

JSCC

JUNIOR SALOON CAR CHAMPIONSHIP

IN AID OF



EMILY GLANVILL RACING

BRAND SPONSORSHIP : A PROPOSAL

A MESSAGE FROM EMILY



Since the beginning of my motorsport career in 2012, my life has changed dramatically. Racing is my passion and it has influenced my character and day to day life from the outset. I have met hundreds of new people as a result of my driving over the years and have formed many strong and lasting friendships. My team, family, friends and sponsors have played an important part in my progress and every victory achieved to date. I am very thankful to each of them for their support.

I now look forward to my first year in circuit racing and do hope that we will be working with you throughout the year as we race towards more success in 2016...



INTRODUCTION

My name is Emily Glanvill. I am a 16 year old racing driver from Midlothian, Scotland.

I have a great passion for motorsport and have been involved in numerous forms of motor racing since the age of 13. In 2012 I took to the track for the first time at the indoor Xtreme Karting Centre in Edinburgh. As my lap times decreased and my confidence increased, I progressed into a hire kart Junior Championship at Raceland in East Lothian. I have continued to kart regularly and recently have competed with friends in rental kart championships such as [the Elite Karting League \(EKL\)](#) and [British Schools Karting Championship \(BSKC\)](#). In 2014 and 2015, I was one of only 2 females in the UK to reach the final of the BSKC. I now run my school's go-karting club and enjoy encouraging others into the sport.



Having competed in the prestigious [Ginetta Junior Scholarship](#) in 2013, I wanted nothing more than to make the move from rental karts into cars. Eager to get back in the driving seat, we managed to organise a test in a form of grassroots car racing called [autograss](#). I was very thankful that we were then able to purchase my own Nissan Micra to begin competing in mid 2014. I competed in the 'Junior Saloons Class' from summer 2014 to summer 2015. After turning 16, I upgraded to a flowery pink Toyota Yaris and took out an adults racing license for the latter half of the season. I chose to obtain a Mens racing license rather than a Ladies license, to allow me to race in 'Mens Class One', the most competitive autograss class. I was the youngest competitor and only female in this class in Scotland. At the end of the season, I became the [Mens Class One Scottish Vice-Champion 2015](#). I was also awarded the trophy for the [Most Improved Adult Rookie](#) across all classes in Scotland.



Running my own car in autograss has also sparked my interest in the mechanical side of racing. I have always had a keen interest in design and engineering and am now intent on pursuing a career in the motorsport industry. I was awarded an Arkwright Engineering Scholarship last year, for future British leaders in engineering. I am very grateful to my sponsor, The MacRobert Trust, who support my ambitions to work as a motorsport engineer in Formula One.

Undoubtedly I have just had what many would refer to as my 'big break' in motorsport. On Thursday 18th February 2016, I became the first ever [Teenage Cancer Trust Junior Saloon Car Championship Scholarship winner](#). I travelled down from Edinburgh apprehensive but excited to take part in the great new initiative that is the Teenage Cancer Trust Junior Saloon Car Championship Scholarship. The morning began with a fitness test which incorporated both weight and cardio training followed by an interview in front of the camera with 2015 Ginetta Supercup Champion, Tom Oliphant, and Clerk of the Course, Vickie MacClinton. We then had an hour track session to prove our ability in the car round the Silverstone Stowe Circuit. The final assessment was the Batak Board which tested our reaction times and peripheral vision. I was thrilled and certainly shocked to be announced as one of the 3 finalists after lunch.



Nervous was an understatement as I climbed the staircase for my final 15 minute panel interview. My approach was very much to try to communicate my true passion for the Teenage Cancer Trust and the Junior Saloon Car Championship to the panel. I was over the moon to be awarded the scholarship for a funded drive in the JSCC in 2016. The opportunity is immense and I very much look forward to my graduation year in circuit racing as an ambassador of such a prominent charity. Racing at some of the UK's most famous circuits such as Silverstone, Brands Hatch and Knockhill is something I have always dreamed of and the idea that this opportunity will enable me to do this still feels surreal to me!

I intend to make full use of this once in a lifetime chance to break into motorsport and ensure I am always giving the best of myself for the Teenage Cancer Trust and the championship. I'm sure with the support of the many scholarship sponsors, to whom I am very grateful, we can raise the awareness of the Teenage Cancer Trust and help contribute towards their impact on the 7 teenagers diagnosed with cancer in the UK everyday.

