



NATHAN WRIGHT

PARTNERSHIP OPPORTUNITIES





- **Formula Jedi Club Class Championship Winner**
- **Very competitive BARC Renault test times at Silverstone and Brands Hatch**
- **Interest from established teams if funding can be secured for 2012**



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BIOGRAPHY

Born: Reading, Berkshire

Age: 20

Occupation: Racing Driver and Racing Instructor

Interests: Racing, Athletics, Music - piano and violin

Web: www.nathanwrihtracing.com

Height: 1.85m

Weight: 75kg

Favourite circuit: Oulton Park

Nathan competed in the **Formula Jedi Club Class Championship** in 2011 and he won the title in his debut season, winning seven out of 14 races during the season. 2011 was Nathan's first year in single seater racing after moving from karting, where he had significant success.

During the 2011 season, Nathan was also given the opportunity to test the **BARC Formula Renault** at Brands Hatch and Silverstone. His times were very competitive, across varying conditions, giving confidence in his ability to make a smooth transition to **BARC Formula Renault** or **Formula Renault Junior** in 2012. Various options exist for Nathan in 2012 in either **BARC Formula Renault** series or the **Formula Renault Junior** series which will support the **British Touring Car Championship**.

Nathan intends to move up quickly into **Formula 3** and beyond, as he continues to mature as a driver. In order to achieve this, like any young rising sports star, he requires additional financial support and is therefore seeking personal partners and sponsors to work with him in 2012.



ARCADIUS
SPORTS

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RACING



NATHAN WRIGHT

"I am absolutely delighted to have won the championship in my first year of racing in cars. I couldn't have done it without Arcadius Sports and our other sponsors who have all been fantastic. You just don't realise how much has to be done, just to even get to the track, let alone race – it has been quite tough at times, but it was so worth it. I've thoroughly loved it, in fact! I'm totally committed to my racing, and cannot wait to show what I can achieve in Formula Renault and hope we can work with some new partners to make this a reality."

ARCADIUS SPORTS

"Arcadius Sports has itself sponsored the majority of Nathan's 2011 Formula Jedi season and testing in the BARC Formula Renault. We will continue to support Nathan, both financially and through our assistance services in 2012, but to step up to this new level, partners are also needed. Nathan is fantastic to work with and very dedicated to achieving his ambition. From his impressive testing performances in the Formula Renault, he will be very competitive in this series in 2012."



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HISTORY

2008 -10 Karting Endurance Events

2010 - 4 races in Senior Max Karting with 3 race wins

2008 Camberley KC / Forest Edge KC - average 4th place

2009 2nd in Camberley KC Championship



2011 Formula Jedi Club Class - Championship Winner

2011 Captain of the winning team in the Help for Heroes Charity Karting race



2011 Two tests in BARC Formula Renault

2012 Planned debut season in BARC Formula Renault or Formula Renault Junior





GALLERY



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RACE SERIES

Regarded as one of the premier and most cost-effective junior single seater series in the country, the **BARC Formula Renault Championship** provides a perfect entry level category for aspiring young drivers. As it is supported by Renault itself, one of its strengths is its security and viability. It enables aspiring young drivers to bridge the gap between very junior racing to competitive racing in a high-quality carbon fibre car, which is raced throughout Europe.

The series provides a stepping stone into higher categories of motorsport and has helped many drivers on their way to more publicised and challenging levels of racing. Dean Stoneman, who was the 2007 runner-up, tested a Formula 1 car within three years of achieving that result. Champion that year, Hywel Lloyd, went on to race in International Formula 3.

The 2011 race calendar featured six double-header races, all at the UK's top racing circuits, including an appearance at Silverstone during the **British Touring**

Car Championship event, which attracted more than **40,000 spectators**. New for 2012 is the **Formula Renault Junior Championship** which will run on the same grid as the newer Formula Renault UK cars as part of the televised British Touring Car Championship. It will feature 24 races over eight race meetings all fully televised live on ITV4.

The series race meeting format includes Friday testing, two 20 minute qualifying sessions and two championship races over the weekend. The series is highly competitive with usually more than 16 teams participating. In 2011, an impressive field of 23 drivers competed regularly and the races generated five different race winners.



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FORMULA RENAULT CAR

The Car

The Formula Renault Car eligible for both the BARC and UK Junior Series is a carbon-fibre monocoque design manufactured by the Italian manufacturer Tatuus and designed by Renault Sport Technologies. It is unrivalled in its build quality and prepares drivers for more advanced cars such as F3, GP2 and GP3.

Specification

Speed: 0-100 mph in 4.85 seconds
Braking: 100-0mph in 3.68 seconds
Weight: 570kg with driver
Gearbox – Sadev 6-speed + reverse sequential gearbox mechanical control with three specified sets of ratios using a limited slip differential and twin-plate, hydraulic control clutch.

Engine

Sealed 16-valve, 4-cylinder type F4R with Orbisoud race exhaust system and catalytic convertor. Capacity of 1998cc with a maximum power output of 192bhp at 6,500rpm.



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MEDIA

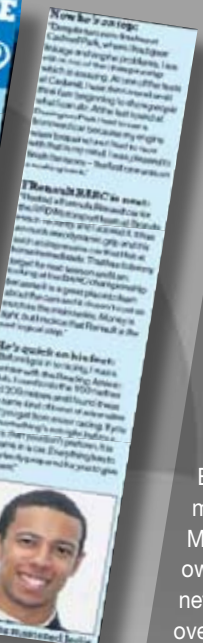
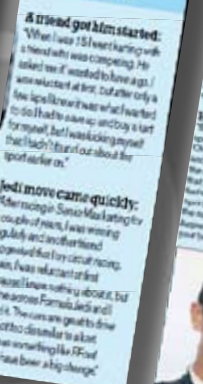
The Formula Renault series is one of the foremost Junior Single Seater championships in the UK and benefits from significant media and press coverage both locally and nationally.

