



a unique opportunity



a fusion of

passion and excitement



the concept

A Global Business

Premier 1 Grand Prix has created a unique opportunity to build a new global sport. For football clubs; media companies – TV and multimedia; merchandising organisations; entertainment and sponsorship agencies there is enormous potential to become part of major new global sport.

Massive Spectator Interest

Premier 1 Grand Prix combines the glamour and excitement of Formula One motor racing with the loyalty and passion of football.

It does this by pitching top racing teams, first class drivers and high speed football club branded cars against each other in an annual racing programme around the world's fastest circuits. In doing so it brings together the two sports which consistently achieve the highest regular global TV viewing figures.

In 1999 the Champions League was watched by a cumulative total of 700 million people in 203 countries and territories.





A live Formula One race has an average total viewing audience of 330 million in 202 countries delivering a cumulative total of over 40 billion.

With such a massive spectator base, Premier 1 Grand Prix can offer sponsors, merchandisers, media companies and football clubs an international stage in front of millions of prospective new customers.

Creating New Revenue Streams

Importantly, participation in Premier 1 Grand Prix also opens new revenue streams. These are based on:

- The current football club fan base.
- The current motorsport fan base.
- New fans who will be drawn into the sport due to the general excitement generated by the events.

Research shows that at least 50% of football fans watch and are interested in top level motorsport. The demand for high speed action-packed entertainment from motorsport is currently limited to Formula One – Premier 1 Grand Prix offers an exciting new alternative.

A Premier 1 Grand Prix event offers all the excitement of Grand Prix racing plus a whole lot more. Its football club branding builds loyalty for increased spectator interest, and the races themselves are structured for start-to-finish excitement. In addition, a host of extra on-circuit activities, including live events, will make the Premier 1 Grand Prix weekend a thrilling experience for the whole family.

New Racing Structure

Different to Formula One, Premier 1 Grand Prix has two feature races lasting for one hour or 130 kilometers each – whichever is the shorter. Twice the number of starts, twice the number of finishes and twice the excitement. Similarly there will be two qualifying sessions to determine the grid positions for each race. Pit stops will be allowed for tyre changes but not for refuelling.

Extra Spectator Activities

Throughout the day spectators will be entertained by a wide range of football related and general family activities. At each race one lucky spectator will win a substantial cash prize.



Premier 1 Grand Prix racing



Action Packed Season

There will be Premier 1 Grand Prix events every two weeks (but no clashing dates with Formula One).

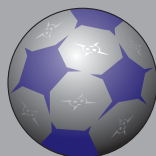
In the first season we will run 10 Grand Prix at locations in the UK, Germany, France, Spain, Italy, Portugal, Holland, Brazil, Argentina and Czech Republic.

During the second season five extra Grand Prix will be added plus showcase events in the Middle and Far East. And from the third season onwards the plan is to incorporate the showcase events within a world-wide schedule of 18 Premier 1 Grand Prix.



Many Merchandising Opportunities

There will be numerous merchandising opportunities. A travelling roadshow will sell Premier 1 Grand Prix and football club merchandise, and there will be extra facilities for individual roadshow activities tailored to the football club and their sponsors. Additionally, to help capitalise on sales to non-travelling fans, Premier 1 Grand Prix will provide a television link for live coverage on giant video screens at club grounds.





the show



Designed for better TV coverage

Premier 1 Grand Prix will design, and produce the complete broadcast media operation.

Premier 1 Grand Prix intends to offer coverage of the whole event, not just the feature races, and allow unrivalled media access to enable fully customised programming. The result will be exceptional standards of quality and interest for the viewers.

