

24H

2024
JULY
2022

PORTIMÃO



learn & drive

MOTOR»
SPONSOR

ABOUT

Motor Sponsor, created in 2017, is a company specialized in organizing car events, an area in which it combines commercial and sporting aspects.



A path that includes the creation and organization of major nationwide competitions, such as the C1 Learn & Drive Trophy and the Single Seater Series, and events for some of the most highly rated companies in the sector, with an emphasis on Grupo Salvador Caetano, Grupo Santogal, Grupo C. Santos VP or SIVA.



VISION

As a Team, we put our deep knowledge and experience in the automotive field at the service of each client's needs and requirements, with the aim of creating a personalized strategy that effectively responds to the established goals.

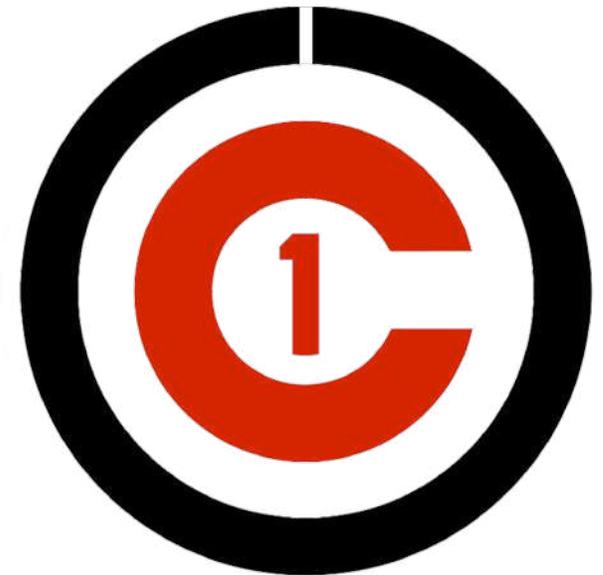
Road Show | Test Drive | Road Trip | Circuit
Team Building | Off Road | Exposition | Shooting



CONCEPT

The C1 Learn & Drive Trophy is the largest single-brand competition held on national soil. With an average grid of 40 cars on the track, formed by the exciting and irreverent Citroën C1, the trophy is the ideal stage for both experienced and inexperienced drivers to enjoy race weekends marked by competitiveness, good atmosphere and fair play against the clock.

With a focus on constant innovation, the 2022 season of the C1 Learn & Drive Trophy debuts a calendar with two independent formats, Mini-Endurance and Endurance, and an unprecedented Arrive & Drive modality, which provides each participant and team with the realization of a full turnkey epoch.



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NUMBERS



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HISTORY

■ 3 seasons
(2019 - to the present)

+ 500 drivers

+ 60 teams

11 days

6,160 minutes of track time (in race)

DIVULGATION

■ Facebook | Troféu C1 Learn & Drive
6261 followers
337 957 page reach

■ Instagram | @trofeuc1
4651 followers
72.205 page reach

■ Youtube | Motor Sponsor
1.270 subscribers
+38H de *live stream* (2020)



COMMUNICATION



Extended coverage of the full season of the C1 Learn & Drive Trophy, through the creation of a wide range of contents for dissemination on various media platforms:

CONTENTS

- Preview of the season and each competition;
- Summary of all journeys and main incidents;
- Exclusive interviews to drivers and teams.

DIVULGATION

- Video summary of all events broadcast on TV channels;
- Presence in the main specialized media;
- Press releases specialized and generalist;
- Live stream transmission of all races (to be confirmed);
- Exclusive interviews during the event with the Drivers and Teams;
- Creation of exclusive content for Facebook and Instagram social networks;
- Photo gallery of all events.

autódromo internacional algarve

THERE IS ONLY ONE WAY FORWARD.

Grid of sponsor logos including: PagineGialle, AP, MEO, Beta, and others.

Two racing cars with various sponsor logos: designarte, G's Competizione, RAMIREZ, bneed P, and others. The number 18 is visible on the rear window.

CONCEPT

From the 22nd to the 24th of July 2022, the Autódromo Internacional do Algarve welcomes the fantastic C1 squad for an unforgettable race. 60 teams from five countries are expected for a single event and, as such, there are regulations adequate to the technical specifications of each country, giving rise to five classes: BE | FR | PT | UK | NL.

At regulatory level, the format used in the 2019 edition is maintained, in which 1st and 2nd classified ended 49 seconds apart. Each Team will have to make 15 mandatory stops: 5 of 360 seconds and 10 of 120 seconds. Each Pilot will have to drive a minimum of 60 minutes and a maximum of 95 minutes.

Nobody will be left out of the 24 Hours of Portimão, with participation modalities suitable for the needs of each Team.





PARTICIPATION COSTS



When registering at 24H Portimão, each team is entitled to:

- Registration of 3 to 8 Drivers;
- 2 hours of timed training,
- 24 hours racing,
- Space in shared garage,
- Livestream broadcast of the entire race.

The registration fee is € 3,500 + VAT (if applicable).

For those with a C1, the organization has also included a package with registration and technical assistance, as well as all other costs (tires, petrol, brakes, lubricants).

With this service, the teams only have to worry about sending the car to the Autódromo Internacional do Algarve and show up to have fun!

The price of this package is € 6,000 + VAT (if applicable).



