

**INGENIOUS**



**CASE  
STUDIES**

**12**

**HELLO FROM INGENIOUS CREATIVE...**

**In this most recent issue we outline the diverse work we have delivered for In2Racing, one of the most respected names in British motorsport.**



# IN2RACING MARKETING & SPONSORSHIP COLLATERAL

## Client Profile...

In2Racing provides professional, independent support and service to drivers competing in a variety of racing series and categories. Located in Stratford upon Avon, The team offers a dedicated racing environment in which the race team operate at the highest level. Their core championship activities sees them enjoy close links with marques such as Porsche and McLaren both in the UK and overseas.

## What We Did...

Ingenious work with In2Racing to design and produce a range of marketing collateral, most notably a 'core' team brochure which offers prospective commercial partners a comprehensive overview of the team. We also produce a range of 'series specific' sponsorship presentations for both the Porsche Carrera Cup and the British GT championships, plus we also assist the team with race car livery design and social media marketing.



### An introduction to In2Racing

Team Sponsorship Opportunity: The 2017 Porsche Carrera Cup GB



### An introduction to In2Racing

Team Sponsorship Opportunity: The 2017 British GT Championship



### An introduction to In2Racing

In2Racing have provided professional, independent support and service to drivers competing in various championships and categories since 1998.

Located in Stratford upon Avon, The team offers a dedicated racing environment in which the drivers can and can have their own at the highest level.

All our drivers enjoy close links with the team and the support they receive from the team's experienced and professional staff.

For 2017, we are excited to be able to offer potential sponsors the opportunity to support our two-car team in the prestigious British GT Championship...



### The 2017 British GT Championship THE CAR

With a pure focus on lap times, the 570S GT4 features a unique aerodynamic package which includes a GT4-specification high level rear wing, mounted on aluminium pylons, a larger front splitter and reprofiled floor assembly.

The 570S GT4 is a high performance sports car, with a focus on lap times and a pure focus on lap times.

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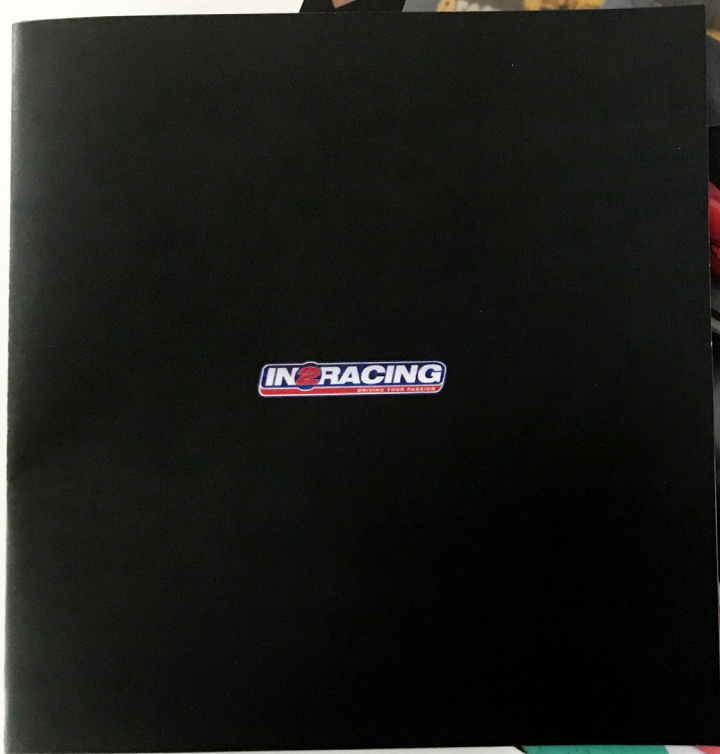
### The 2017 British GT Championship McLAREN CARS PARTNERSHIP

Racing a McLaren 570S opens the door to a number of opportunities to sign sponsors to the most prestigious and emotive of marques. McLaren track days, factory hours and exclusive dealer evenings are just a few of the events that could be built into a sponsorship package.

What next? The opportunity to sign sponsors to the most prestigious and emotive of marques.

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**IN2RACING**  
DESIGN • WORK • PARTS

**WE HOPE YOU LIKED LOOKING AT OUR WORK...**

**We'd love to talk to you about what we  
could do for you and your brand.**

**In the meantime, you can find us here...**

**T 01625 410228**

**E [info@ingeniouscreative.com](mailto:info@ingeniouscreative.com)**

**You can also follow us on  
[twitter@ingeniouscre8iv](https://twitter.com/ingeniouscre8iv)**

**VISIT OUR SITE**

