



B·TUNING

PRO RACING TEAM



PROFESSIONAL RACING TEAM

SEASON 2023

PROPOSAL FOR PARTNERSHIP

www.sport.b-tuning.ru

One of the most famous Russian racing teams, multiple winner of international and Russian championships. Created in 1998 by Andrey Sevastyanov, a Russian racing driver and businessman.



TEAM'S BRAND:

► PROFESSIONALISM

experienced mechanics, driver coaches and pilots work in a team.

► UNIQUENESS

RHHCC, SMP-RSKG, Classic Touring Cup, REC.

► HIGH RESULTS

more than 10 titles in Russian and international championships.

► EFFECTIVE PARTNERSHIP

more than 20 Russian and international brands became partners of a team – many contracts are long-term.

► TRUST AMONG LEADERS

From partners, media, fans and bloggers.

IN TOP-3 LEADING AUTOSPORT TEAMS *

** according to an independent survey 2021 y.*

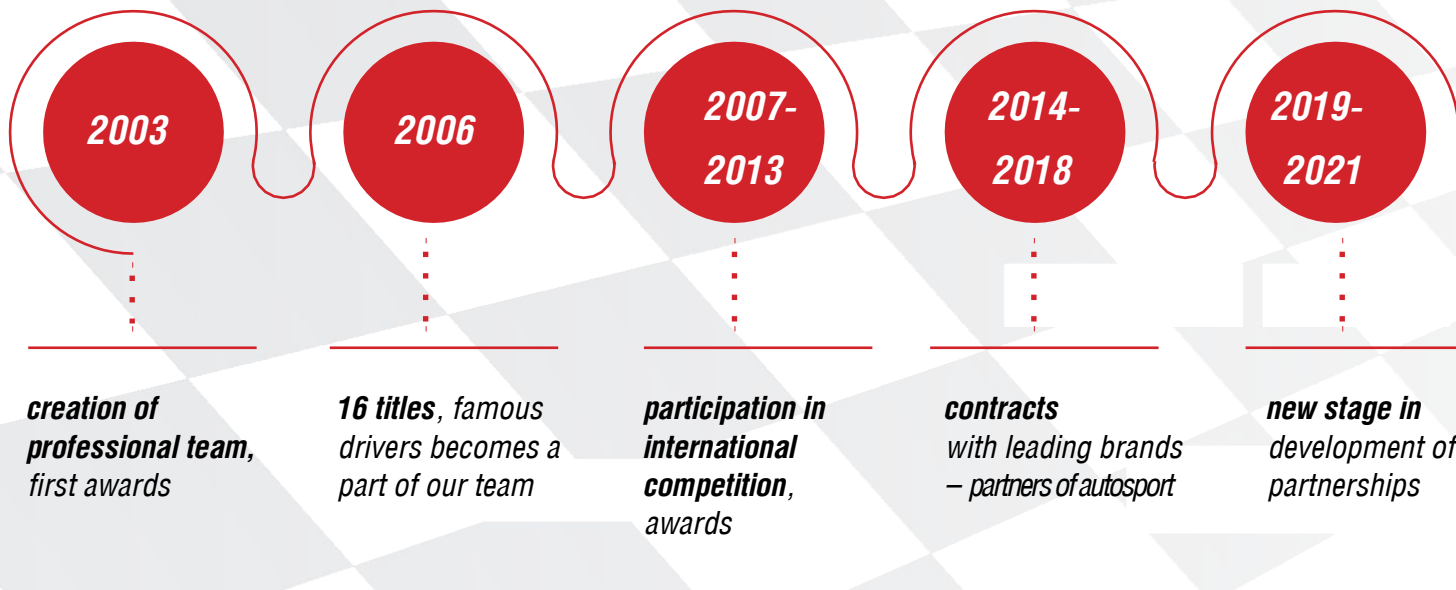


ANDREY SEVASTYANOV
Head and team founder since 1998

- Master of Sports title
- Public motorsport figure. Two-time Russian rally champion
- Winner of the Cup and the championship of Russia in circuit racing
- Constant participant of «Race of Stars» (Za Rulem magazine)



Andrey Sevastyanov
Team captain



B-Tuning is an independent team of leaders and professionals with over 20 years of experience. Thanks to the active support of the media and opinion leaders, in all regions of Russia people follow our results. Trust and Reputation is the most valuable thing, therefore we build communication with partners on the principles of responsibility and achieving a common result. For this we are appreciated not only by fans, colleagues, but also by international brands».

