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FLICK HAIGH

2018 BRITISH GT CHAMPION

PARTNERSHIP OPPORTUNITIES 2019

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NAME:

Flick Haigh

NATIONALITY:

British

BORN:

10 September 1984

HEIGHT:

5'9"

WEIGHT:

55kg

BORN:

Windsor

LIVES:

Henley on Thames

INTERESTS:

Dressage
Dog walking
Photography

ABOUT FLICK

Flick Haigh is a history-making British racing driver and the first woman to win the British GT Championship premier class.

Beginning her racing career relatively late at the age of 22, Flick's passion for racing began after spending time at circuits supporting friends and participating in a number of track days.

Making the decision to begin racing more competitively, Flick successfully raced for a number of years in Caterham's before making a move into endurance racing.

During her time progressing through a wide variety of series and race cars, her rise was rapid.

By 2016 Flick had competed in multiple races and series including Ginetta, Britcar, Michelin GT3 Le Mans Cup and four times at the gruelling Dubai 24 Hours.

A full season in British GT in 2018 beckoned, partnered with Jonny Adam. Aston Martin Racing works team driver, the duo sealed the championship title that same year with Flick being crowned the first female winner overall in BGT in its 26-year history.

Flick has consistently proven herself as one of British motorsport's premier female racing drivers and has ambitious plans to continue her progression

in endurance racing by firmly setting her sights on Le Mans in 2020.

Motivated, determined and ready to take on the challenge, the 34-year old is extremely passionate about her driving career. In 2019 Flick will embark on realising her ambitions; to compete in the Michelin Le Mans Cup (MLMC) including one of the toughest tracks in the world - Le Mans.

A winning MLMC 2019 season would mean an entry at the Le Mans 24 Hours the following year - Flick's ultimate goal.

CAREER HIGHLIGHTS & FUTURE PLANS





“Flick has been a revelation in British GT this year. She has repeatedly delivered great performances - from her stunning pace in the wet to score her first win at the start of the season, through to her mature drive under huge pressure to clinch the title at Donington. There is no doubt that Flick has truly arrived in GT racing and I’m proud that she’s done that in an Aston Martin. She undoubtedly has the talent and application to go further in the sport and I hope we can share the journey with her.”

David King
Vice President and Chief Special Operations Officer, Aston Martin Lagonda
President of Aston Martin Racing

ASTON MARTIN

Aston Martin, Luxury Brand of the Year and the world's fastest-growing automotive brand in 2018 is revered as a brand synonymous with beauty, excellence and innovation.

With a proud motor racing history, Aston Martin Racing has competed both as a manufacturer and supported Official Partner teams every year since its inception.

Driving for Aston Martin Racing official partner team, Optimum Motorsport, an association with Flick positions Partners firmly in the Aston Martin family and alongside its associated stakeholders.



