

RACING BROTHERS
VAN EIJNDHOVEN



SPONSOR GUIDE

SEASON 2023



PORSCH MOBIL 1 SUPERCUP | PORSCH CARRERA CUP DEUTSCHLAND

Huub started racing at a young age in go-karting. After respectively participating in various national and international championships, such as the European Series, he made the switch to car-racing. In 2020 Huub finished, in his debut season, 2nd overall in the Supercar Challenge and won the last race ever held on the 'old Zandvoort' venue together with his dad and Jaap van Lagen. After a strong season in 2020, Huub made the switch to sprint racing with Porsche. The professional environment and organisation Porsche provide in Porsche's racing series is top notch and beyond successful. The combination between sprint races with Porsche and Huub seemed to be a good one. In his rookie-season Huub was one of the championship favourites in the Porsche Carrera Cup Benelux, claiming the Rookie Championship and finishing 3rd overall after a dramatic season finale.

As a reward for those achievements, Huub got the rare opportunity to participate in Porsche's Junior Shootout-event. A yearly event, organised by Porsche Motorsport, that invites twelve young, ambitious

talents form all over the world to come and fight for the Porsche Junior sport. Becoming a Porsche Junior is the first step towards a Porsche factory driver. After ending the season on a high, Huub stepped further up into the Porsche Motorsport Pyramid. For the 2022 season Huub joined the Porsche Carrera Cup Deutschland and in addition to that, he participated in two races from the prestigious Porsche Mobil1 Supercup that is held pre Formula 1 races including the Dutch GP. After joining forces with one of the top teams GP-Elite, every ingredient for having a successful season was in store. This combination seemed to work and Huub and GP-Elite managed to become Vice Rookie-Champion in the highly competitive Porsche Carrera Cup Deutschland series. After a successful 2022 season, Huub is now aiming to drive a full season in the Porsche Carrera Cup Deutschland + the Porsche Mobil1 Supercup. His dream is to climb throughout the Porsche Motorsport Pyramid and eventually become a Porsche Factory driver and win legendary races such as 24H of Le Mans, Nürburgring, Spa and Daytona!

HIGHLIGHTS

- ▶ Porsche Motorsport Junior Shoot-out
- ▶ Rookie Champion & 3rd overall Carrera Cup Benelux
- ▶ Vice Rookie Champion Carrera Cup Deutschland





LUCAS VAN EIJDHOVEN



PORSCHE CARRERA CUP BENELUX

Lucas started racing just a few years ago. After following the racing activities of his father and brother closely for some time, Lucas decided that it was time for him to show what he is capable of doing in a race car. Starting with various track days in different cars, it became clear that Lucas had a hidden talent and is a fast learner. Lap times went down rapidly and after gathering enough experience it was time for the real deal; participating in races. Lucas started with some local races in the DNRT with various cars and showing good results what led to eventually move up towards the Supercar Challenge. In this national championship he showed friend and enemy his raw speed and car handling skills on track. After completing an impressive first season it was an easy decision to follow into the footsteps of his brother towards sprint racing with Porsche's. Last season Lucas made the huge step into the Porsche Sprint Trophy Benelux. A mixed field full of Porsche's with both experienced and young, fast drivers made sure it was not going to be an easy season for Lucas.

The immense challenge ahead required a lot of motivation and discipline from him. Training hard in

the gym as well as on the simulator resulted in big improvements during the season. A season wherein he learned a lot and showed great potential ended with the Rookie Championship and a 2nd place overall. After gaining great results in the Porsche Sprint Trophy Benelux it was clear for Lucas to climb a step up into the Porsche Motorsport Pyramid and join the Porsche Carrera Cup Benelux for 2022 season. Teaming up with JW- Raceservice, a team that proved they can deliver winning cars, made sure all elements were required for a successful season. Lucas ended the season with the Rookie Championship title after a hard fight until the very last race. He looks back on a learnful season in which he gained loads of experience to help develop him even further as a professional racing driver. Lucas is now focussing on competing yet again in the Porsche Carrera Cup Benelux with his main goal to fight for the overall podiums regularly. In addition to that, he is also looking to compete as a guest driver in several races of the Porsche Carrera Cup France to battle against some of the best Porsche drivers in Europe. His short-term dream is to reach the Porsche Mobil1 Supercup and to participate in several prestigious endurance races!