RELIABILITY. TRUST. ACHIEVEMENT

**Alan Enileev**

Automotive blogger, NFS world champion, 2,1 mil subscribers (instagram)

«B-TUNING and Andrey Sevastyanov are one of the most important patriots of Russian motorsport and an expert trusted by the market. A vivid example of a combination of professionalism, all kinds of knowledge, honesty and conscientiousness. I always send my friends and comrades to him when it comes to a full-fledged driving education from the very basics to the heights of motorsport.»

**Oleg Petrikov**

Head of Russian Series of Circuit Racing

«Andrey realized himself as a racedriver, navigator and coach both in rally and circuit racing. Thanks to the team of professionals assembled by him, racers achieve outstanding success in individual and team events. His skill, high demands from himself and his employees, discipline and responsibility allow us to call Andrey one of the brightest figures in the Russian circuit racing series.»

**Anastasiya Nifontova**

Moto Rider. Master of Sports International Class in motosport. FIM World Champion in cross-country rally.

«Thanks to the B-Tuning team and Andrey Sevastyanov, for the first time in my life, I had the opportunity to get acquainted with the world of four wheels. It all started with a simple "can I try?" and continued with professional training in preparation for the first races in the Russian Rally Raid Championship and the Silk Way International Rally 2018, where, without proper experience, but after training with B-Tuning, I was able to fight for the podium in my class.»

**Tim Skorenko**

Journalist. science communicator. Up to 2018 Chief editor of Popular Mechanic magazine.

«I collaborated with Andrey and B-Tuning team twice. I never met people who were more friendly, open and ready to work together. Not only they drive great. They know how to work with journalists, come up with non-racing activities and know that racing is not only a car and a pilot, but the spectator, reader, and in general, to some extent, any person. Therefore, we have published a fab material in the magazine, and at VDNKh we got one of the most popular stands of the festival (Andrey spared neither cars nor time)».

MOTUL

Igor Baranov

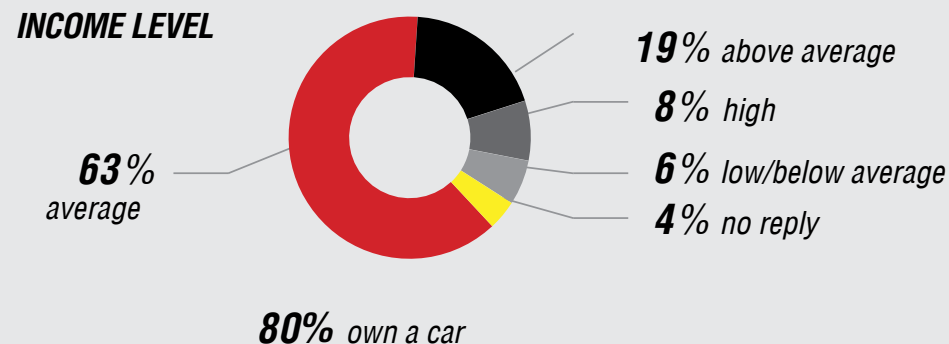
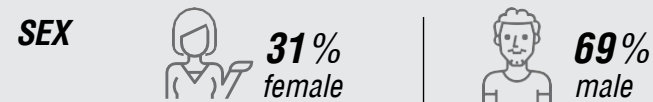
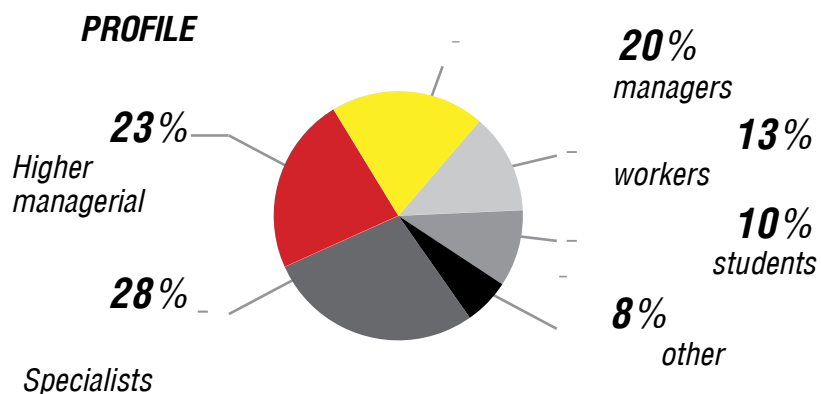
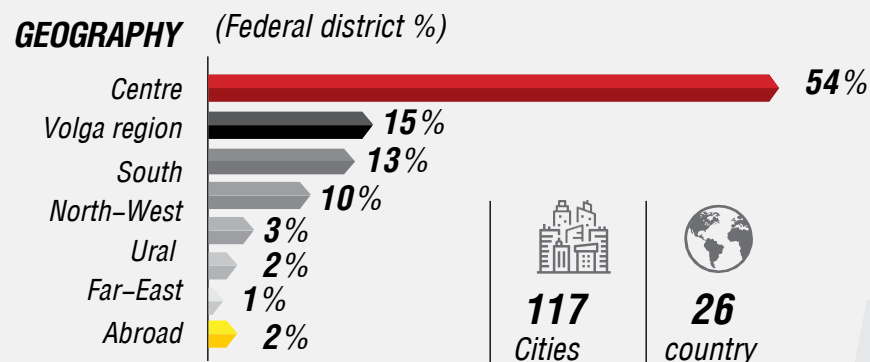
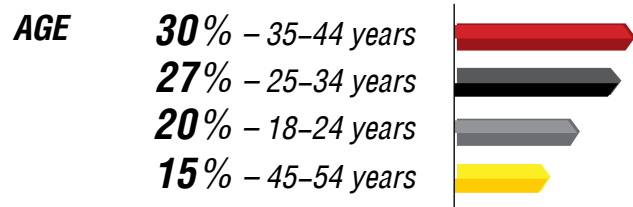
MOTUL, business development manager
for Russia's central region
(from 2010 to 2014 y).