OTHER SERVICES



The organization has other types of services available that may be of interest to facilitate Team Logistics:

- Transport of C1 from the country of origin to Portugal,
- Booking of accommodation for the team.

If you want to participate with a team and do not have a car or technical assistance, the organization has an all-inclusive option:

Car rental for PT class, technical assistance, consumables (tyres, petrol, brakes, lubricants), registration, maintenance and car transport.

This option costs €8,500 + VAT (if applicable).

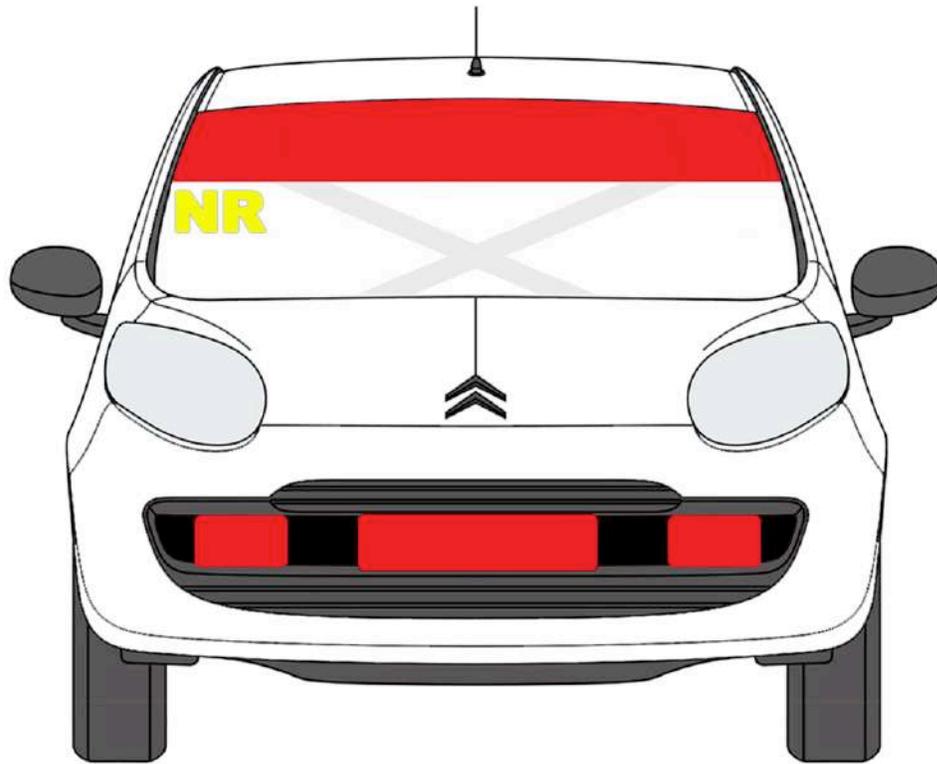
To complete the registration, the teams can go to our website www.motorsponsor.pt or use the contacts at the end of the presentation.



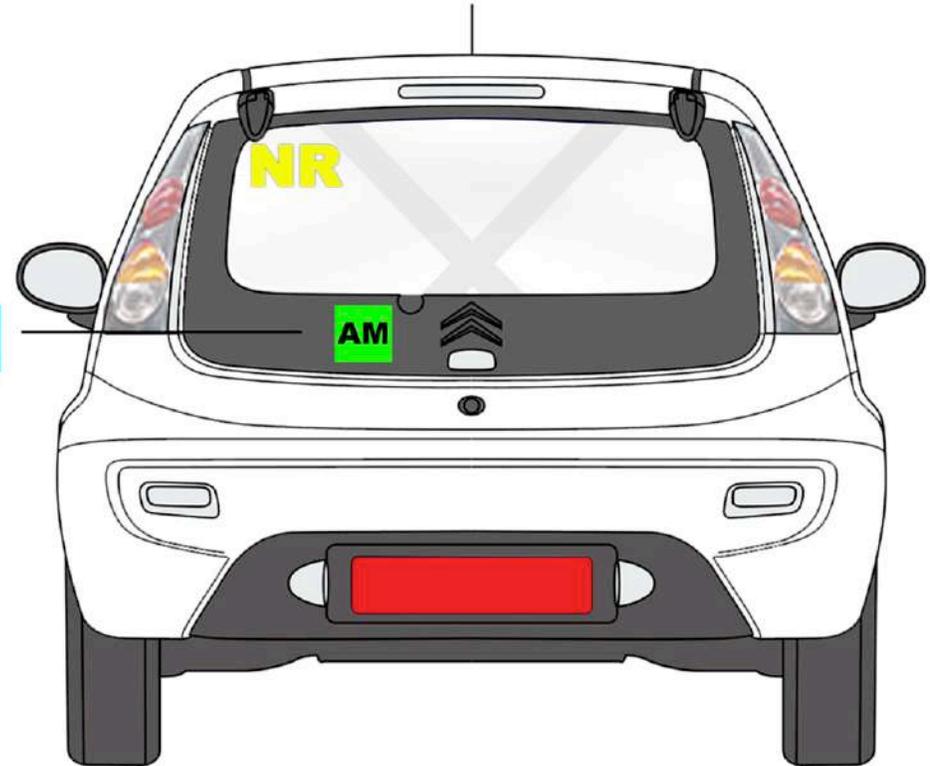
DECORATION



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3 variantes:



ORGANIZATION AREAS



Thank you!