

ALFIE PRINCE

F4 RACING DRIVER



Partnership Opportunities 2021

MEET ALFIE PRINCE

Nationality: British

Age: 16 years old

Born: London

- Student studying A Level Engineering, Business and Sociology
- First kart race 2007
- Senior karter in European Series 2019
- Testing in single seaters with Richardson Racing in 2020 following selection for British F4 Scholarship
- Favourite Driver: Kimi Raikonen
- Favourite Track: Le Mans



RACING HISTORY

Alfie has an impressive record through his 9 years in karting and is looking to take that success into single seater car racing

- Bambino Club Trophy Winner aged 7
- Buckmore Park Club Championship 3rd
- Bayford Meadows Club Championship 3rd
- Cadet Super One Series
- Kartmasters Kart Grand Prix Junior X30 7th
- Buckmore Junior X30 Club Championship 3rd
- Junior X30 Benelux (X30)
- Senior X30 Euro Series
- Motorsport UK E-Sports League 2 – 9th



WHY BRITISH FORMULA 4

- The FIA sanctioned British Formula 4 championship is the starting point for racing drivers on the road to Formula 1.
- It offers a fantastic platform for commercial communication, brand building and client networking attracting over 420,000 spectators as part of the British Touring Car Championship.
- British F4 achieves national broadcast coverage on ITV as part of the BTCC achieving audience sizes in the region of half of those for Formula 1 at a fraction of the cost.
- The F4 Driver Programme includes provision of extensive media opportunities in broadcast interviews, media releases and social media providing additional visibility for partners.



BRITISH F4 **FACTS AND FIGURES**

- **385,000** - Trackside spectators at 10 meetings nationwide
- **17.2 million** - UK TV audience
- **30,000** - Unique visitors per month to fiaformula4.com
- **15,600** - Facebook likes
- **7,600** - Twitter followers
- **1,800** - Instagram followers

TRACKSIDE EXPERIENCE

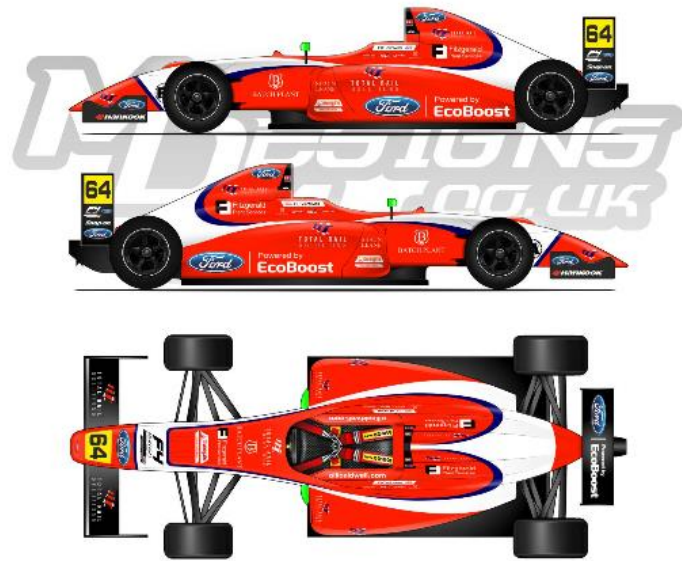
British F4 provides the up close and personal feel that makes connecting with fans and partners very easy.

Partners and their guests can explore the paddock and garage, get in-depth racing insights from the driver and support team, and enjoy quality hospitality.

Fans interact with the drivers throughout the weekend through photo and autograph opportunities. Partners with branded merchandise can distribute to fans to build brand awareness.