TEENAGE CANCER TRUST

The Teenage Cancer Trust was founded in 1990 by Myrna Whitestone with a bid to provide specialised care for teenagers diagnosed with cancer within the NHS. They remain the only charity dedicated to this purpose.

The TCT provide cancer care units for teenagers so they don't have to stop being teens, just because of their diagnosis. They currently have 28 specialised care units around the United Kingdom devoted to teenagers. They also run presentations in schools to educate children on the signs of cancer, fund nurses for their units and hold support networks for families affected by cancer.



Cancer is a pressing issue in our society today. With **7 teenagers being diagnosed with cancer in the UK every single day**, it is vital we support the work of the Teenage Cancer Trust and raise funds to help treat these individuals.

118,999

YOUNG PEOPLE REACHED THROUGH OUR FACE TO FACE PRESENTATIONS IN SCHOOLS.

360 YOUNG PEOPLE AND 340 FAMILIES SUPPORTED THROUGH THE FAMILY SUPPORT NETWORKS



48

NURSES & YOUTH SUPPORT CO-ORDINATORS



Racing in memory of Stephen Sutton



**TEENAGE
CANCER
TRUST**

WWW.TEENAGECANCERTRUST.ORG



Junior Saloon Car Championship

Emily Glanvill is the first ever winner of the Teenage Cancer Trust Scholarship and will be graduating into circuit racing in 2016 as an ambassador of the charity. The Junior Saloon Car Championship consists of 9 rounds at the UK's most famous racing circuits such as Silverstone, Brands Hatch and Knockhill. The championship runs very healthy grid numbers of over twenty 14-17 year olds driving Citroën Saxos. The scholarship car will also be displayed at events throughout the UK to raise awareness of the **Teenage Cancer Trust**.



JSCC
JUNIOR SALOON CAR CHAMPIONSHIP

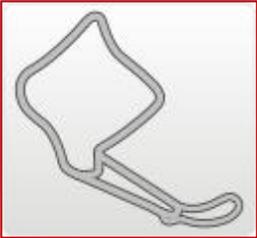
www.juniortouringcars.co



9 Championship Weekends

Oulton Park

March 19/20th



Pembrey

April 23/24th



Snetterton

May 7/8th



Silverstone

October 8/9th



Rockingham

May 28/29th



Knockhill

September 10/11th



Donington

June 4/5th



Croft

July 25/26th



Brands Hatch

June 25/26th



PRESS & MEDIA



Make sure you visit 'Emily Glanvill Racing' on Facebook for weekly updates

We have already received outstanding interest from the press.

Below are links to press releases:

<http://juniortouringcars.co/scholarship/2016-scholarship-winner/>

<http://www.girlracer.co.uk/index.php/motorsport/motorsport-news/23021-a-chat-with-emily-glanvill-2016-jscc-scholarship-winner>

<http://www.silverstone.co.uk/news/jscc-scholarship/>

https://issuu.com/motorsportsassociation/ddoc/msa_news_72_0316

<https://www.teenagecancertrust.org/supposu-us/fundraise/news-my-area/jscc-scholarship-winner-emily-moves-grass-tarmac>

For more, please Google search "Teenage Cancer Trust Emily Glanvill"

Emily's interview and race commentary by Downforce Radio from Round 1 of the championship can also be heard online:

<https://www.spreaker.com/user/jakesanson/oulton-park-march-19th-2016?autoplay=1>

Footage from Emily's pit garage was also streamed live online and can now be found on YouTube. A promo video by TestTrackTV will be released soon...

<https://www.youtube.com/watch?v=fNZE9xkWzyk>



OUTREACH

As the scholarship car driver, we have an even larger outreach than the average racing driver in this championship. Your brand could experience great exposure UK wide this season...

All figures are estimated...