In 2011 the BARC Renault organisers included one link up race with the BTCC series at Silverstone which attracted capacity crowds and TV coverage. In 2012, the newly formed Formula Renault Junior series will include 24 races over 8 meetings all televised live on ITV4.

The competition organisers have been incredibly focused on developing exposure for all sponsors involved, for the series, the teams and the drivers. Extensive coverage is found in all the major motorsport titles, particularly Autosport and Motorsport News. These are all affiliated to their own motorsports websites and dedicated social networking sites, the series site itself generates over 40,000 hits per month.

New in 2011 was a Media Day held before the start of the season, which was heavily attended and successfully raised the profile of this popular one-make series.

Nathan also actively updates his own sponsors and fans through his dedicated website www.nathanwrighttracing.com



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FORMULA RENAULT UK JUNIOR

In 2011, an estimated 300,000 fans watched the Formula Renault UK races live at the circuits during the 10-weekend schedule. The events offered an excellent geographic spread, from Brands Hatch in Kent to Knockhill in Scotland.

Meanwhile, over five million people watched live television coverage of the championship on ITV4. Formula Renault UK featured extensive live coverage, spanning up to three quarters of the races. This involved up to an hour of live transmission on some race days and at least half an hour of live coverage on each of the 10 Sundays as part of the overall BTCC package.

The Formula Renault UK also features in dedicated hour-long highlight programmes in the Motorsport UK series, which is broadcast on ITV1 and then shown twice on ITV4 in prime slots. This highlights programme takes the total TV audience to more than 10 million UK viewers.

In addition the full coverage is available online via www.itv.com/ITV4 for 28 days after it has been broadcast, ensuring that it is simply unmissable! In 2012, the Formula Renault UK will again enjoy a superb TV package.

2011 in Numbers

Category	Airtime	Media Circulation
UK TV Audience	ITV4 94 hours 30 mins ITV1 15 hours	14 million viewers
Foot Fall		325,000+ people over 10 weekends
Radio	50 hours 36 minutes Over 154 Stations	10.8 million listeners
Print		12.5 million circulation

	Male	Female
Gender	64%	36%
Social class	AB	31%
	C1	51%
	C2	9%
	DE	9%
Personal Income		
Under £10,000		3%
£10,000-£19,999		22%
£20,000-£29,999		23%
£30,000-£39,999		27%
£40,000-£59,999		19%
£60,000 or over		6%



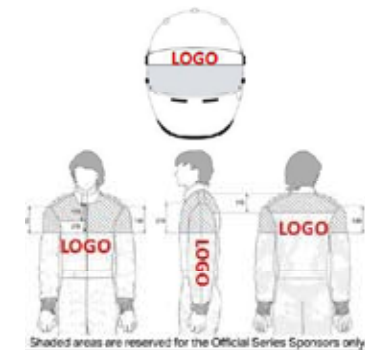
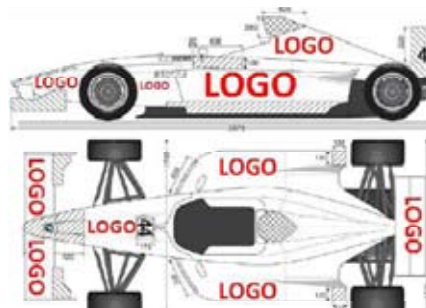
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OPPORTUNITIES

Partnership opportunities are being sought to fund 2012 race season costs.

- Extensive branding on the car, helmet, overalls, press releases, websites etc.
- Opportunity to use the car for promotion purposes
- Partner status providing the use of name, image, car image for promotional materials
- Tickets and Hospitality to Formula Renault races
- Long term partnership with Nathan allowing similar benefits on preferential terms in the future
- Full details of all three packages available overleaf





BECOME PART OF OUR TEAM FOR 2012...



To discuss this opportunity further please contact Chris Starling at Arcadius Sports:
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Email chris.starling@arcadius-sports.co.uk Website www.arcadius-sports.co.uk



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ABOUT ARCADIUS SPORTS



Arcadius Sports is a strategic sport management, marketing and branding company operating in the UK and globally working with sportsmen and women and companies to maximise their participation and profile in the global sports industry. Arcadius works to build customer loyalty and increase market share through tactical marketing and sports sponsorship programmes.

Formed in 2010, Arcadius has grown quickly and worked with some of the best UK motorsport talent in 2010 including Oly Mortimer in the Porsche GT3 Cup, **Nathan Wright in Formula Jedi**, Geoff Gillies in Scottish Mini Cooper series and provided advisory and consultancy to various companies looking to get involved in sport in general and motorsport specifically.

Arcadius Sports services:

- Marketing & PR
- Sponsorship Search and Activation
- Management Services
- Commercial Consultancy
- Hospitality
- Branding and Advertising

“Arcadius Sports provides an outstanding level of service and, uniquely for marketing agencies, provides direct sponsorship funding to all its clients, demonstrating its confidence in their ability and in their future potential.”

Ian Timis, Autoglym

“Arcadius Sports has enjoyed tremendous success with its drivers in a short period of time. This highlights our ability to spot talent at an early stage, and excel with working with high calibre sportsmen and women.”

The Times



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