PARTNER PACKAGES



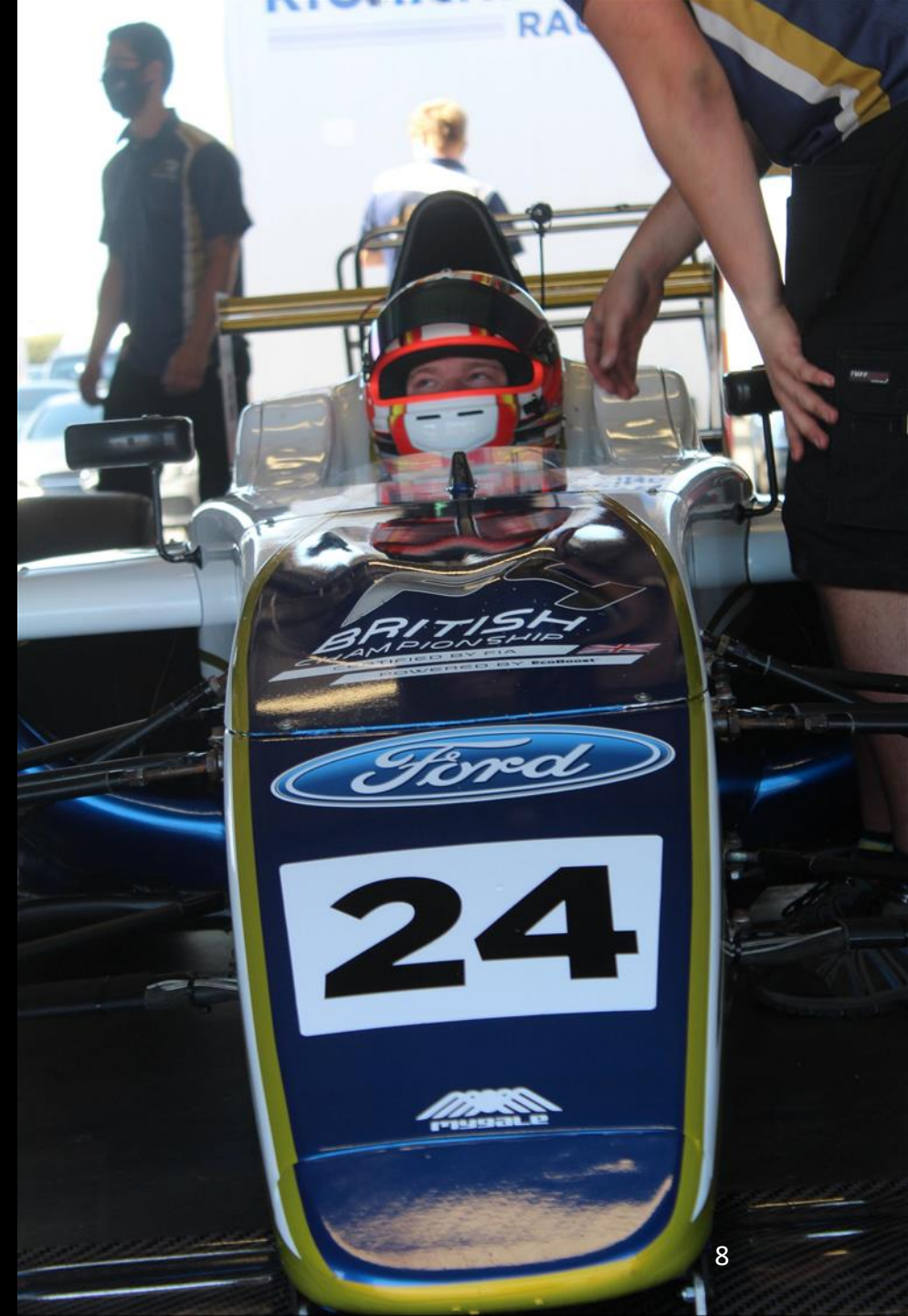
We work with MDM the leading motorsport designer to create impactful liveries that will maximise partner brand exposure

WHAT YOU GET AS A PARTNER

We work with you to design the best partnership package to meet your business objectives. Options include;-

- Logo on race car and driver equipment
- Entry tickets
- Full hospitality, breakfast, lunch, and afternoon tea
- Branded clothing
- Access to paddock to get up close to drivers and cars
- Live exposure on ITV 4
- Brand exposure through Website, PR and social media
- Personal appearances and demos at partner events
- Merchandise partnerships

Above all we look to understand your business objectives to produce a bespoke package tailored to maximise your return on investment.



THE CIRCUITS





ALFIE PRINCE

Contact details



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alfieprince.com



alfieprince24



@alfieprince

Thank you for considering how a partnership with Alfie Prince can benefit your business. We look forward to hearing from you

Yours sincerely