MLMC

THE SERIES

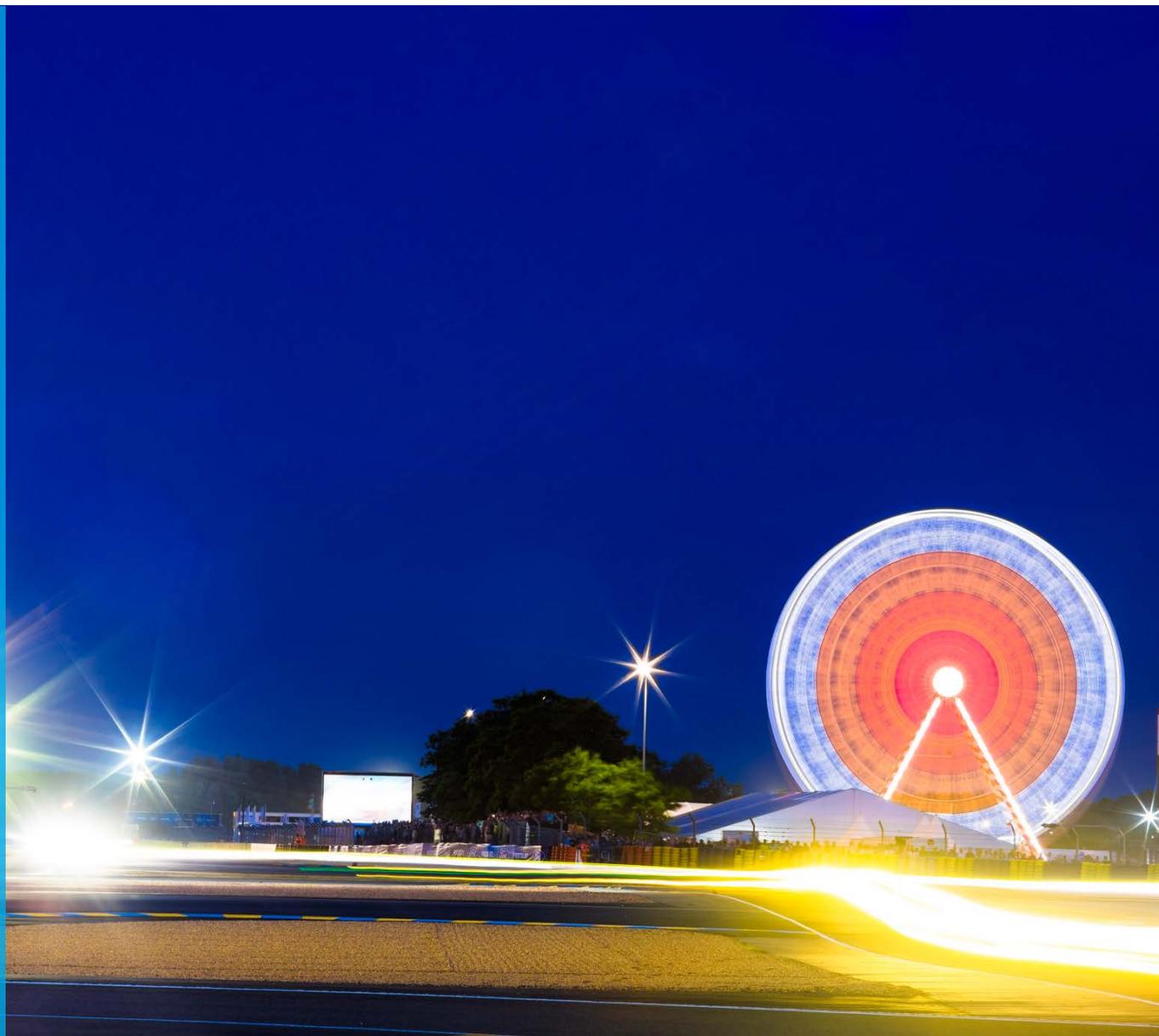
The Michelin Le Mans Cup (MLMC) provides a dedicated championship for semi-pro drivers. The series enjoys popularity across Europe owing to the geographical spread of the event locations.

The series consists of over six rounds, five two-hour endurance races on the same weekend as the European Le Mans Series, with the jewel in the crown "Road To Le Mans" race held over the same weekend as the Le Mans 24 Hours. The Road to Le Mans consists of two 55-minute races, the second in front of the thousands of fans just a few hours before the start of the famous 24 Heures du Mans.

Maintaining its position, year after year, of being the official road to Le Mans, it carries over into its growing international popularity with the overall series winner being invited to compete at the gruelling Le Mans 24 Hours in the GTE Am category the following year.

Even though women make up a greater proportion of competitors in motorsport today than ever before, women still only make up a minority.

Flick's determination and ambition to drive at Le Mans is further fuelled to be positioned as an ambassador and an inspiration for women in the sport.



