

INTRODUCTION:

Thank you for the opportunity to discuss sponsorship opportunities related to Francis Aldrich's 2024 motorsport endeavours. I would like to share with you more information about who I am and what my value proposition and sponsorship activities could include.

CONTACT DETAILS:

Francis Aldrich can be reached at:

- 082 406 9110 (phone, text or WhatsApp)
- fp_aldrich@icloud.com or francis@francisaldrich.co.za



KEY VALUE PROPOSITION TO YOU:

Visibility and promotion of your brand in a sport related to the products/services you offer, and/or amongst individuals within a target audience you may want to attract. This visibility stretches to not only competitors, their families and supporters present at events, but also the public who encounter the sport or clubs, be it during an event, track day, livestream, TV program or digital media channels (like Facebook, YouTube etc). See the section "Key Sponsorship Activities" later in this document for more information. There is no expectation for a full monetary sponsorship, I am open to discussing any level/type of support!

During 2024, the calendar (Regional Extreme Festival) includes 8 races. 4 races are at Zwartkops Raceway (Centurion), 2 at Red Star Raceway (Delmas), 1 at Kyalami (Midrand) and one at Killarney (Cape Town).

ABOUT ME:

A lifelong motorsport fan, Francis showed talent from a young age and his dad poured much love, passion, and effort into creating opportunities for Francis to race until post-University meant Francis had to focus on building a life and career. A passion doesn't go away, so for a while Francis dove into sim racing, and he reignited this shared passion, this time also convincing his dad to first pick up sim racing and later to get into a race car himself.

For 2024, after a successful stint in SuperHatch (a club category) for the past two years driving an Opel Corsa, Francis is taking the step up into the ultra-competitive VW Challenge regional championship with a VW Polo 9N.

Francis has a [YouTube](#) channel with onboard racing videos, and a [personal website](#) where he shares information for anyone looking to improve their driving, car development and race engineering.

Francis' racing history and achievements include:

- SuperHatch (mid 2021-present):
 - 1st Class A and 1st Overall, 2023.
 - 2nd Class C and 4th Overall, 2022.
 - Most Improved Driver, 2022.

- Nissan PlayStation GT Academy Competition (2012):
 - Reached the top 16 during the competition held online (competing in Gran Turismo 5 on PlayStation 3) and again to 16 during the live competition held at Kyalami Raceway (competing in Gran Turismo 5 and a real Nissan 370Z).
- Formula Ford (2007):
 - Participation in select race events.
- Karting (2001-2006):
 - Free State Regional and Bloemfontein Club Champion, 2005 and 2006.
 - Rookie of the Year, 2001.
- On-Road Electric Radio-Controlled Cars (1998-2004; 2009-2012):
 - Multiple South African Champion, the last being in 2012 for the 1/12th scale Modified class.
 - Represented South Africa at 4 international events from 2000 to 2003, 3 of which were sponsored by a model manufacturer.

ABOUT THE RACING CLUBS:

[SuperHatch](#) is a club racing series backed by Zwartkops Raceway based on a power-to-weight formula, aiming to make racing fun, accessible and enjoyable. It's a great place to start (or keep) racing if you want competitive racing. [VW Challenge](#) is a regional racing category with intense, hardcore racing in standardised (and closely regulated) VW polo cars. Drivers compete in nail-biting racing from Johannesburg to Cape Town to see who the ultimate driver is.

KEY SPONSORSHIP ACTIVITIES COULD INCLUDE:

- Space on my car for the placement of your logo and corporate identity. This may include part or most of the car body's "real estate" (Note that the clubs also have sponsors that must be placed and rules that must be adhered to).
- Listing you as sponsor in PR conducted by the clubs and event organisers. These include race programs, press releases and driver interviews (where possible).
- Visibility on livestreams and TV summary programs (if arranged by the organisers).
- Displaying your teardrop banner (or similar) in the pits at events.
- Branded T-shirts worn during events and Brand ambassadors.
- Hashtag mentions in Social Media posts pre- and post-events. See examples on the [Facebook SuperHatch Supporters Group](#).
- Race reports on social media with sufficient mention of your brand and support.
- Logo and click-through placement on Francis Aldrich's [personal website](#) and [YouTube](#) channel.
- Written testimonial(s) to use in your marketing efforts.
- Supporting your marketing/PR events (e.g. displaying a vehicle at your event(s)).
- Test your (or someone of your choosing's) limits by joining a track day open to the public and riding shotgun around Zwartkops Raceway.
- Branding on the sides of service vehicle (and my daily driver).
- **If you have other needs, feel free to discuss them with us.**

CONTEXT TO QUANTIFY FINANCIAL BACKING:

To assist you in understanding “how long a piece of string” is, here’s an outline of my typical costs over a year, to give you a tangible sense of how your support will assist me to stay on track.

NB: There is no expectation for a full monetary sponsorship, I am open to discuss any level/type of support!

CLUB AND MOTORSPORT SOUTH AFRICA (ANNUAL):

Item	Estimated need	Total est. cost
Club Fees	VW Challenge (Regional) membership	R 3,000
Motorsport South Africa competition license (incl. insurance)	Regional level racing license plus insurance	R 3,000
Car transporter to Cape Town	Travel for the car to attend the Cape Town event	R 8,000
TOTAL		R 14,000

VEHICLE MAINTENANCE & DEVELOPMENT (ANNUAL):

Item	Estimated need	Total est. cost
Service	Plugs, oil and air filters, engine oil, brake fluid Twice annually: +-R 2,500	R 5,000
Wheel alignment	Check and adjust wheel alignment	R 1,000
Brake pads	1 set included in club membership fee	R 0
Engine refresh	Piston rings, bearings, gaskets plus additional (valves, valve lifters/springs, pistons, conrods, engineering etc) depending on condition. Once annually: R 9,000+	R 9,000+
Development, improvement and ad-hoc	Component improvement or performance refinement with lighter or more durable components, different spring sets, shock upgrades, adjusted ECU mapping on a dyno etc. Throughout the year. Examples of cost are R 2,000 per ECU mapping (typically twice a year), R 2,500 per spring set (depends on handling sought but a once-off cost), R 7,000 to recondition racing shocks (typically once a year).	R 15,000+
Repairs	Normally depends on bumps and crashes, or wear and tear. Throughout the year. Examples of costs are +-R3,000 for a headlight, fender and front bumper, or +-R 6,500 if you need to add a radiator, radiator fan and bonnet as well.	R 10,000+
TOTAL		R 40,000

RUNNING COSTS (ROLLED UP TO ANNUAL):

Item	Estimated need	Total est. cost per event	Total est. cost for year
Tyres	2 new per event (4 at 1 st event) Dunlop DZ03G R 2,000 per tyre	R 4,000	R 36,000
Fuel	+40L 95 Octane Unleaded (R24/L) per event	R 960	R 7,680
Entry Fee	Regional-level race entry per event	R 2,350	R 18,800
Sundries	Bots, nuts, cable ties, duct tape, liquids (cleaners) & lubricants (engine oil, brake fluid)	R 500	R 2,000
TOTAL			R 64,480

TOTAL:

Total estimated costs for Francis Aldrich in VW Challenge:	R 118,480
---	------------------

NOTE: The above estimates exclude all personal travelling costs, accommodation, mechanical support at races and garage/storage rental at Zwartkops Raceway.

GALLERY:

