



Alex Toth-Jones

RACING | MEDIA PACK

2018



Alex Toth-Jones

A promising talent in the world of motorsport



Alex Toth-Jones is a very talented young racing driver from Yorkshire, who has a serious ambition to become a professional racing driver.

MSA RSF Young driver of the year finalist and MSA Academy squad member he started racing karts at the age of 12 and made the move up to cars in 2016 in the Ginetta GT5 Challenge where he has had consistent top 10 results throughout the season on an extremely tight budget.

Ginetta GT5 is the breeding ground for the British GT, British Touring Cars and Le Mans. In 2018 Alex would like to move up the ladder to British GT but he needs to source partnership backing in the form of sponsorship in return for business promotion and hospitality.

For companies looking to move into the world of motorsport, expand their existing profile and entertain guests it is a great platform, as it benefits from the best, most extensive media coverage for any UK motorsport. It also has fantastic SRO VIP hospitality and networking opportunities at major race tracks throughout the UK and Europe.



ALEX ATTRACTED THE ATTENTION OF THE MSA ACADEMY THROUGH HIS PERFORMANCE AND RESULTS ON TRACK. HAVING NOW WORKED WITH HIM AWAY FROM THE TRACK IT IS GREAT TO WITNESS THAT HIS DESIRE, DETERMINATION AND WILLINGNESS TO SUCCEED IS REPLICATED AWAY FROM THE TRACK AND NOT JUST ON IT. ALEX IS A DRIVEN INDIVIDUAL WHO IS NOT AFRAID TO ASK QUESTIONS TO DEVELOP HIS UNDERSTANDING WHICH WILL ENABLE HIM TO BE A BETTER ATHLETE BOTH ON AND OFF THE TRACK.

GREG SYMES | MAY 2014
MSA ACADEMY MANAGER





Details



Be a part of the UK's highest-profile race series in terms of both press coverage and spectator appeal, offering unrivalled exposure for all involved.

With glamorous supercars racing bumper-to-bumper, ground-shaking noise, breathtaking speeds and all the drama of pit-stops and driver changes, the British GT Championship is one not to be missed. Quoted as probably the country's best kept secret, it provides a perfect platform for teams and sponsors to entertain guests.

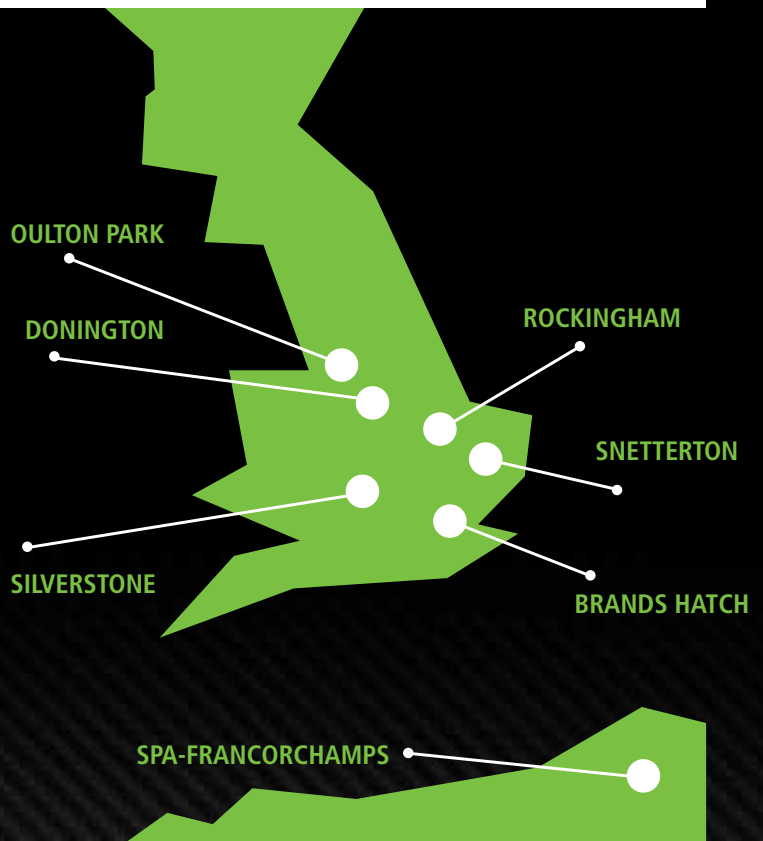
Television and media

The growing pedigree of the championship and high profile Channel 4 and Motors TV live coverage ensures each race weekend has a real sense of occasion, enabling VIP guests to be treated to a level of luxury associated with international motorsports.