Capturing All The Action

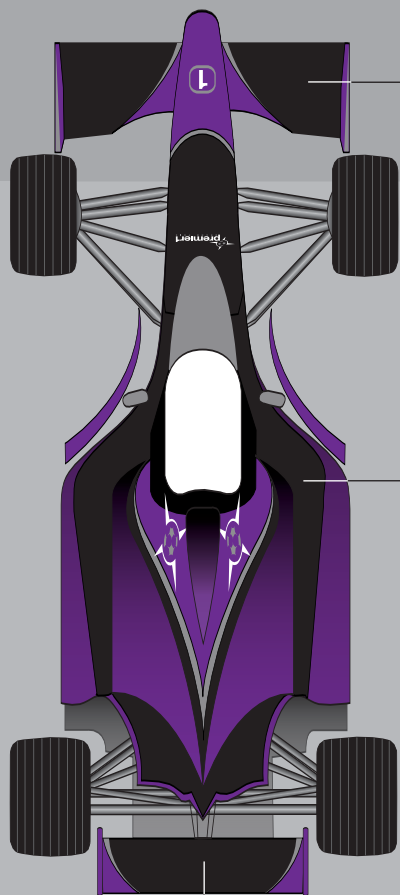
Venue-wide cameras and on-site technical facilities will give viewers outstanding coverage of all the action:

- Strategically placed track-side and aerial cameras
- Live in-car cameras
- Pit and grid radio cameras with roving reporters
- Mini cams in pit garages
- Live pit lane interviews
- Integrated TV graphics for up to date race timing information

Creating A Saleable Product

Comprehensive support for the international media enables live cable and satellite broadcasting anywhere in the world. An on-circuit TV channel will be provided so that spectators can see what is happening around the track and editing facilities will produce highlight programmes for same-day global distribution.

Ultimately the goal is to create a media platform offering unprecedented coverage for both football clubs and sponsors' branding.



RESERVED FOR PREMIER 1 GRAND PRIX
SERIES SPONSORS

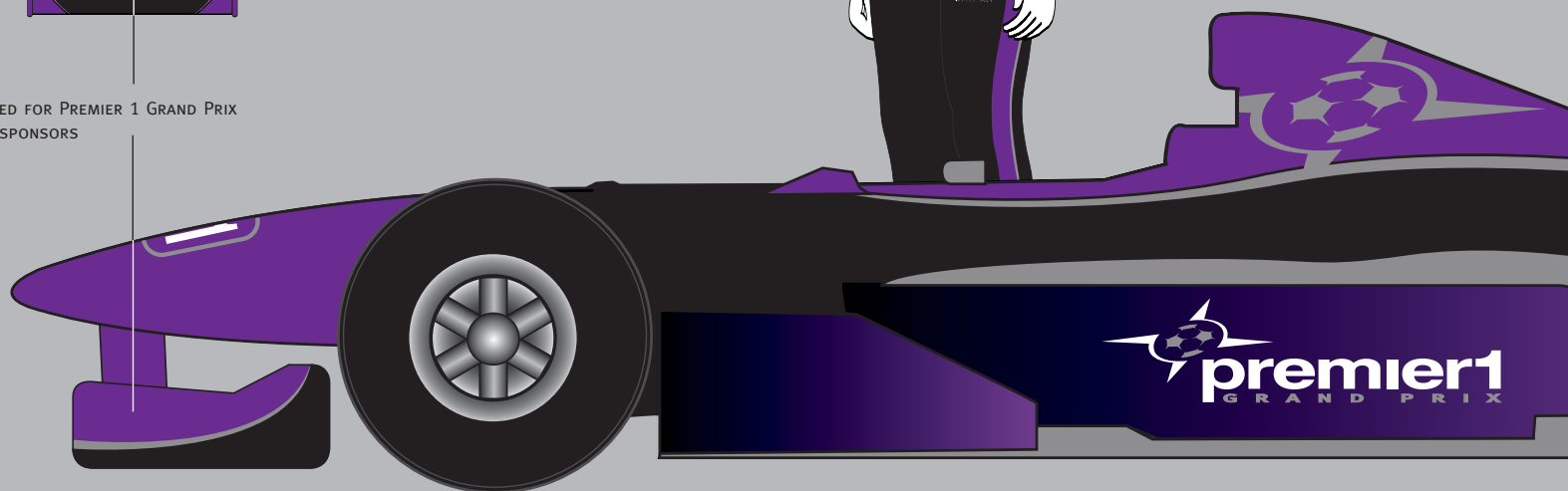
FOOTBALL CLUB SPONSORS

RESERVED FOR PREMIER 1 GRAND PRIX
SERIES SPONSORS



PREMIER 1 GRAND PRIX
RETAINS SPONSORSHIP
AND MERCHANDISING
RIGHTS ON THE DRIVER

PREMIER 1 GRAND PRIX
SERIES SPONSORS



premier1
GRAND PRIX

the cars



High performance branded cars

Premier 1 Grand Prix provides all the speed, sounds and stunning good looks of a Formula One car but with the added extra of it being painted in a top football club's livery. Even the driver and mechanics will be dressed in club colours reinforcing the club's and sponsor's brand at every opportunity.

