

Updated 19<sup>th</sup> February 2012

### **2012 BRC Media Products and Services**

Teams and competitors registered in the 2012 MSA British Rally Championship are encouraged to use all the available resources to ensure they maximise their PR and promote activities to ensure a return on investment for contributors, partners and sponsors. Below are the details of the products that are available and any relevant prices and booking details.

#### **On Board Cameras**

New high definition on-board camera equipment is professionally fitted and serviced throughout the event by Greenlight Television, the company that produce the BRC TV programmes for Sky Sports and other major TV networks. It is HD broadcast quality footage and whilst the fitment does not guarantee the customer television coverage, it means that the images are available in the archive store for current and future use. The customer receives all of the footage captured by the camera on a DVD which is posted out around two weeks after each event.

The costs are:

In-car camera package (per event) ~~£320.00 +VAT~~ **£250 +VAT**

In-car camera package (for 6 events/season) ~~£1650 +VAT~~ **£1200 (that's £200 +VAT per event)**

*Packages are limited and are allocated on first come, first served basis.*

#### **Photographic images**

Via our official photographer Jakob Ebrey, we can offer a service of digital photographic images of the client from each rally which will be copied on to a disc and posted out immediately after each event. These images are copyright free but cannot be used for commercial use without express permission. The cost is £300 +VAT for a complete season package.

#### **Event DVD**

We have been receiving requests from competitors to produce a DVD of stage footage from each event. The DVD which will show unedited HD imagery captured from each special stage. The service is only viable with a minimum of ten orders. Interested parties should register their interest with the Championship, Subject to minimum orders; the cost of each DVD will be around £50 +VAT plus postage.

#### **Website profiles**

The championship publishes on its own official site profiles for each registered team, driver and co-driver. These profiles will include links to relevant press releases and websites. Registered teams receive a full page profile, depicting a bio of their business, team sponsors, cars, crews and images, alongside any relevant links to websites and their press releases. This cost of this service is included in the registration fee.

#### **Competitor and Team press releases**

The championship will publish press releases generated by teams and competitors onto the official BRC website and include a link from the profiles to the source. Competitors and teams should email their press releases to [simonmoss@rallybrc.co.uk](mailto:simonmoss@rallybrc.co.uk) The cost of this service is included in the registration fee.

#### **Media Report and Promo DVD**

We publish media statistics which are available for competitors, teams and sponsors, detailing distribution figures for television, website stats and other related promotional activities. We have also produced a promotional DVD for sponsorship presentations. These can be accessed free of charge at:

<http://www.rallybrc.co.uk/index.php/sponsors/opportunities>

### **OFFICIAL PARTNERS TO THE MSA BRITISH RALLY CHAMPIONSHIP**



### **OFFICIAL SUPPLIERS TO THE MSA BRITISH RALLY CHAMPIONSHIP**