HIGHLIGHT

- ▶ Rookie Champion & 2nd overall Sprint Trophy Benelux
- ▶ Rookie Champion Carrera Cup Benelux

PORSCHE MOBIL1 SUPERCUP

Welcome to the most international Porsche one-make cup ever!

The Porsche Supercup is celebrating its 31th anniversary in 2023. There are three main reasons for the continuing success of the pinnacle of all the national Porsche one-make cups: proximity to Formula One, an international focus, and the consistent promotion of young racing driver.

In no other Porsche one-make cup is the performance level so high, with an absolutely level playing field – and a completely professional organisation. And with the introduction of renewable racing fuels, the series is also fit for the future. This makes the Porsche Mobil1 Supercup an indispensable part of any ambitious customer team's calendar – and a highly attractive platform for sponsors.

The Porsche Mobil1 Supercup has supported the FIA Formula One World Championship since 1993. It is a professional high-ranking race series which is firmly established in the international calendar and enjoys a great reputation with the motorsport community and the public alike. In 2023, eight races will be held at eight Formula One events. In the Porsche Mobil1 Supercup, passion, entertainment and

excitement are guaranteed. Drivers, teams and partners add to the level of teamwork and sporting spirit to make it an excellent motor racing series.

The headliner of the Porsche Mobil 1 Supercup is the Porsche 911 GT3 Cup (992) - the world's best-selling race car, developed by Porsche AG. Famous motor racing personalities compete against talented, ambitious young drivers just before the Formula One: in the Qualifying Session on Saturday, and in the race on Sunday before the Grand Prix takes off.

The Porsche Mobil1 Supercup is organised directly by Porsche AG. This guarantees professional service regarding all organisational and technical questions and provides a reliable point of contact for all involved. As a professional race series packed with action and emotion, the Porsche Mobil1 Supercup offers the ideal platform for business – let it be motor racing, sponsoring, supply or networking. Using the series as a marketing platform not only increases the level of awareness and brand appeal, but also develops a modern and dynamic image, placing it on the level of successful enterprise in connection with the Porsche brand.

HIGHLIGHTS

- ▶ Proximity to Formula 1
- ▶ High level and professional organisation
- ▶ A highly attractive platform for sponsors



PORSCHE MOBIL1 SUPERCUP

The Porsche Mobil1 Supercup takes off on Saturday and Sunday right before the Formula One sessions, with an average of 100.000 live spectators following the spectacular action from the grandstands: the qualifying is on Saturday and the race on Sunday.

Participants benefit from a partnership in the Porsche Mobil1 Supercup because the series

- Exclusively runs as a support race of the FIA Formula One World Championship,
- Offers great potential as a business platform – and has a highly efficient benefit-cost ratio for sponsors and partners,
- Enjoys the fascination of the Porsche brand,
- Is well established in international motor racing,
- Has a high level of planning reliability due to long-term consistency of the series' organisation,
- Enjoys global TV and media coverage,
- Benefits from the Formula 1 Paddock Club as an event and B2B platform on the highest international level,
- Helps your company gain brand recognition in front of millions of spectators, and
- Is the career springboard for young talent into professional motorsport.

CALENDER '23

- ▶ Gran Premio Dell'Emilia Romagna
- ▶ Magyar Nagydíj
- ▶ Grand Prix De Monaco
- ▶ Belgian Grand Prix
- ▶ Grosser Preis Von Österreich
- ▶ Grote Prijs van Nederland
- ▶ British Grand Prix
- ▶ Grand Premio D'Italia



PORSCHE MOBIL1 SUPERCUP

The individual sessions can be followed on TV worldwide.
 Since the TV rights vary from country to country, it is recommended that you check the local details.

Main partners in Europe:

- **Sky.**
Live coverage of all races, including in Germany, The UK and Italy.
- **Eurosport.**
Live coverage of all Porsche Mobil1 Supercup races and repeats on Eurosport 1 or Eurosport 2.
- **CANAL+.**
Live coverage of all Porsche Mobil1 Supercup races in France.
- **Official F1 TV App.**
All Practice and Qualifying Sessions will be streamed via the Official F1 TV App (coverage depends on country and contract).
- **Ziggo Sport.**
Live coverage of all Qualifying Sessions and all Porsche Mobil1 Supercup races in the Netherlands.
- **ViaPlay.**
Live coverage of all Qualifying Sessions and all Porsche Mobil1 Supercup races in the Netherlands.