Fast Competitive Racing

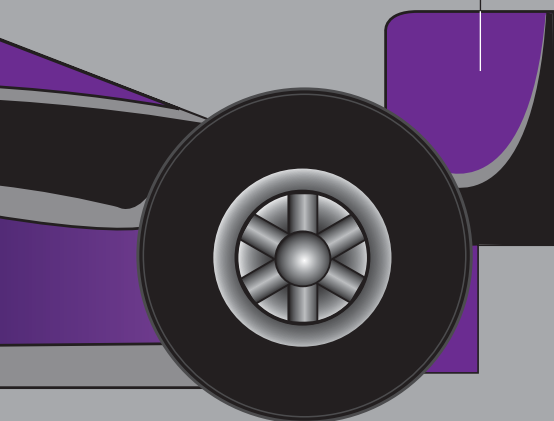
The cars and their engines will be made to exacting specifications and yet controlled within tight parameters so that mechanical performance from team to team is equal. Similarly, technical enhancements will be limited to ensure that costs are kept to manageable levels. The result is that races will be closer and driver skill plus team strategy will be the fundamental keys to winning.



A Platform For Added Revenue

The car, mechanics and driver all represent opportunities for generating revenue. There is commercial freedom to sell advertising or sponsorship packages for the cars and overalls, as well as full merchandising rights for the cars in club livery. Premier 1 Grand Prix retains limited specified areas on the car and overalls for the season's series sponsors.

RESERVED FOR PREMIER 1
GRAND PRIX SERIES SPONSORS



the motor racing teams



Accredited teams and drivers

Premier 1 Grand Prix makes it easy to link football clubs with first class motor racing teams and top quality drivers. The combination offers all the technical resources to create a global sporting spectacle.

Top Drivers

Premier 1 Grand Prix will provide a pool of accredited drivers with the necessary licenses and proven ability to race at the highest levels. The football clubs will have the opportunity to meet them and see them in action at a series of open test sessions. From that point on the clubs will choose and sign the driver best suited for representing their club.

Racing prize money will more than cover the driver's wages but the clubs can enter into direct negotiation and offer additional salary capped by relating this to % of profits earned from Premier 1 Grand Prix. Any such additional benefits go directly to the driver.

First Class Motor Racing Teams

Premier 1 Grand Prix will provide a pool of motor racing teams to run the championship cars. Each is accredited to meet the standards required for professional racing and will have all the necessary technical facilities and racing management capabilities.

National Teams and Drivers

The passions stirred by national support for football clubs will be reflected in the teams and drivers. The racing teams and drivers will in most cases be of the same nationality as the club. This encourages patriotic support and allegiance to both club and country.



Competing against the World's best

The selection criteria to participate in Premier 1 Grand Prix brings together the very biggest names in the world of football. It is based entirely on long term footballing success.

Top National Leagues

National football league eligibility is defined according to UEFA's annual league table. Four clubs qualify from the top six leagues and one from each of the following two leagues. Additional "wild card" clubs will be invited to take part, the maximum number of entries being restricted to 30.

The World's Finest Football Clubs

Club performance in the previous six years defines the Premier 1 Grand Prix league position in each national league. Ten points are allocated for a win in the last qualifying year, and then six, four, three, two and one point for each of the preceding years.

All clubs qualifying for the Premier 1 Grand Prix series are entered in the Premier 1 Grand Prix 'football league'.

Everyone's A Winner

The selection criteria is all about winning. For football clubs, continued success on the football pitch is the passport to the exciting and lucrative world of Premier 1 Grand Prix racing.



the selection criteria