MICHELIN LE MANS CUP



7311
FOLLOWERS

2,122,921
REACH



4937
FOLLOWERS

780,622
REACH



2445
FOLLOWERS

525,080
REACH



4200
SUBSCRIBERS

209,421
VIEWS TO DATE



25,084
WEBSITE USERS

101,084
PAGE VIEWS



ROUND 5
SPA FRANCORCHAMPS - BELGIUM
20-21 SEPTEMBER 2019



ROAD TO LE MANS
LE MANS - FRANCE
13 & 15 JUNE 2019



ROUND 4
BARCELONA - SPAIN
19-20 JULY 2019



ROUND 6
PORTIMÃO - PORTUGAL
25-27 OCTOBER 2019



ROUND 2
MONZA - ITALY
10-11 MAY 2019



TEST
COLLECTIVE TEST
LE CASTELLET - FRANCE
10 April 2019



ROUND 1
LE CASTELLET - FRANCE
12-13 APRIL 2019



PARTNERSHIPS WITH FLICK

Highly accessible to teams, fans and sponsors, endurance racing embodies speed, glamour, passion and cutting-edge technology. Today, endurance racing rivals many top sports for providing a wide range of marketing and sponsorship opportunities at and away from the track.

Since 2017, Flick has enjoyed a strong relationship with Aston Martin Lagonda and Aston Martin Racing. One of the coolest brands in the world, Aston Martin has strong partnership offerings, providing business-to-business, networking and marketing opportunities for Flick's Partners.

HOW IT WORKS

All partnerships are based on a blend of brand awareness, brand association, revenue development and internal and external marketing - all tailored to each Partner.

Crafting engaging and cost-effective partnerships to suit all objectives is key to Flick and her team's approach. Each partnership is designed as a bespoke package to deliver business and sales objectives.

BRAND VISIBILITY

Partnerships with Flick creates unique opportunities and content that can include;

- Endorsements to create positive and meaningful associations with products and services
- Branding on Flick's Aston Martin Vantage in the MLMC, including LM24 and prime exposure on Flick's race suit & helmet throughout the season
- Use of assets including show cars, personal appearances, copyright-free imagery and moving footage library, website and social media content for high impact marketing campaigns and communications.

MEDIA & COMMS

Flick's in-house communications service enhances ROI value for every Partner by;

- Targeting key publications and broadcasters as part of a complete comms plan
- Providing opportunities to access media trips and events to maximise awareness for each Partner and their investment

HOSPITALITY & EVENTS

Hospitality and events support networking and relationship building and can deliver sustainable partnerships through;

- MLMC hospitality and legendary Le Mans 24 Hours hospitality
- Exclusive VIP tours for guests at Aston Martin HQ and Aston Martin Racing, allowing official Partners exclusive access to see just how each car is built and hand crafted
- Aston Martin drive day events at circuits such as Silverstone, driver training, sim sessions, team building, demos and exclusive Partner networking events
- Bespoke track days for official Partners and guests at Bedford Autodrome including hospitality and passenger laps with Flick
- Corporate simulator challenge in Flick's Aston Martin GT3 at Base Performance.



LE MANS HOSPITALITY



Partners can access a range of exclusive event and hospitality opportunities both at and away from the track.

Track hospitality doesn't get any better than hospitality at the Le Mans 24 Hours; recognised not only as one of the most famous races in the world, but one of the toughest races ever.

The oldest active sports car race in endurance racing, it is held annually at Circuit de la Sarthe located in Le Mans, France. Competing over the same weekend, the Michelin Le Mans Cup enjoys the same global stage to enjoy hospitality at.

Having an official association with Flick provides Partners access to the legendary Le Mans VIP hospitality with Aston Martin.

Exclusive hospitality packages are available for official Partners wanting to see their branded car driving around Le Mans circuit on the morning of the big race but at a fraction of the price.

Hospitality packages include:

- VIP access to the AML hospitality unit at Raccordement from Friday through to Sunday
- Pit suite access above the garages
- Behind the scenes tour of the AMR and Optimum Motorsport garages
- Full 5* catering and open bar throughout
- Private parking onsite
- Guest gift pack
- Live entertainment

VIP hospitality packages mean official Partners and guests have a truly memorable experience.



CONTACT INFORMATION

Official partnerships with Flick can be tailored to suit every need and budget. For further information or to discuss a potential partnership please contact:

Flick Haigh

- T:** 07843 434370
- E:** flick@flickhaigh.com
- W:** www.flickhaigh.com