TV Distribution Summary:

Region	Country	Broadcaster
Africa	Africa	Supersport
Americas	Brazil	TV Bandeirantes / Bandsports
	Canada	Bell (TSN)
	Latin America	Fox Sports (ESPN)
	Uruguay	Channel 12 (MRC Ltda)
	USA	ESPN
Asia Pacific	Asia	Fox Sports (ESPN)
	Australia	Fox Sports Australia
	China	Tencent
	Japan	DAZN
	New Zealand	Spark Sport
Europe	Austria	Servus TV / ORF
	Baltics	NENT – Viaplay
	Belgium	Telenet
	Cyprus	Cytavision (Asset Ogilvy)
	Denmark	TV3 (NENT)
	Ex-Yugoslavia States	AMI – Sport Klub / TV3
	Finland	C More (MTV OY)
	France	CANAL+
	Germany	Sky Sport
	Greece	COSMOTE Sport (Asset Ogilvy)
	Italy	Sky Sport
	Malta	TSN
	Netherlands	Ziggo
	Norway	V Sport (NENT)
	Portugal	Eleven Sport Portugal
	Romania	Telekom Sport/Digisport/Lock Sport
	Russia	Match TV
	Spain & Andorra	Movistar
	Sweden	V Sport (NENT)
	Turkey & Azerbaijan	S Sport (Saran Media)
UK	Sky UK	
Various	Various	F1TV
	Various (Europe, Asia Pacific)	Eurosport

PORSCHE MOBIL1 SUPERCUP

Van Eijndhoven | Sponsorguide Season 2023

Hospitality

The Porsche Team Catering is available at all events from Friday to Sunday. According to the timetable in Monaco, the service is available from Thursday to Friday and on Sunday. For breakfast, lunch and dinner (Sunday only breakfast and lunch), the teams, drivers and their guests help themselves to a generous buffet. Drinks are in constant supply, and a selection of cakes and snacks are available in the afternoons.

Team hospitality

If required, every entered team may purchase additional catering packages per race weekend, for the Porsche Team Catering. The packages will be sold exclusively to teams. Porsche aims to provide a unique experience in an exclusive setting for our teams and their guests.

Formula 1 Paddock Club

The Formula 1 Paddock Club is the official guest hospitality venue, which provides incomparable service and an exclusive, unique setting for hosting sponsors and their guests. Depending on the number of guest, the event venue and the actual availability of tickets, the Porsche Mobil1

Supercup occupies a private suite within the Formula 1 Paddock Club either in the 'Pit Building Lounges' or 'Pit Building Terrace'. With guest numbers of less than 100, the guests of the Porsche Mobil1 Supercup are catered for in the 'Club Suite; together with guests of other Formula One Partners.

The 'Pit Building Lounges' are a collection of closed air-conditioned lounges located directly above the Formula One pits and offer a privileged view of the pit lane and the start/finish straight. The 'Pit Building Terrace', a collection of suites covered by a purpose-built marquee, is located at the rooftop of the pit building, and allows a direct view of the Formula 1 pit lane and the start/finish straight. In the 'Garden Area' of the Formula 1 Paddock Club, you can find a champagne bar as well as food stations offering patisserie and local specialities. A variety of alternating amusement attractions will make your visit at the Formula 1 Paddock Club unforgettable. In addition to the Porsche Mobil1 Supercup events, we are pleased to offer you Formula 1 Paddock Club tickets for most of the FIA Formula 1 World Championship rounds.



PORSCHE MOBIL1 SUPERCUP

Van Eijndhoven | Sponsorguide Season 2023

Media Overview

Viewers TV NL	2.700.000
Viewers Worldwide	12.900.000 (2021)
F1TV App NL	600.000 (Est.)
F1TV App Total	3.500.000 (Est.)
Ziggo F1 Supercup item	800.000
RTL GP Item GP -Elite (2x)	1.200.000

Newspapers

Noord Hollands Dagblad (2x)	300.000
Twentse Courant Tubantia (2x)	240.000

Magazines

Porsche RS Magazine (6x)	96.000
RTL GP Magazine (6x)	228.000

Social Media Followers

Porsche Newsroom Instagram	1.900.000
Porsche Customer Racing Instagram	153.000
Porsche Supercup Instagram	49.300
Porsche Supercup Facebook	22.000
GP Elite Facebook	6.200
GP Elite Instagram	7.500
Huib van Eijndhoven Instagram	1.100
Huib van Eijndhoven Facebook	1.100