«MOTUL was the technical sponsor of the B-TUNING team. It was a very valuable and effective partnership. There were many activations, participation in various circuit racing championships, victories, podiums, medals, cups, information coverage of victories and technical equipment behind these very victories. It was valuable for us that the team's words do not differ from deeds, even more - there are more deeds than words. During the period of partnership with B-TUNING, MOTUL has greatly strengthened its trading positions in Russia.»



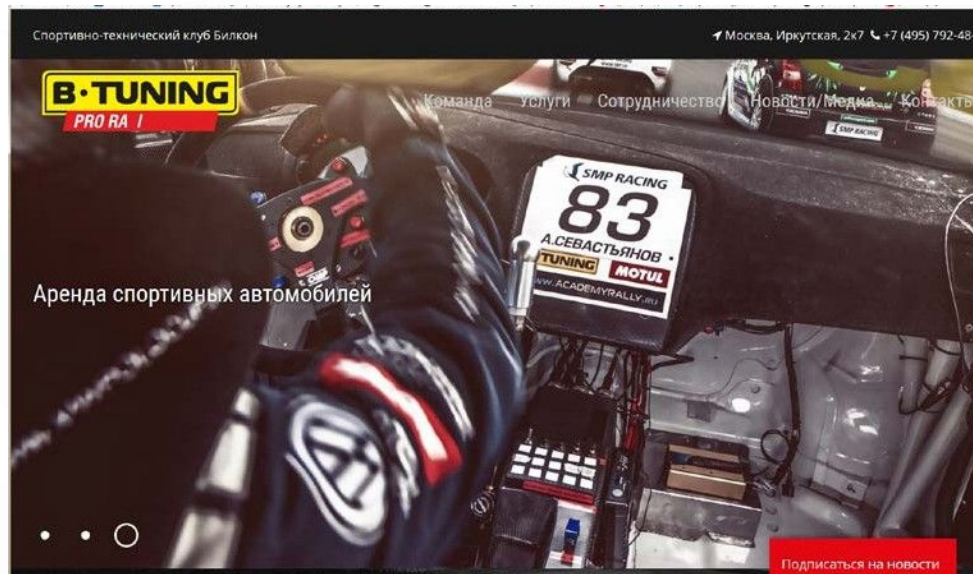
**PARTNERS
OF DIFFERENT
YEARS**





ACTIVE, OPEN TO NEW, CONNOISSEURS OF SPEED AND ADVENTURES

TEAM WEBSITE



www.sport.b-tuning.ru

➡ More than **1000** views in a month

SOCIAL NETWORKS



Vkontakte
17



Youtube
275



Facebook
1600



Instagram
1637

Cumulative social network audience: 3500

Social network of team's drivers:

