



Inverclyde
council

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riverside inverclyde

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SCOTTISH GRAND PRIX OF THE SEA
INVERCLYDE 18 - 19 JUNE 2016

MARINE MOTORSPORT FESTIVAL COMES TO INVERCLYDE IN 2016

Powerboat P1 is delighted to confirm that the inaugural Scottish Grand Prix of the Sea will take place in Greenock, Inverclyde in June 2016. P1 is the world's leading marine motorsport promoter with a journey that began in 2003 and has seen the organisation of more than 300 races in 17 countries on 3 continents.

Powerboat P1 has struck an agreement with co-hosts Inverclyde Council and Riverside Inverclyde for what will be a large scale, high impact, marine motorsport event featuring more than 60 powerboats and jetskis competing in national championships that also take in race weekends in England and Wales.

P1's race classes reduce the cost of participation and deliver a level playing field where it's the racers that make the difference rather than the size of the team's chequebook. Affordability, accessibility and parity are the key elements here, with P1 events designed to excite and entertain, ensuring spectator enjoyment and sponsor value with real economic impact for the host city and a significant return on investment for sponsors.

Through championships established in 2011 in the USA and UK, the P1 brand is synonymous with the highest quality marine motorsport events. P1 racing are regularly broadcast on television to over 400 million homes in 100+ different countries and is regularly the subject of press articles in mainstream media and the specialist press around the world.

The racing is spectacularly close and unpredictable, delivering several hours of thrilling on-water action from a fleet of 12 identical boats and 30 jet-skis in three internationally recognised classes. Racing takes place around a tight and challenging circuit and is

supported by on-water demonstrations by some of the world's leading freestylers who keep the crowds entertained between races.

Sponsors will, by association, be seen to share the desirable qualities of the event. These include 'exciting', 'sport', 'contemporary', 'dynamic', 'action-packed', 'pioneering' and 'thrilling'.

The race course will be located in close proximity to Greenock's Esplanade, offering outstanding views of the race course. Race boats and skis will be located at James Watt Dock Marina. The race course will be 2 miles in length with an exclusion zone for safety.

Extensive use will be made of local facilities and VIP guests will be entertained both on land and on the water.

Be sure not to miss a unique opportunity to be a partner of this exciting and dynamic event on the Inverclyde calendar.



PACKAGE OPTION 1

Cost: £1,000 + VAT + any applicable production costs (or client to provide own materials)

- Logo included on all event marketing collateral
- 4 guests at the event welcome function (Friday evening)
- 4 VIP corporate hospitality places (Saturday and Sunday)
- Trade stand for on-site promotion / activation



"This is an exciting event and it is a real coup for Inverclyde that we are able to bring it to our stretch of the river Clyde. But, it is equally impressive that we are able to stage this level of event in Inverclyde to bring it to Scotland."

Councillor Stephen McCabe | Inverclyde Council Leader

PACKAGE OPTION 2

Cost: £4,000 + VAT + any applicable production costs (or client to provide own materials)

- Logo included on all event marketing collateral
- Branding on site in prominent public locations (up to 6 banners and 6 flags)
- 4 guests at the event welcome function (Friday evening)
- 4 VIP corporate hospitality places (Saturday and Sunday)
- 8 PA announcements over the weekend
- 1/4 page official programme advertising
- Trade stand for on-site promotion / activation



"Riverside Inverclyde is delighted that today's decision at the Council's Policy & Resources Committee reflects that of the Board of Riverside Inverclyde. As partners we look forward to working in full co-operation with Inverclyde Council and Powerboat P1 to ensure the event is a great success."

Gerry McCarthy | Chairman - Riverside Inverclyde

PACKAGE OPTION 3

Cost: £7,000 + VAT + any applicable production costs (or client to provide own materials)

- Logo included on all event marketing collateral
- Branding on site in prominent public locations (up to 12 banners and 6 flags)
- 6 guests at the event welcome function (Friday evening)
- 6 VIP corporate hospitality places (Saturday and Sunday)
- 10 PA announcements over the weekend
- 1/2 page official programme advertising
- Trade stand for on-site promotion / activation



“With the tremendous assets we have, Inverclyde is the ideal location to host an event like this. Not only will this be a fantastic free event for Inverclyde residents to enjoy, it will also be a chance to showcase Inverclyde to a wider audience.”

Councillor Michael McCormick | Inverclyde Council’s Environment and Regeneration Convener

PACKAGE OPTION 4

Cost: £10,000 + VAT + any applicable production costs (or client to provide own materials)

- Logo included on all event marketing collateral
- 4 complimentary guests at the Friday night welcome function
- Branding on site in prominent public locations (up to 15 banners and 10 flags)
- 6 VIP corporate hospitality places (Saturday and Sunday)
- 20 PA announcements over the weekend
- 1/2 page official programme advertising
- Trade stand for on-site promotion / activation



“The opportunity to add the Scottish Grand Prix of the Sea to our growing portfolio of events is very special and I know each and every one of our teams, sponsors and fans is looking forward to racing on the Clyde for the very first time. The team at Inverclyde Council and Riverside Inverclyde, together with the numerous other stakeholders such as Peel Ports and James Watt Dock Marina are fully committed to and engaged.”

Robert Wicks | Chief Operating Officer - Powerboat P1

PACKAGE OPTION 5

Cost: £15,000 + VAT + any applicable production costs (or client to provide own materials)

- Event title sponsorship and naming rights – example: the '[Sponsor Name] P1 Scottish Grand Prix of the Sea'
- Branding on site in prominent public and pit locations (up to 25 banners and 25 flags)
- 12 VIP corporate hospitality places (Saturday and Sunday)
- 25 PA announcements over the weekend
- One full page official programme advertising and one page of editorial
- Trade stand for on-site promotion / activation
- 10 experience rides in P1 race boat
- Opportunity to present prizes on the podium on Sunday



"Apart from the great spectacle that this event will bring to the people of Inverclyde, the accompanying international profile provides a unique platform to supplement Riverside Inverclyde's activities in positioning Inverclyde for mobile investment. Furthermore, creating an Inverclyde Showcase along the Esplanade can help to lay the foundation for sustainable economic growth for Inverclyde's tourism businesses. This can be the catalyst for attracting return visits to Inverclyde from the thousands expected to travel to Inverclyde to watch this spectacular event."

Gerry McCarthy | Chairman - Riverside Inverclyde

TELEVISION, MEDIA EXPOSURE AND PR

The 2016 Scottish Grand Prix of the Sea will enjoy a significant amount of national and international exposure. In the UK, the championship is broadcast on Sky Sports and Motors TV, while internationally the event is broadcast to 400m homes in 100+ countries via the likes of Fox, Star Sports, Sport 1 and MAV TV.

Television highlights include:

- 24 x 30 minute television broadcasts
- 2,000 TV broadcast hours in 100+ countries
- 200,000 minutes viewed on YouTube

There will also be considerable exposure on local and regional television programmes in the build-up to the event, as well as race-related coverage.

P1 also runs a dedicated in-house PR and social media team who maximise publicity for the event, participating teams and sponsors. P1 actively engages with partners to deliver comprehensive PR and social media activity.

Extensive use is also made of local radio and media to drive awareness of the event and footfall over the race weekend.







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Powerboat P1 is officially sanctioned by the world governing body of powerboat racing, the Union Internationale Motonautique (UIM).