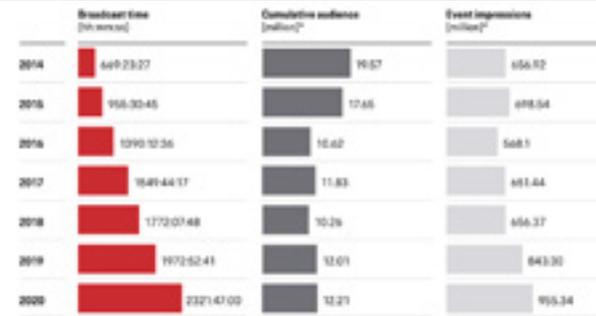
Ziggo Sport: Supercup target group

Age 6-12	1%
Age 13-19	3%
Age 20-34	28%
Age 35-49	21%
Age 50+	47%

Porsche Mobil1 Supercup



Media Monitoring*: development over time from 2011 to 2020.



Benchmark numbers.

12.2

million people worldwide watched the series' events in 2020*.

29.5

million euros is the media equivalency* of the series, making it an ideal platform for company and brand communication.

32

TV stations throughout the whole world as well as F1 TV broadcast the events of the series.

833.5

million sponsor impressions* achieved worldwide – with a highly efficient benefit–cost ratio for sponsors.



PORSCHE CARRERA CUP DEUTSCHLAND

Welcome to the most competitive Porsche Carrera Cup World wide!

The Porsche Carrera Cup Deutschland is the longest-standing Porsche Cup class in the world. During the more than 30 years that this class has existed, it has firmly established itself as a prestigious championship. Once started as an extension of the earlier Porsche Club Sport events, it evolved into a championship that is the founder of the Porsche Mobil 1 Supercup and the Carrera Cup in other countries. Today it is one of the most competitive one-make series in the world! It is the perfect platform for young talented drivers to step up into a professional motorsport career. With gripping races in a professional environment the Porsche Carrera Cup Deutschland offers intensive and rich experiences for active participants, spectators, guests and partners.

The racing weekends of the Porsche Carrera Cup Deutschland are major public events and not limited to Germany. Sprint races are driven on the cutting edge. Every mistake almost always costs a few places. For spectators it is also enjoyable, because close racing is guaranteed. In a very competitive starting field, with well-matched drivers (66% coming for the Porsche Mobil1 Supercup) the world's longest running

one make cup stands for thrilling sprints and hotly contested duels on a equal technical playing field.

The Porsche Carrera Cup Deutschland is organised directly by Porsche Deutschland GMBH. This guarantees professional service regarding all organisational and technical questions (Support by Manthey Racing) and provides a reliable point of contact for all involved. As a professional race series packed with action and emotion, the Porsche Carrera Cup Deutschland offers the ideal platform for business, sponsoring, supply or networking. Using the series as a marketing platform not only increases the level of awareness and brand appeal, but also develops a modern and dynamic image, placing it on the level of successful enterprise in connection with the Porsche brand.

The Porsche Carrera Cup Deutschland will be driven with the latest Porsche 992 GT3 Cup. This legendary Porsche 911 has no equal and is the most successful and most built racing car in the world. With a low weight of 1260 kg and 510 hp, the Cup version is a real test to drive. There are also no auxiliary systems such as ABS or traction control on the car, it's pure racing.



PORSCHE CARRERA CUP DEUTSCHLAND

The Porsche Carrera Cup Deutschland takes off on Saturday and Sunday in the same weekends as FIA WEC and DTM. The qualifying and race 1 are on Saturday and race 2 is on Sunday.

Participants benefit from a partnership in the Porsche Carrera Cup Deutschland because the series:

- Exclusively runs as a support races of the FIA WEC, DTM and ADAC GT Masters,
- Offers great potential as a business platform – and has a highly efficient benefit-cost ratio for sponsors and partners,
- Enjoys the fascination of the Porsche brand,
- Is well established in international motor racing,
- Has a high level of planning reliability due to long-term consistency of the series' organisation,
- Enjoys global TV and media coverage,
- Is the career springboard for young talent into professional motorsport.

