

PAUL-AUREL RONIG



Motorsport embodies some of the most important values for any company: Performance, speed, reliability and high-tech coupled with passion and internationality – and, with the launch of the two fully electric championships Formula E and MotoE, sustainability as well. The path into the future of modern mobility starts now.

The audience associated with the championships is huge. Thanks to the national and international visibility it offers, its value system, the excitement it brings and the fascination of state-of-the-art machinery, motorsport sponsorship increases sales, captures new customers and improves the positioning of any brand. You will be amazed to see the return on investment that a well-designed and implemented sponsorship in motorsport can achieve.

RESULT

It is no coincidence that some of **the world's most prestigious companies** are involved in racing sponsorship projects. Companies are looking for **efficiency**. Sponsorship is a **marketing tool** that can guarantee great results. It has the ability to generate a positive feeling towards the customer and is associated with great **passion**.





ADAC GT4 GERMANY

OSCHERSLEBEN

P1

2021

ADAC GT4 GERMANY
NÜRBURGRING

P3 Race 2

ADAC GT4 GERMANY

HOCKENHEIMRING

P Race 2

P3 Race 1

ADAC RACING WEEKEND

HOCKENHEIMRING

P3 Goodyear 60

P2 GTC Race 2

ADAC GT MASTERS

LAUSITZRING

P3 Goodyear 60

2020

PORSCHE SPORTS CUP

HOCKENHEIMRING

Porsche Sports Cup 1

Porsche Sports Cup Endurance 1

Porsche Sports Cup Endurance 2

International Competitor's / Driver's Licence Grade C

SUCCESSES

Paul has claimed a total of **two race wins** and **four podiums** in eight races started with his entry car, the Porsche Cayman GT4. Paul is the only racing driver to have achieved **two race wins for Porsche** on the GT4 in the most important series in Europe (ADAC GT4 Germany and ADAC GT4 Europe) in the last two years.

















RACING ACTIVITIES 2021 - 2022











GT4 GERMANY OSCHERSLEBEN



GT4 GERMANY HOCKENHEIM



GT4 GERMANY HOCKENHEIM



GT4 GERMANY NÜRBURGRING



INTERIM BALANCE

01 APRIL - 03 JULY 2022

KEY FACTS 2022

The most important key facts after three events of the ADAC GT4 Germany in the 2022 season.

54.47 M

TOTAL MEDIA REACH IN THE DACH REGION

67500

VISITORS ON SITE

1.55 m

TV REACH IN THE DACH REGION

25.63 m

PRINT REACH IN GERMANY

33

PRESS RELEASES

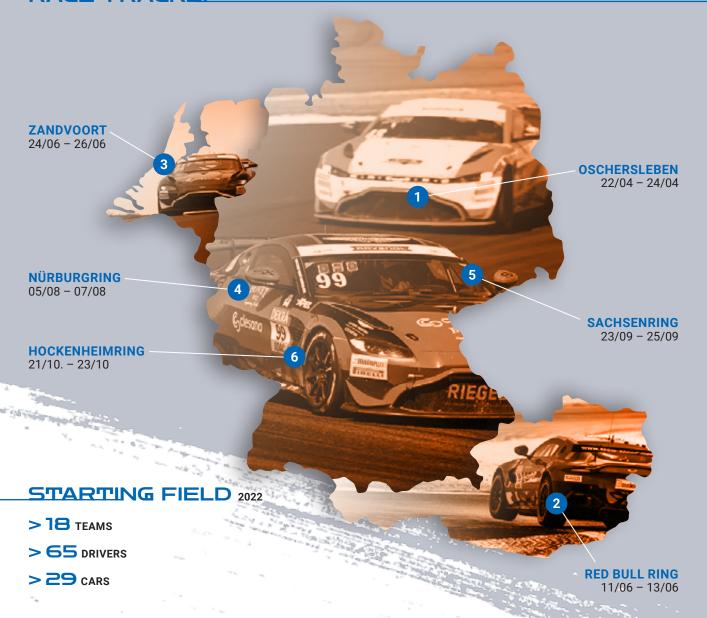
27.56 M

ONLINE & SOCIAL MEDIA REACH IN GERMANY



CONCENTRATED MOTORSPORT ACTION ON SPECTACULAR RACE TRACKS.

In 2022, the ADAC GT4 Germany took place on six race weekends as part of the ADAC GT Masters. The first three race events were taken into account for the half-time report.





TV & OTT-FACTS **DACH 2022**

Cumulative TV & OTT coverage* and reach** of the ADAC GT4 Germany after three events in the 2022 season.

1.55 M

CUMULATIVE TV REACH

7.04 M

TV ADVERTISING MEDIA CONTACTS

39

BROADCASTS

11:25:26 H

BROADCAST DURATION

8 CHANNELS

SHOWED COVERAGE

NITRO. n.tv mdr















TV FACTS DACH 2022



Regular coverage* of the ADAC GT4 Germany in the 2022 season.