	Sevastyanov_83	a.melnikov20	Filatovracing	Total:
Instagram	3577	565	1703	5845
Facebook	401	-	-	401
Vkontakte	96	409	307	812
Total subscribers:				7058

Team news digest base:

More than
1200
contacts



More than **20 000** subscribers on own platform

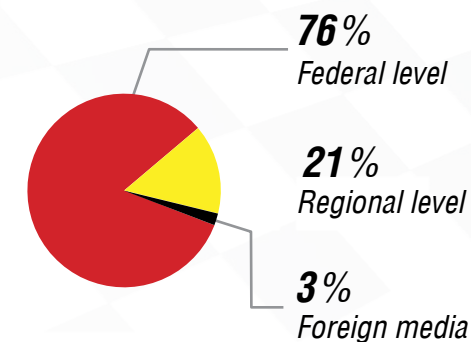
They write about us:



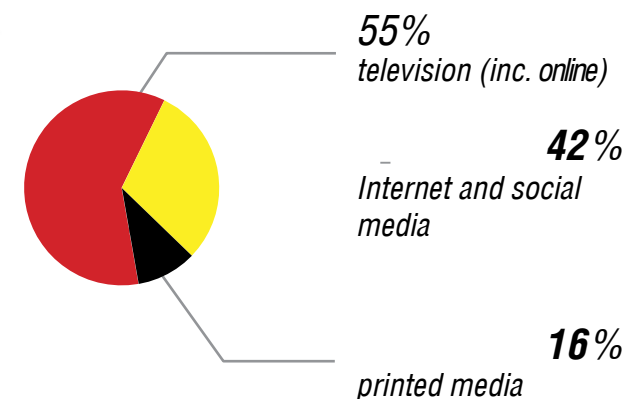
They show us:



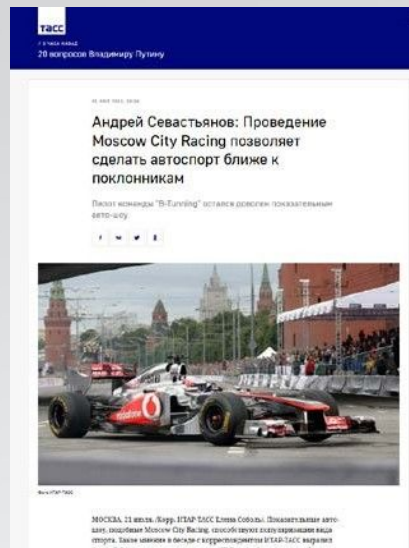
MEDIA LEVEL



COMMUNICATION CHANNELS



Data «Medialogia» 2021 y.



9 MIL. VIEWER WATCHED BROADCAST OF RACES WHERE TEAM HAVE PARTICIPATED*
* in 2021y.

	RSKG	RSKG 6 h.	REC 4 ч.	CTC historic
1-2 April		8		
21-23 April	8			
5-7 May				1
12-14 May			4	
19-21 May	1			
26-28 May		5		
9-11 June				3 4
16-18 June	2			
23-25 June				5
7-9 July	5			
21-23 July			4	
28-30 July	3			
4-6 August			5	
11-13 August			4	
18-20 August	6			
8-10 September	4			
22-24 September			4	
29-30 September				4
6-8 October	7	7		
20-22 October			4	
4-5 November		8		