CALENDER '23

27.04.2023 - 29.04.2023

► Spa FIA WEC

09.06.2023 - 11.06.2023

► Hockenheimring

23.06.2023 - 25.06.2023

► DTM, Zandvoort

04.08.2023 - 06.08.2023

► DTM, Nürburgring

18.08.2023 - 20.08.2023

► DTM, Lausitzring

08.09.2023 - 10.09.2023

► DTM, Sachsenring

22.09.2023 - 24.09.2023

► DTM, Red Bull Ring

20.10.2023 - 22.10.2023

► DTM, Hockenheimring



Talentpool

The Porsche Carrera Cup Deutschland offers a development program for young talented drivers called as the 'Talentpool'. It is about the progress regardless of the level. The Porsche Carrera Cup Deutschland has a launching pad into a great motor racing career. With the Porsche Talentpool young drivers have one of the most important training grounds in international GT motorsport at hand. Young hopefuls receive comprehensive support and professional coaching in all relevant areas, in-depth personal mentoring from a former Porsche works

driver. Including a season opening kick-off event, a pre season fitness test conducted by a sports medicine partner of Porsche AG. Also, there is a opportunity to create a personalized training and nutrition plan and receive sports psychology advice. The Talentpool drivers also get to do media and press training and participate in special events. For young talented drivers, the Porsche Carrera Cup Deutschland is the springboard into a successful and professional motor racing career. Many Porsche works drivers were discovered here and evolved into successful motor racing professionals.



Hospitality

The exclusive and exemplary Porsche hospitality is the top meeting spot for partners, sponsors and the whole team. The Porsche Team Catering is available at all events from Friday to Sunday. For breakfast, lunch and dinner (Sunday only breakfast and lunch), the teams, drivers and their guests help themselves to a generous buffet. Drinks are in constant supply, and a selection of cakes and snacks are available in the afternoons.

Team hospitality

Further incentives and special events for teams, drivers sponsors and partners, such as:

- Sponsor dinners
- Team events
- Official end-of-season gala

Furthermore, there is once again an exciting program for customers and incentive guests with exclusive taxi rides, road book tours and accompanying events.

PORSCHE CARRERA CUP DEUTSCHLAND

Van Eijndhoven | Sponsorguide Season 2023

Media package

Teams and drivers enjoy a comprehensive media package such as international tv distribution, broadcasting via free TV on Sport 1, N-TV and other international television stations. The Porsche races are streamed live on various platforms with interesting pre-race reports full of information. The latest news are available on many social media channels. With its attractive racing schedule, the Porsche Carrera Cup Deutschland enjoys well over,

- 238 broadcasts,
- On 8 channels,
- In 5 countries
- 118 hours of airtime,
- With a reach of 3.24 million viewers.

Moreover social media posts have been made on close to,

- 250 websites,
- In 20 countries,
- With a reach of 64,8 million views.
- More than 2300 posts have been made social media platforms,
- In more than 17 countries,
- With an overall reach of 25.66 million.

The media coverage has a total reach of 93.72 million.

Main broadcast partners:

- Nitro TV - RTL+
- Sport.De - N-TV
- Auto Motor & Sport TV - Ziggo Sport Racing
- Motorsport.TV
- ViaPlay

Total of 59 live broadcasts Worldwide.

The Porsche Newsroom (1.900.000 followers on Instagram), covers everything about the Porsche Carrera Cup Deutschland. Besides that, exclusives insights and story's are shared on the official Porsche Motorsports Hub. The latest content can be found in the extensive Porsche Motorsport Mediathek. Furthermore, there are year-round press releases in German and English, films, footage and clips for social media. Also, there is a comprehensive distribution platform for TV and online streaming. Digital publications such as race news (magazine), the latest season guide and the end of year magazine are also included in the media platform that's connected to the Porsche Carrera Cup Deutschland.



