

# BLUE SHEETS *Racing*



SPONSORSHIP INFORMATION PACK

08

## the zapcats

Zapcats are high performance inflatable catamarans, powered by a 50HP outboard.

Originating in South Africa, they were originally designed for surf rescue. With speeds of over 60mph, boats weave through the surf break and flat water around a pre-determined course, positioned right on the waters edge.

The power to weight ratio of this amazing craft guarantees dramatic entertainment that excites both the media and spectators alike.



## the team

### Pilot

Name: Ben Adams  
Age: 33  
Nationality: British  
Based: Winchester, Hampshire, UK  
Occupation: Company Director  
Interests: Powerboat Racing, Kayaking, Motorbikes



### Co Pilot

Name: Ed Nichols  
Age: 31  
Nationality: British  
Based: Guildford, Surrey, UK  
Occupation: Company Director  
Interests: Powerboat Racing, Snowboarding, Car Racing



The team have raced in the Zapcat UK Championship for 3 years and picked up fifth position in the 2007 King of Surf out of 40 boats. They also took part in the Thundercat World Championship, racing in the UK and Europe.

## the exposure

Zapcat Racing is the worlds largest one design powerboat racing class. 2007 saw over 40 teams complete in the National Chamionship.

Blue Sheets Racing has a dedicated team website [www.bluesheets.co.uk/bsr](http://www.bluesheets.co.uk/bsr) which hosts the largest Zapcat Race Forum on the web and is part of [www.bluesheets.co.uk](http://www.bluesheets.co.uk) which receives over 30,000 visitors a month.

Blue Sheets also has stands at 4 boat shows including the Southampton Boat Show where team merchandise and information will be available.

Additional exposure is also available through the **Sailing Networks** and **Sail TV** websites. Total reach - over 120,00 visitors a month.

Sail TV co-sponsored the team in 2007 and we hope to have them back on board in 2008 to provide more fantastic television exposure.

We encourage sponsors to get involved with the sport and can arrange accommodation at events, rides in the boat, etc.

## the media

Jan 08 London Boat Show - featured demonstrator  
Sep 07 Southampton Daily Echo  
Aug 07 Sky Sports - featured interview  
Aug 07 Sky TV - race coverage  
Jul 07 Hull Daily Mail  
Jul 07 Hull & Humber Grand Prix - Pre event press day  
Jul 07 Drambuie Programme as part of Adrenaline Rush series  
Apr 07 Drambuie Articles - BBC website, Metro, Daily Record  
Apr 07 Drambuie Pursuit - Channel 4, Talksport, Guardian, Sport Monthly and GQ  
Jul 06 Skysports 1 - Wet & Wild Show - Glasgow River Festival - team interview  
Jul 06 Meon Valley News - Zapcat Racing feature



GET INVOLVED WITH THE WORLDS LARGEST ONE DESIGN POWERBOAT RACING CLASS

# the sponsorship



current sponsors

We offer flexible sponsorship opportunities from simple, minor branding of the boat to full re-naming of the team.

We can provide a platform to distribute sponsors literature, trial products and giveaways at events around the country as well as the boat shows we attend.

Additional stand branding is also available at these events.

## Sponsorship packages will include the following:

- Branding on boat, clothing and tow vehicle
- Banner Advertising on both websites
- Full use of both websites for press releases, articles, etc.
- Branding at UK & International events, boat shows, etc.
- Television exposure during the season
- Use of race team and boat at exhibitions, events, etc.
- Use of race team experiences as prizes and incentives\*
- Corporate hospitality can be arranged

\* Subject to client insurance.



**Sponsorship starts at only £1,000**

**Sponsorship enquiries:  
james@bluesheets.co.uk  
01256 765007**



**www.bluesheets.co.uk/bsr**