	EXPOSURE OVER 2016 SEASON (NO. PEOPLE)
<p>RACE MEETINGS There are 9 weekends of racing this season with a projected audience of 3000 spectators per weekend. We will also be supporting National series such as the National Truck Racing Championship twice during the year, and these meetings will attract even more fans.</p>	27,000
<p>TV There have been talks of televising two of the rounds this year (alongside the Truck racing). If this goes ahead, the coverage could offer the ultimate exposure and brand visibility.</p>	30,000 <small>(subject to confirmation)</small>
<p>SOCIAL MEDIA I have my own Facebook page which I regularly update. Throughout the year we will be running competitions to increase our following but already have over 300+ likes. We have an average post reach of 2000 people per post. As the scholarship driver, I frequently feature on the championship's Facebook page which has over 1000+ likes.</p>	20,000
<p>PRESS There have already been several press releases covering me which can be found online and in the newspapers. I featured in my local newspaper twice in March and have spoken on the local radio station several times already.</p>	10,000
<p>GENERAL The car will also been seen at various race tracks for testing throughout the season. Due to it's eye-catching livery, it always attracts a lot of attention. It will also be displayed at numerous car shows and fundraising events for the Teenage Cancer Trust. Many photographers will capture the car throughout the year and these photos are likely to be spread around social media.</p>	3,000
ESTIMATED TOTAL EXPOSURE (NO. PEOPLE)	90,000

"I feel it's vital that every sponsor and contributor feels personally involved throughout the season and is recognised for their part in every win, overtake and chequered flag"



YOUR SPONSORSHIP DEAL

Benefits could include...

Raise awareness for the
Teenage Cancer Trust

Your logo/name on the car
and racewear

**VARIOUS PLACEMENTS AND
SIZES AVAILABLE**

Public thanks on my
Facebook page

**REACHING THOUSANDS OF
PEOPLE EVERY WEEK**

Professional photos of car
shared online and in press
releases

Complementary race day
tickets

**MEET THE TEAM AND SEE THE
CAR UP CLOSE**

Cooperative karting events

**CAN YOU BEAT THE RACING
DRIVER?**

Emily's availability for your
own cooperative events

Hot laps with Emily

ARE YOU BRAVE ENOUGH?



Make life better for young people with cancer by raising awareness of this unique charity and show your support for the *Teenage Cancer Trust* this season. We have a range of advertising opportunities available to suit every budget from £50-£10,000+. Contact us to discuss which package would be most beneficial for your company.



Every package we produce, no matter what size, is tailor-made to suit your individual requirements. We are passionate about providing a service that will have tangible returns for you.

What would you like from our partnership?

YOU'RE IN CONTROL

Do you have another suggestion?

Please get in touch!

Emily's age, gender, association with the Teenage Cancer Trust and platform as a scholarship winner makes our partnership opportunities both unique and distinct.

Motorsport can be an incredibly powerful place to advertise. We reach a **wide market** that associates with cars, motorsport and entertainment. The majority of these people have a higher than average **disposable income** and fall into the **ABC 1 socio-economic group**. Strategically placing your brand name and graphics can associate your company in the minds of those watching with every single success...

JustGiving™



If you would like a percentage of your sponsorship contribution to be donated directly to the Teenage Cancer Trust, I would be more than happy to donate under your name through my secure Just Giving page.

A screenshot of a Just Giving fundraising page. The page title is 'Emily's Junior Saloon Car Teenage Cancer Trust Scholarship Car 2016'. It features a photo of a white and blue racing car with the number 2. The text says 'Fundraising for Teenage Cancer Trust because 7 teens are diagnosed with cancer everyday in UK'. There is a 'Donate' button and a 'Story' section. The 'Story' section contains text about the Junior Saloon Car Championship teaming up with the Teenage Cancer Trust. The 'Raising money for' section shows the Teenage Cancer Trust logo and a description of the charity's mission.



WHERE WILL MY BRANDING BE SEEN?

- Car
- Racewear
- Business cards
- Garage banners
- Press releases
- Social media
- Spectators at race meetings
- Professional photographs
- Advertising events

CONTACT

Join our team today...

Thank you for your interest and taking the time to read our sponsorship proposal. If you would like to take the next step with our partnership and build a sponsorship package tailored to you and your business, please get in touch with Emily to arrange a meeting. We look forward to taking on the new challenge that is my first year in circuit racing and continuing our success with your support!

✉ eglanvill999@gmail.com

☎ 07587180141

📘 **Emily Glanvill Racing**

A SPECIAL THANKS TO

*Purple M Photo
Xpression Photography
Tom Oliphant
ColorPrinz Ltd*



JSCC

JUNIOR SALOON CAR CHAMPIONSHIP

www.juniortouringcars.co

**TEENAGE
CANCER
TRUST**



Kindly printed by **COLORPRINZ LTD** of Penicuiik