PORSCHE CARRERA CUP DEUTSCHLAND

Van Eijndhoven | Sponsorguide Season 2023

Media Overview

Porsche Carrera Cup Deutschland

Viewers TV NL 950.000
Viewers Worldwide 5.500.000 (2021)

Newspapers

Noord Hollands Dagblad (2x) 300.000
Twentse Courant Tubantia (2x) 240.000

Magazines

Porsche RS Magazine (6x) 96.000
RTL GP Magazine (6x) 228.000

Social Media Followers

Porsche Newsroom Instagram 1.900.000
Porsche Customer Racing Instagram 153.000
Porsche Carrera Cup D Instagram 26.400
Porsche Carrera Cup D Facebook 20.000
GP Elite Facebook 6.200
GP Elite Instagram 7.500
Huub van Eijndhoven Instagram 1.100
Huub van Eijndhoven Facebook 1.100

Ziggo Sport: Carrera Cup Deutschland target group

Age 6-12 1%
Age 13-19 3%
Age 20-34 28%
Age 35-49 21%
Age 50+ 47%



	TV 	ONLINE 	SOCIAL MEDIA 	TOTAL
Anzahl der Länder	5	19	17*	20
Anzahl der Sender/Webseiten/Plattformen	8	247	4	259
Broadcasts/Artikel/Posts	238	902	2.303	3.443
Broadcasting Time (hh:mm)	118:52	-	-	118:52
Reichweite (million)	3,24	64,82	25,66	93,72



PORSCHE CARRERA CUP BENELUX

Welcome to the fastest one-make cup series in the Benelux!

The race weekends of the Porsche Carrera Cup Benelux are usually large public events. This class has been part of the FIA WEC at Spa Francorchamps, the DTM and Blancpain GT for years. Besides that, the Porsche Carrera Cup Benelux is also part of the Jack's racing days, one of the largest motorsport events in the Benelux. In 2013 the Porsche Carrera Cup Benelux was launched as the 20th Porsche one-make series in the world. From the start on, the series had a huge fanbase and got demand from drivers and teams from all over Europe.

Sprint races are driven on the cutting edge. Every mistake almost always costs a few places. Close racing is guaranteed as it is a very competitive grid with well-matched drivers. There are three classes, Pro, Pro-Am and Am. It is an ideal concept for racing talent to enter from karting or other Cup classes. Very competitive Gentlemen drivers feel equally at home. Since last year, the Porsche Carrera Cup Benelux is now called the official Dutch GT Championship thanks to its competitive racing level build over the years.

In the Porsche Carrera Cup Benelux we race the new Porsche 992 GT3 Cup. There will be driven with the latest Porsche 992 GT3 Cup. This legendary Porsche 911 has no equal and is the most successful and most built racing

car in the world. With a low weight of 1260 kg and 510 hp, the Cup version is a real test to drive. There are also no auxiliary systems such as ABS or traction control on the car, it's pure racing. It is therefore not without reason that it is the fastest sprint championship in the Benelux.

The Porsche Carrera Cup Benelux is organised by Prospeed Competition together with GP Elite. They get professional and financial support from Porsche Motorsport, Porsche Netherlands and Porsche Belgium. This guarantees professional service regarding all organisational and technical questions and provides a reliable point of contact for all involved. As a professional race series packed with action and emotion, the Porsche Carrera Cup Benelux offers the ideal platform for business, sponsoring, supply or networking within the Benelux. Using the series as a marketing platform not only increases the level of awareness and brand appeal, but also develops a modern and dynamic image, placing it on the level of successful enterprise in connection with the Porsche brand. The Porsche Carrera Cup Benelux keeps evolving and improving, making it a very professional series with a lot of potential for young talented drivers aiming for a professional motorsports career!



PORSCHE CARRERA CUP BENELUX

The Porsche Carrera Cup Benelux takes off on Saturday and Sunday in the same weekends as FIA WEC, DTM, Jack's Racing Day's and Truck GP. The qualifying and race 1 are on Saturday and race 2 is on Sunday.

Participants benefit from a partnership in the Porsche Carrera Cup Benelux because the series:

- Exclusively runs as a support races of the FIA WEC, DTM and ADAC GT Masters, European Le Mans Series and Jack's racing days
- Offers great potential as a business platform – and has a highly efficient benefit-cost ratio for sponsors and partners,
- Enjoys the fascination of the Porsche brand,
- Is well established in national and international motor racing,
- Has a high level of planning reliability due to long-term consistency of the series' organisation,
- Enjoys national and international livestreams and media coverage,
- Is the career springboard for young talent into professional motorsport.

