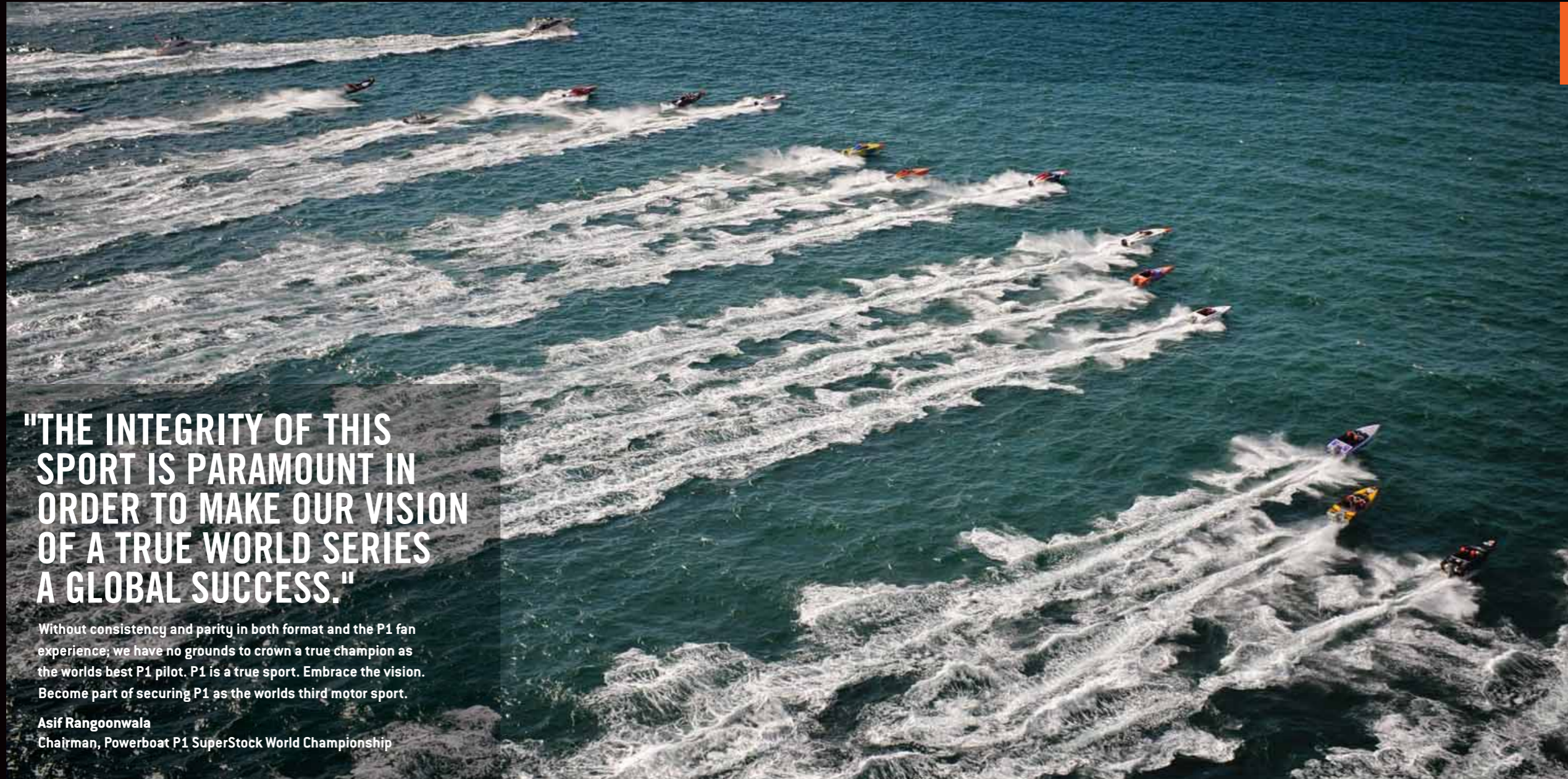


Take a leading position

Commercial Partnerships





"THE INTEGRITY OF THIS SPORT IS PARAMOUNT IN ORDER TO MAKE OUR VISION OF A TRUE WORLD SERIES A GLOBAL SUCCESS."

Without consistency and parity in both format and the P1 fan experience; we have no grounds to crown a true champion as the worlds best P1 pilot. P1 is a true sport. Embrace the vision. Become part of securing P1 as the worlds third motor sport.

Asif Rangoonwala
Chairman, Powerboat P1 SuperStock World Championship

10:1

Estimated return on investment

1 in 6

UK adults participate in water sports and water based leisure activities every year.



"IT'S THE PILOTS THAT MAKE THE DIFFERENCE. THIS SPORT HAS A LEVEL PLAYING FIELD, USING IDENTICAL BOATS AND ENGINES, BUT EVERY LAP IS DIFFERENT!"

No.1

P1 is the biggest powerboat racing series in the world

No.3

One of the three leading motorsports

655m

Current global household TV reach



"AN EARLY MOVER IS IN A PRIME POSITION TO CAPITALISE ON THE ACCESSIBILITY AND FLEXIBILITY OF THIS OPPORTUNITY."

595ft

It's the biggest 'brandable' moving space in motorsport



"OUR PARTNERSHIP WITH POWERBOATING AND P1 HAS ALLOWED US TO ENGAGE WITH AUDIENCES THAT WE WOULDN'T OTHERWISE HAVE ACCESS TO."

TYPHOO

"I WILL BE SPONSORING A BOAT IN THE P1 WORLD SERIES."

137

65 nations actively compete in powerboat racing

Fan base of different nationalities that engage with P1

No.1

There can only be one world champion

1mph is the difference in speed between the fastest and slowest P1 race boats

360°

A full spectrum of opportunities

"A GLOBAL BRAND OPPORTUNITY AT LOCAL LEVEL."

"THE OPPORTUNITIES, AND WHAT THIS MEANS FOR YOU."

| Category | Package |
|------------------|--|
| Title Sponsor | <ul style="list-style-type: none"> • Naming rights and dominant branding throughout all events (including on every boat) • Industry exclusivity within the series • Broadcast partnership and television title sequence within relevant global territories • Flexibility in activation and engagement to ensure your business objectives are achieved |
| Boat sponsor | <ul style="list-style-type: none"> • Naming rights and dominant branding of one boat in the P1 SuperStock World Championships • Take advantage of the leisure convertability of the P1 Panther race boat to use it outside of race days (on or off the water) as a promotional tool, client entertaining, staff incentive or customer competitions • Use your professional racing team (supplied by P1) on race days and non-race days as ambassadors for your business • Hospitality, product placement and merchandising opportunities at each event |
| Official Partner | <ul style="list-style-type: none"> • Industry exclusivity and official partner status • Global television partnership within the SuperStock broadcast • Where relevant exclusive use and promotion of your goods or services within the P1 SuperStock series • Flexibility in activation and engagement to ensure your business objectives are achieved |

2.5G

A P1 Pilot will experience 2.5G's in an extreme corner

**"IF YOU ARE
INTERESTED PLEASE
FEEL FREE TO GIVE
ME A CALL"**

James Durbin Commercial Director

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