Ø 62000 SPECTATORS (1.4% MS)

N-TV - PS - ADAC GT MASTERS MAGAZIN

SPECIFIC & SECONDARY TV COVERAGE

(without trailer)

19

BROADCASTS

> 1,.55 M SPECTATIONS

CUMULATIVE REACH

* Takes into account specific coverage (Live, Delayed, Relive, Highlights) & relevant secondary coverage (magazines) on TV & OTT

OTT FACTS DACH 2022

sport.de

Integration of the live stream as well as the recordings of all ADAC GT4 Germany races on Sport.de and ADAC-Motorsport.de

■ Race commentary by Patrick Simon

One of the largest and most comprehensive sports
 databases in the world

UP TO 3.43 M
UNIQUE USERS MONTHLY

20.69 M VISITS

46.67 M PAGE VIEWS



TV/STREAMING INTERNATIONAL 2022

Various broadcast formats reach motorsport fans worldwide. From live to live-delayed to compact highlight magazines and news. Two relevant platforms are particularly noteworthy:



 Regular integration of the ADAC GT4 Germany highlights into the ADAC GT Masters magazine, broadcast on Motorvision TV

> 100

COUNTRIES REACHED

motorsport.tv

- Live streaming & on-demand offer of the ADAC GT4 Germany races on Motorsport.TV, available outside the DACH region
- Part of the leading motorsport network
- Largest streaming platform for live & on-demand motorsport content worldwide

UP TO 56 M



PRINT 2022

The coverage of the ADAC GT4 Germany in the print media (Germany) after three events in the 2022 season.

25.63 m

PRINT REACH

Reports among others in:



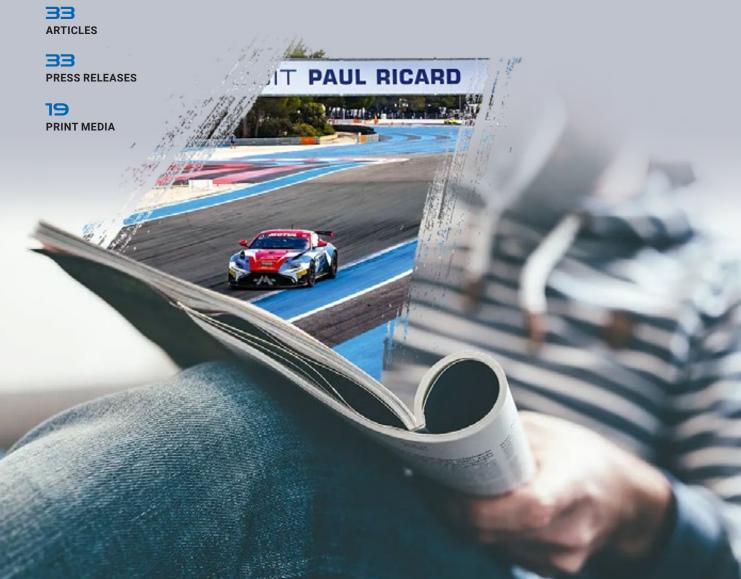








WELT AM SONNTAG Rhein-Beitung Passauer Neue Presse



ONLINE 2022

Extensive coverage in the online media. In addition to the TV inclusion in the **N-TV ADAC GT Masters magazine**, the ADAC GT4 Germany could also be followed in a live stream on **ADAC-Motorsport.de**, **Sport.de** and internationally on **Motorsport.tv**.

26.38 M ONLINE REACH

347
ARTICLES

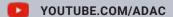
85 ONLINE MEDIA



SOCIAL MEDIA 2022

Coverage on ADAC's social media channels as well as the channels of drivers, teams and partners.

1.18 M SOCIAL MEDIA REACH



154000 22557 FOLLOWER VIEWS

452884 6 REACH VIDEOS



FACEBOOK.DE/ADACGT4GERMANY

3593 15 465 VIDEO VIEWS

211516 34 VIDEOS

1.97% 139 ENGAGEMENT POSTS



MEDIA REPORT DEKRA

Performance figures for DEKRA in the ADAC GT4 Germany after three events.

VISIBILITY

01:47:39 H ADVERTISING DURATION

1493
TV SEQUENCES

0.54 M
TV SPONSORSHIP CONTACTS

ADVERTISING EQUIVALENCY VALUES

50934 € TOTAL ADVERTISING EQUIVALENCE

17**⊘**1€

49233 €
PRINT, ONLINE, SOCIAL MEDIA



MEDIA REPORT

Performance values for H & R in the ADAC GT4 Germany after three events.

VISIBILITY

00:23:41 H ADVERTISING DURATION

120
TV SEQUENCES

0.49 _M

TV SPONSORSHIP CONTACTS

ADVERTISING EQUIVALENCY VALUES

60114 € TOTAL ADVERTISING EQUIVALENCE

3543€

56571€ PRINT, ONLINE, SOCIAL MEDIA



YOUR PRESENCE

EXAMPLES

RACING CAR

The racing car as an advertising medium – the complete design in your company colours

TEAM

Advertising space on the team truck, team clothing or banners in the box

SOCIAL MEDIA

Social media presence

INCENTIVES

Incentive events

SHOW

Exhibition of the vehicle – for example at trade fairs or company events

EVENT

Ride on the race track in a race taxi

Motorsport sponsorship packages have an effective value system and also an impressive audience.