TELEVISION

700 hours of on-air TV

7,8 mil viewers

on MATCH TV

9 mil. audience of broadcasts



Яндекс Новости

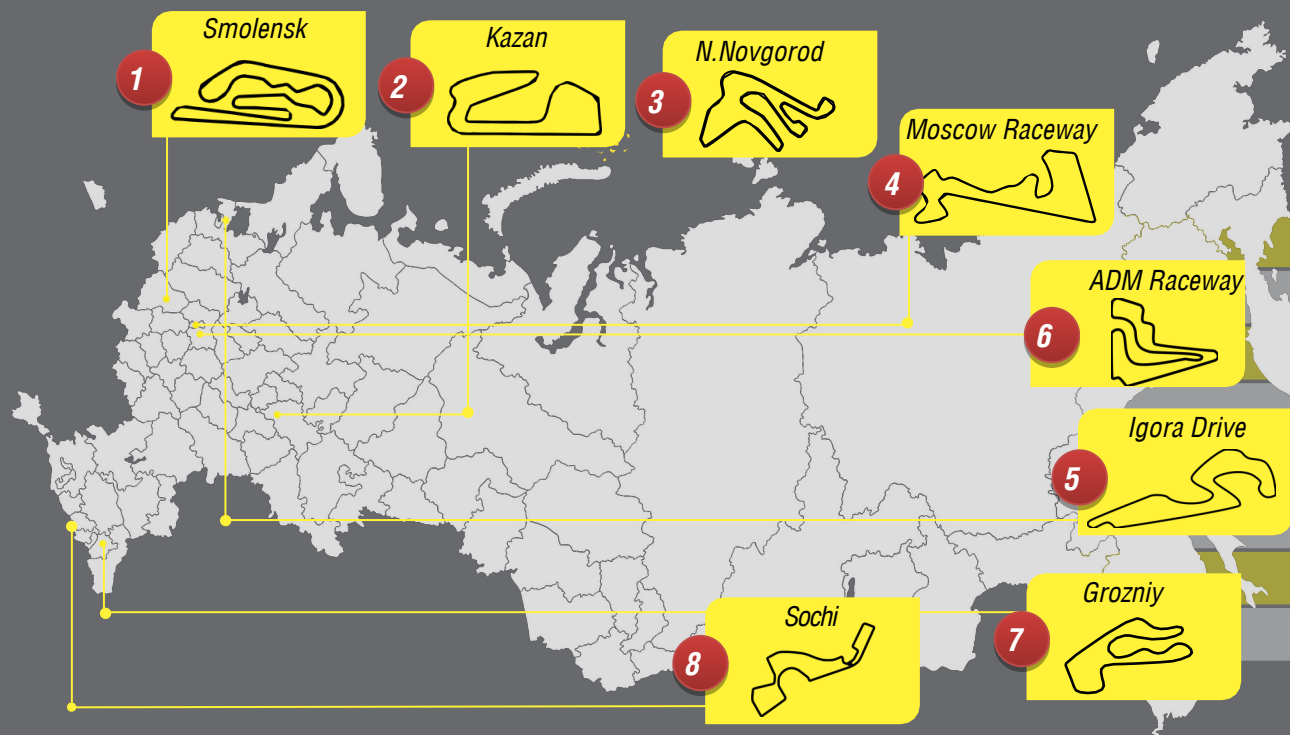


МАТЧ!СТРАНА

ВЕСТИ.RU



Зарулем.рф



120 000 cumulative spectators at all events*

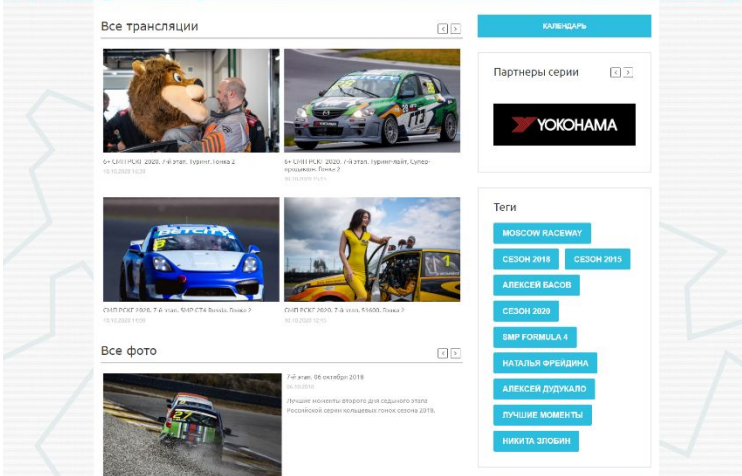
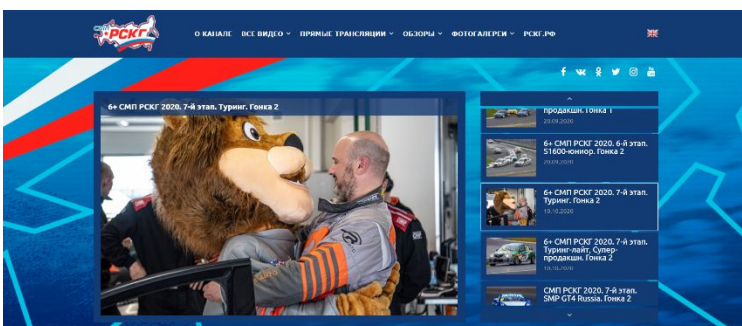
*competition organizer forecast based on 2022 data