CALENDER '23

27.04.2023 - 29.04.2023

▶ FIA WEC, Spa-Francorchamps

09.06.2023 - 11.06.2023

▶ Special Event, Hockenheimring

23.06.2023 - 25.06.2023

▶ DTM, Zandvoort

11.08.2023 - 13.08.2023

▶ Jack's Racing Day, Assen

08.09.2023 - 10.09.2023

▶ Truck GP, Zolder

22.09.2023 - 24.09.2023

▶ DTM, Red Bull Ring



Hospitality

The exclusive and exemplary Porsche hospitality is the top meeting spot for partners, sponsors and the whole team. The Porsche Team Catering is available at all events from Friday to Sunday. For breakfast, lunch and dinner (Sunday only breakfast and lunch), the teams, drivers and their guests help themselves to a generous buffet. Drinks are in constant supply, and a selection of cakes and snacks are available in the afternoons.

Team hospitality

Further incentives and special events for teams, drivers sponsors and partners, such as:

- Sponsor dinners
- Team events
- Official end-of-season gala

Furthermore, there is once again an exciting program for customers and incentive guests with road book tours and accompanying events.



PORSCHE CARRERA CUP BENELUX

Van Eindhoven | Sponsorguide Season 2023

Media package

Teams and drivers enjoy a comprehensive media package such as national and international livestreams on YouTube and Facebook. The latest news are available on many social media channels. With its attractive racing schedule, the Porsche Carrera Cup Benelux enjoys well over,

- 1.640.000 Gross reach traditional media Prime Research Cision Insights Season 2022
- 89.609 Livestream views on YouTube (2022)

Social Media Followers

Porsche Newsroom Instagram	1.900.000
Porsche Customer Racing Instagram	156.000
Porsche Carrera Cup B Instagram	5.100
Porsche Carrera Cup B Facebook	5.600
JW Raceservice Facebook	1.200
JW Raceservice Instagram	1.295
Lucas van Eindhoven Instagram	1.000



