

Case Study

KARBON
RACING

Business to Business Leverage



Team: Hyperion Motorsport

Sponsors: BSD & Westhall Estates

Sponsorship Type: B2B

Value: 5-figure sum

Primary Sponsor: BSD

Background: Building Services Design have offices in London, Cambridge and Corby, Northants and are a market-leading engineering consultancy firm who provide services for the design, planning and management of construction projects and specialise in Mechanical and Electrical Building Services Design.

Associate Sponsor: Westhall Estates

Background: Westhall Estates are a niche developer of small, speculative, high quality offices and industrial units for freehold purchase by owner-occupiers and private investors.

Objective: The core objective for BSD was to secure new business from the sponsorship thus providing a measurable ROI following the guide return expectation of 1:1.6 (£)

- 1) Develop B2B relationship with existing sponsors of championship teams and/or new sponsors to Hyperion.
- 2) Provide corporate hospitality to key suppliers and prospective clients
- 3) Incentivise staff and reward success
- 4) Create brand awareness prior to new office deployment in new territories (North-East and South-East)

Structure: The BSD deal was structured in accordance to the client's available budget and included a number of entitlements namely;

- Hospitality provision (high calibre)
- Trackside Advertising
- Pre & post event PR
- Case Study Development
- B2B opportunity
- Paddock tours
- On-car & on-driver branding
- 2x 3rd Party website branding & profile
- Royalty-free Imagery
- Pre, post and at-event support

Additions: In achieving such a high ROI expectation of 1:1.6 we built in a re-investment structure that meant in addition to the sponsorship fee, that for every pound of new business Karbon Racing helped achieve through objective 1 (see above) - resulted in a sponsorship re-investment of 8% in the Gross value of that new business. (Thus, £10,000 new business = £800 spent on new sponsorship).

Execution: Following the deal with BSD, we then approached a land developer (Westhall Estates) to establish their approach to on-site Facilities Management (FM) and build management with a view to Westhall using the services of our client BSD.

Following an in-depth meeting with Westhall Estates, whilst representing our Client BSD, we secured the opportunity for BSD to pitch for the new FM contract on a high quality development in Milton Keynes. BSD won that pitch.

Once this deal was firmed up we then re-approached Westhall Estates to suggest that they should maximise the relationship with BSD by becoming a co-sponsor and use the opportunity to showcase their new development portfolio to potential buyers.

"Even before a wheel has turned I feel that the sponsorship has delivered exceptional potential both on this and indeed future contracts."

Westhall Estates agreed to the proposal and set the following objectives:

- 1) B2B enhancement with BSD and opportunity to meet with BSD clients
- 2) High quality corporate hospitality for important clients
- 3) Pre event PR to raise awareness of new development

Results: BSD achieved their desired ROI and are planning to re-invest 8% of the gross new business in addition to their new sponsorship budget for 2008. Primary objectives have remained the same with the addition of citing Bio-ethanol power as a key factor in any sponsorship.

Westhall Estates are rolling out their new development and have stated an intention to re-employ the services of BSD on their next development.

Key results:

- 1) ROI expectation - **Achieved**
- 2) B2B Expectation - **Achieved** Six figure value in new business
- 3) Corporate entertainment - **Achieved** Clients reported a highly enjoyable experience and were likely to invest in the services of our clients as a result.
- 4) Exposure to new territories - **Achieved** South-East territory opening now pending
- 5) In house incentivisation - **Achieved** MD states that staff are more motivated and enjoyed the sense of belonging to team and driver.

Quotes:

Building Services design – MD, David White;
"As a consulting practice we strive to ensure we are providing our clients with the latest technology and this link with motorsport and with Hyperion will hopefully serve to further strengthen that connection."

Westhall Estates – MD, Matt Sutton;
"...having firstly acquired a suitable site, our next task was to identify a firm of consulting engineers to help develop the site in a cost effective and timely manner. BSD were introduced to us by Karbon Racing who researched our requirements and matched them to those of BSD and then encouraged us to enter into a sponsorship with Formula BMW."

Even before a wheel has turned I feel that the sponsorship has delivered exceptional potential both on this and indeed future contracts."