**1 500 000 AVERAGE MONTHLY REACH
IN SOCIAL NETWORKS**

571 100 WEBSITE VIEWS

5 936 ARTICLES IN MEDIA

41 512 SUBSCRIBERS



SPECTATOR PORTRAIT

SEX



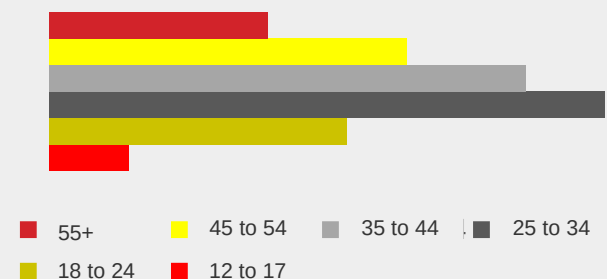
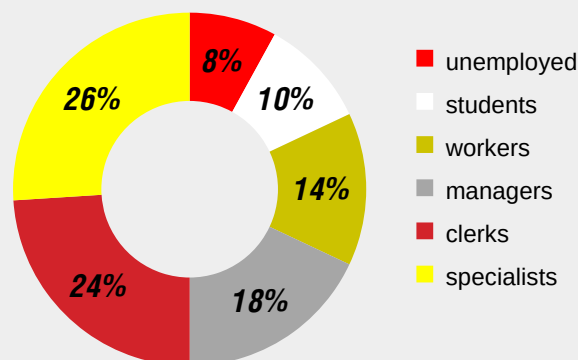
AGE

28% – 25–34 years **15%** – 18–24 years

24% – 35–44 years **11%** – 55+ years

18% – 45–54 years **04%** – 12–17 years

OCCUPATION

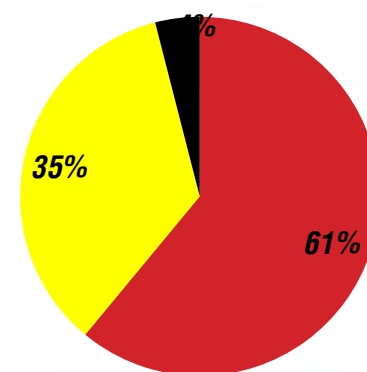


INCOME

61% – higher than average

35% – average

04% – below average



**43% VISIT RACES,
EVERY FIFTH - FREQUENTLY**





Competition
calendar where
team plan to
race

- 5 rounds of Russian championship ice racing*
- 2 rounds of Russian championship track racing*
- 7 rounds of SMP-RSKG*
- 7 rounds of RHHCC*
- 5 rounds of Classic Touring Cup*
- 5 rounds of REC*



120 000 spectators on grandstands, more than **11 mil** views of broadcasts



TEAM ACTIVITY

13 races in summer

7 races in winner

2 exhibitions

1 corporate event for partners



SEASON TROPHIES

**Victory in annual race
at Central Moscow Hippodrome**

Victory in Belarussian Cup

**Victory in 4 hours race
AKHMAT 2021**

**3Rd place in team standing
in Russian championship
in track tracing**

**7Th place in Russian
championship In
Touring light 2021**



We always develop individual proposal to suit our partner goals. Full list of advertising equipment are listed in appendix.

GOLD**SILVER****BRONZE****TECHNICAL****INFO. PARTNER**

ADVERTISING POSSIBILITIES

BRANDING

- racing cars
- driver overalls
- race tracks

BTL

- Organizing partner zone on location of race
- Organizing contest and actions
- Organizing zone for clients/partners/special guests
- Integration into ticketing program of event where team take part
- sampling and promo–articles handling on location

MEDIA

- participation in autograph sessions
- integration into live broadcasts from event location

MORE THAN 100 POSSIBILITIES FOR NATIVE BRAND INTEGRATION

PARTNERSHIP WITH B-TUNING – operative solution to your business goals

MARKETING AND PR

- ***Creation of new business contacts and return of investment;***
- ***Digital Marketing;***
- ***BTL-Marketing;***
- ***Public Relations.***



FOR EMPLOYEES, PARTNERS AND CLIENTS:

- rent of race cars of different levels***
- preparation, documents and technical support or cars and company's team to a location of testing or competition***
- driver coach support***
- providership of support vehicles and warm pits/garages***