Followers



5.100



5.600



Engagement / month



1.500



1.200



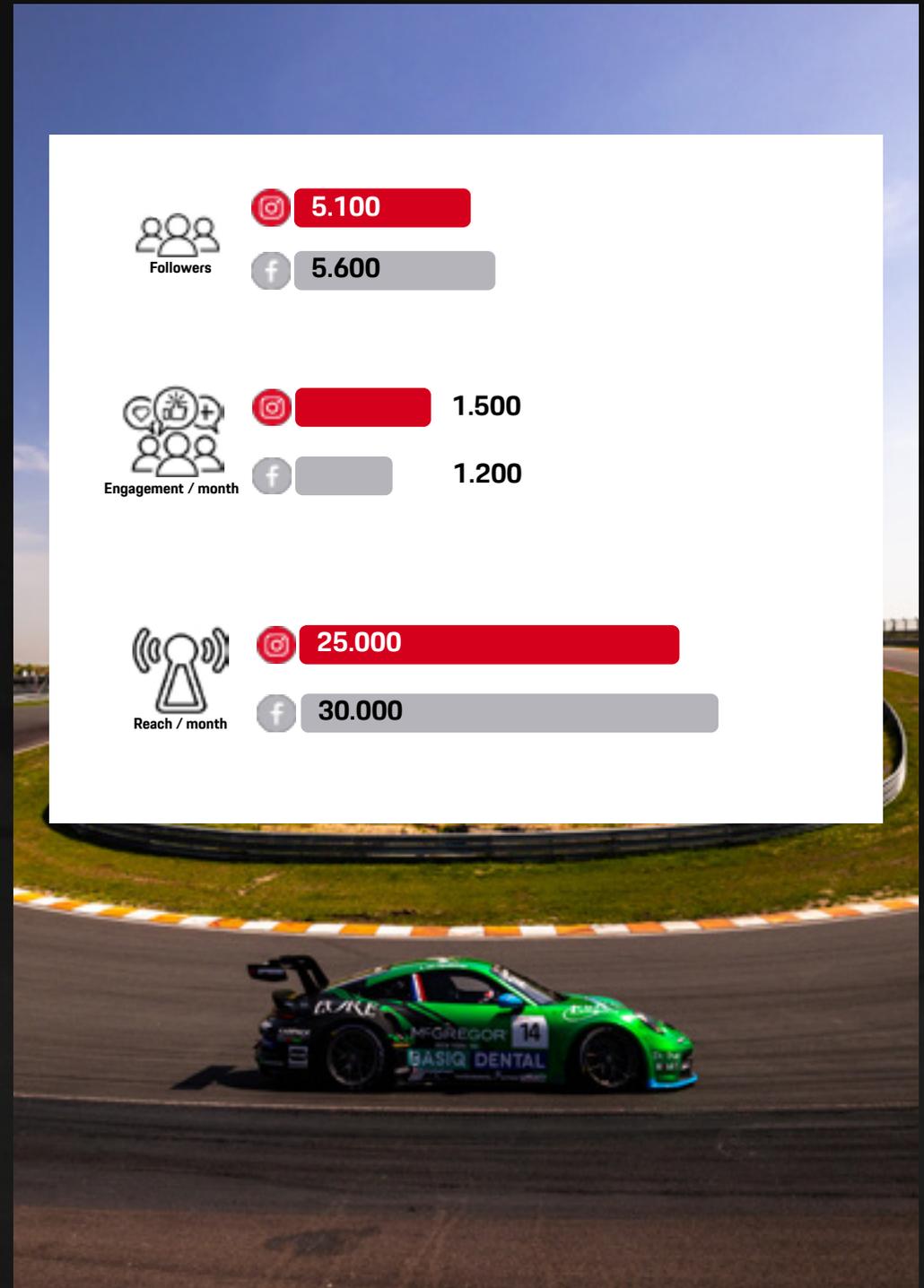
Reach / month



25.000



30.000









BECOME PART OF US

AMOUNTS SHOWN ARE FOR
3 CHAMPIONSHIPS ON 2 CARS

PLACEMENT	BENELUX	DEUTSCHLAND	SUPERCUP	PRICE
Sill	✓	✓	✓	€7.500,-
Side car	✓	✓	✓	€45.000,-
Side car medium	✓	✓	✓	€65.000,-
Side car big	✓	✓	✓	€125.000,-
Air scoops bonnet	✓	✓	✓	€25.000,-
Bonnet	✓	✓	✓	€25.000,-
Bonnet medium	✓	✓	✓	€30.000,-
Bonnet big	✓	✓	✓	€45.000,-
Front bumper (front)	✓	✓	✓	€50.000,-
Front bumper (side)	✓	✓	✓	€30.000,-
Air scoops front bumper	✓	✓	✓	€30.000,-
In front of radiator (front bumper)	✓	✓	✓	€25.000,-
Above wheelarch (front)	✓	✓	✓	€50.000,-
Above wheelarch (rear)	✓	✓	✓	€50.000,-
Rear wing	✓	✓	✓	€25.000,-
Style (rear)	✓	✓	✓	€15.000,-
Mirrors	✓	✓	✓	€15.000,-
Side rear wing	✓	✓	✓	€10.000,-
Rear bumper	✓	✓	✓	€25.000,-
Rear bumper side	✓	✓	✓	€15.000,-
Rear bumper side big	✓	✓	✓	€25.000,-
Roof frontside	✓	✓	✓	€35.000,-
Below rear window	✓	✓	✓	€10.000,-

Certain options will be included in the sponsor package, depending on which package:

- Logo placement on both cars, meaning brand awareness at three different championships → Porsche Supercup, Carrera Cup Deutschland and Carrera Cup Benelux
- Placement logo on overall and underwear is discussable.
- Pre-season kick-off team presentation exclusively for team GP-Elite drivers and guests at Circuit Zandvoort.
- Visiting a race of the Carrera Cup Deutschland and Carrera Cup Benelux as VIP.
- Guest of the Porsche Hospitality at the Carrera Cup Deutschland and Carrera Cup Benelux
- Access to the grid moments before the start of the race.
- Hotlaps with Huub or Lucas at Circuit Zandvoort.
- Sponsor activities for brand awareness.
- Be part of a unique and fantastic group of people what forms a perfect community for business and racing.

For special combinations:

- We have several F1 tickets available for the Ben Pon tribune at the Dutch Grand Prix in Zandvoort.
 - We have VIP tickets to visit a foreign Porsche Supercup race including the F1 Grand Prix.
- Besides the sponsor packages you can also choose for a yearly membership - friends of Huub & Lucas and get all news and information at every race weekend personally.**

Friends of Huub & Lucas: €2.500,-



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