Across a season, the championship visits a number of internationally renowned racing circuits including Silverstone, Spa- Francorchamps, Brands Hatch and Donington Park. With amenities varying considerably from venue to venue, the SRO Club provides businesses with a perfect opportunity to entertain clients and reward employees.

British GT's paddock is full of international businesses and decision makers seeking to maximise opportunities presented by the championship's potential as a host to explore business-to-business opportunities. It's also the perfect environment for companies to strengthen business ties with existing partners and generate higher morale among staff.

Furthermore, the championship's headline status at circuits the length and breadth of the UK ensure its team and commercial partners are given the best opportunity to elevate their brands to a prime ABC1 audience.





Marketing, Publicity and Hospitality



The SRO Club is an exclusive hospitality venue for drivers, teams and their guests.

Throughout each race weekend, in addition to the VIP hospitality, the Club is the hub of all British GT activity.

With opportunities for sponsorship displays and branding in and around the Club, the facility can provide you and your guests with first class facilities.

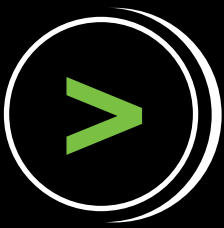
During the weekend guests can attend the pit-lane walkabout and autograph sessions, while garage tours can also be arranged. And, guests can be escorted on to the grid to get up close to the race cars just moments before the green flag.

Whatever your particular requirements, the high specification SRO Club offers organisations of all sizes unrivalled opportunities, as well as the very real promise of an exhilarating taste of life in the fast lane.

FULLY INCLUSIVE OR PART SPONSORSHIP PACKAGES ARE AVAILABLE TO SUIT ANY BUDGET.

THIS CAN INCLUDE ADVERTISING ON THE CAR AND RACE SUIT, SOCIAL MEDIA COVERAGE, TICKETS TO RACE MEETINGS WITH VIP ACCESS TO SRO HOSPITALITY, GARAGES, PADDOCK AND PIT LANE. DRIVER AVAILABILITY FOR MEDIA, CORPORATE EVENTS AND ADVERTISING USAGE, MERCHANDISE DISTRIBUTION. ACCESS TO DRIVER TEST DAYS, GUEST PASSENGER RIDES AND CORPORATE DAYS.

SHOULD THIS PARTNERSHIP BE OF INTEREST TO YOU WE WOULD BE VERY HAPPY TO MEET WITH YOURSELVES TO DISCUSS THE PROPOSALS IN MORE DETAIL.



Why partner with Alex?

Motorsport presents a great opportunity for you and your company with many tangible benefits.

The high profile and demanding sporting environment, cutting edge technology and business network is the perfect arena for you to showcase your brand, product and services.

Motorsport is a magnet for business leaders and new business opportunities.

Explore synergies with co-sponsors, suppliers and clients within the successful British industry of motorsport.

ALEX IS LOOKING FOR ANY FORM OF SPONSORSHIP AND CAN TAILOR A PACKAGE TO SUIT YOUR BUDGET. SHOULD A MOTORSPORTS PARTNERSHIP BE OF INTEREST TO YOU, HE WOULD BE VERY HAPPY TO MEET UP AND DISCUSS OPTIONS AVAILABLE.



“ It is wonderful to meet a racing driver with such a clear understanding of how to deliver partner value as well as racing success

DAVE AYRES
PICTURESPO RTS PHOTOGRAPHY

CONTACT ALEX TOTH-JONES

Email. tothjones@blueyonder.co.uk
Website. alextothjonesracing.co.uk
Twitter. @AlexTJRacing
Facebook. Alex Toth-Jones Racing