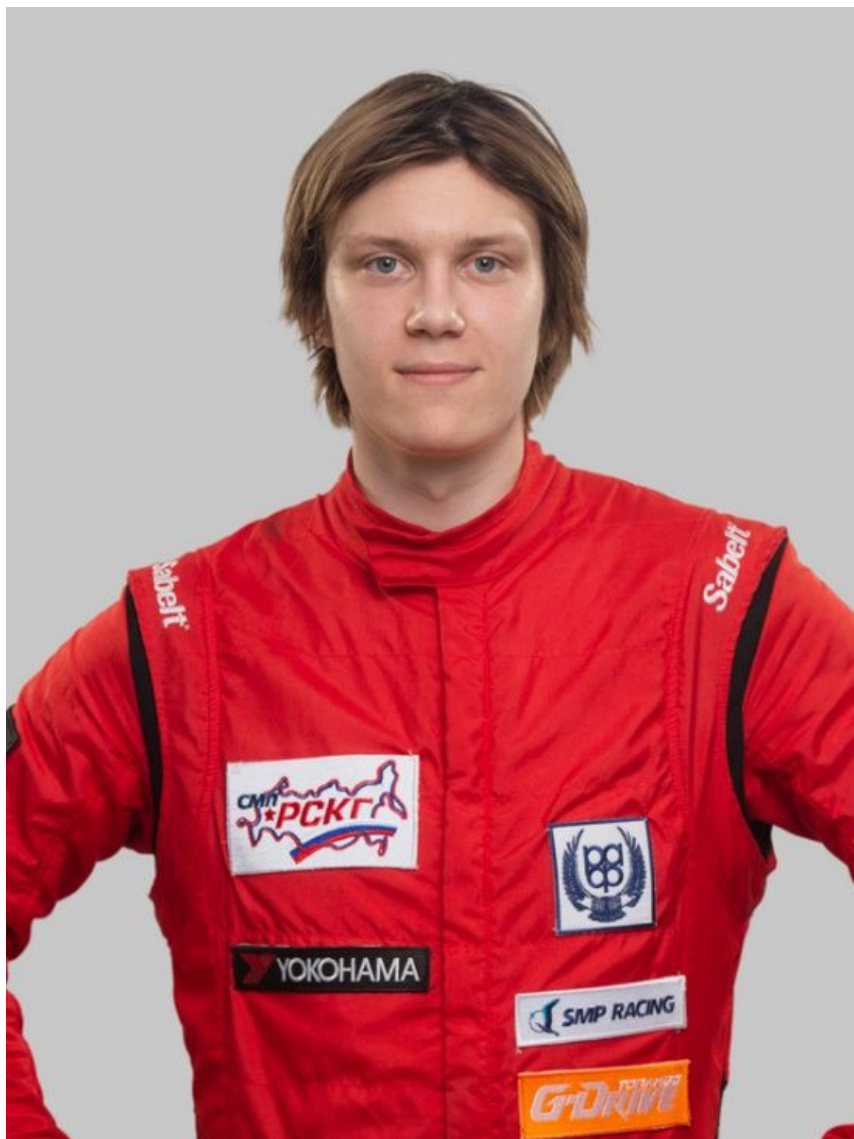
ACTIVATION PROGRAM WITH DRY DRY

- *Promo activities during events*
- *Introduction of guests to brand and production*
- *Sampling — more than 10000 testers has been given out*
- *Branded team area at races*
- *Branded race cars and team uniform*
- *Inflatable figure in the technical area of a team*
- *Branded merchandise and clothing*
- *Original photo and video content has been provided*
- *Flags, lanyards, cars, t-shirts, service cars, logo on dashboard, presence in video clips and media releases, awning, technical garages and website.*

**More than 20 people were
involved in working
with brand**

More than 15 000 000 people saw message of a brand





Artemy

MELNIKOV

10.12.2002

1st rank in automobile sport

Participation in SMP-RSKG, Belarussian Republic Cup and CTC 2022

CTC 2022 results:

1st round- 3rd place

2nd round- 2nd place

3rd round- 3rd place

5th round- 2nd place

Cup of Moscow in circuit racing 2022 — 1st place in Touring-light class

Belarussian Republic Cup — 2nd overall in 2022 season

Banding possibilities of driver equipment:

- ***Drivers overalls***
- ***Fireproof t-shirt***
- ***Branded Polo shirt***
- ***Branded sweatshirt***
- ***Branded jacket***



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SHALL WE ARRANGE A MEETING?