Prix" - in all official GPVWC Superleague pages.
- Promotional banner for your company on main page of www.gpvwc.com, with link to your company website.
- company logo, link to your website and description of your services on the "Partners" page of the www.gpvwc.com website
- Trackside advertising for your company, visible in all photographic and video footage of the GPVWC events.
- Your company name highlighted in all pre- and post-event editorial news items on website, in newsletters, press and PR activity related to the selected event.
- News item on the main page of www.gpvwc.com in which the sponsorship deal is presented, your company is described and a link to your company's website is advertised.
- Advertising at the start of the selected event highlights.

## C. SILVER

- Official denomination as title sponsor of five Championships events of choice - i.e. "2014 Supercup YOUR COMPANY Spanish Grand Prix" - in all official GPVWC Superleague pages.
- Promotional banner for your company on main page of www.gpvwc.com, with link to your company website.
- company logo, link to your website and description of your services on the "Partners" page of the www.gpvwc.com website
- Trackside advertising for your company, visible in all photographic and video footage of the GPVWC events.
- Your company name highlighted in all pre- and post-event editorial news items on website, in newsletters, press and PR activity related to the selected event.
- Advertising at the start of the selected event highlights.

# 2014 SEASON LISTING

A ground-breaking simracing community, GPVWC offers the ultimate range of experiences such as cutting-edge online racing, a unique team management system and the most established simracing community on the web.

The three open-wheel Championships within the GPVWC offer you an excellent value-for-money option to advertise in front of a captive audience.

	<i>Superleague</i>	<i>Supercup</i>	<i>Formula Challenge</i>
PLATINUM	£200	-	-
GOLD	-	£150	£100
SILVER	£90	£60	£40

Alternatively, the three GPVWC Championships devoted to tin-top racing offer the opportunity to join in for special events that are destined to remain in your memory for a long time.

	<i>Masters Series</i>	<i>World Sport Series</i>	<i>World GT</i>	<i>International Touring Cup</i>
GOLD	£60	£60	£60	£60
SILVER	£30	£30	£30	£30

For more information or to discuss the terms of partnership, please contact  
the GPVWC Administration at [admin@gpvwc.com](mailto:admin@gpvwc.com)

A large, stylized logo for GPVWC simracing. The text "GPVWC" is in a bold, italicized font with a green and blue gradient, and "simracing" is in a white, lowercase font below it. The background features a checkered pattern and a green and blue swoosh.