

2016 SpotterGuides Partnership

Ensure your brand is in the hands of YOUR customers



SpotterGuides.com
by Andy Blackmore Design

An Introduction to the SpotterGuides series

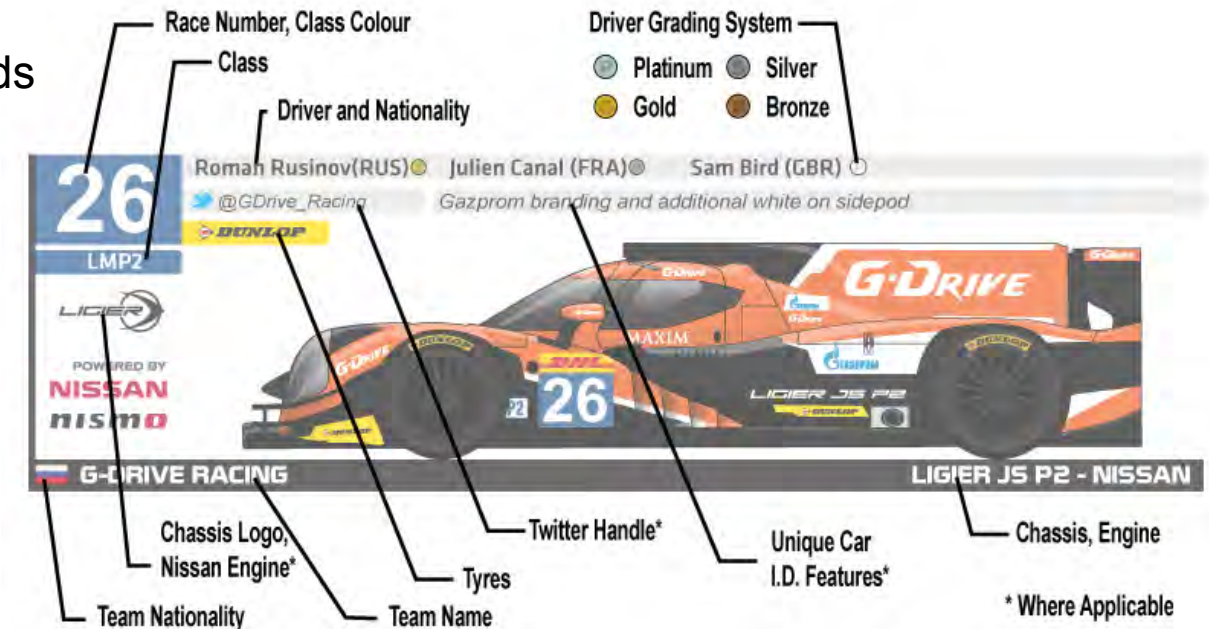
The '**SpotterGuides**' series is the #1 online resource of motorsport fan guides online. Created by livery and vehicle designer, Andy Blackmore, these guides are a valuable reference tool showing each entry with driver, chassis, team, engine, tyre and class details. Each guide is tailored to the partner and event to guarantee this is the ultimate resource.

Title partnership with a SpotterGuide ensures your brand is in the hands of thousands of race fans, your core audience at home, or at the track!

You also play your part to ensure fans, photographers, journalists, marshals and commentators can follow the races. These are your customers!

The SpotterGuide series has a large following with over 160,000 unique downloads of the 2015 24 Hours of Le Mans SpotterGuide, while there has been 800,000 views on SpotterGuides.com in the previous 12 months.

In the digital 24/7 age, this is the perfect platform to ensure your brand gets noticed by motorsport fans and the industry while in turn helping to educate fans old and new about our fantastic sport.



Andy Blackmore's Spotter Guides are the best we've ever seen – the benchmark by which all others are measured. We utilize his detailed car illustrations and guides for our fan-focused materials and they have become "must-have" content in printed form for our fans at the track and digitally for those visiting SpotterGuides.com, our website and IMSA app.

Andy's unique ability to illustrate them in up-to-the-minute accurate detail makes it much easier for our fans, our staff and the media to follow the event.

Scott Atherton, President, IMSA

- Partners of Spotter Guide series since 2008.

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The reach of SpotterGuides.com

Fans and the racing community use SpotterGuides.com as their #1 resource for race entry information. In 2015, the Official IMSA Guide was download more frequently than the same guide on the official series website.

These facts and figures, from 2015, help to convey the reach of the SpotterGuide series.

1,500,000 Twitter Impressions

150,000 IMSA SpotterGuides were printed at the track

800,000 Website Impressions

160,000 Downloads of the NISMO 24Hr Le Mans guide

350,000 Unique downloads of the guides

100% Usage of guides by commentators at 24Hr Le Mans*

EVERY IMSA WeatherTech/TUDOR team and **90%** of WEC teams provided reference for creation of the guides

"SpotterGuides.com have established themselves as an indispensable aid to my team in the press room or covering complex races on the net. The Media teams rely on Andy's detailed guides. You will not walk into a broadcast booth without finding Andy's work taped to the windows - You'll find them on camera towers and in the team's timing stands on the pit wall.

Think about that for a moment - Audi Sport, fiercely defensive of their image, happy to fix a Spotter Guide to their mission control with branding of an OEM rival!

I know of no other instance where this is so!

Graham Goodwin, Editor, DailySportsCar.com, TV Commentator, FIA WEC & Radio Le Mans

Case Study: Nissan NISMO

Nissan and their NISMO brand sponsor the World Endurance Championship, European Le Mans Series and the 24Hr of Le Mans SpotterGuides. In addition to the title branding, they receive many other benefits

- Title header designed to match Nissan corporate identity.
- Full rights to reproduce the guide as free Poster, Hero Card or VIP gift.
- Full rights to host and promote the guide as required in addition to being hosted at SpotterGuides.com - NISMO use social media extensively and for Le Mans created a world wide press release.
- NISMO powered cars picked out with additional logo placement
- Any empty 'cells' are used to spread Nissan's latest messaging
- Car artwork also used in press packs and a series of Infographics published via International press releases and NISMO's website and social media.

For the Le Mans guide, an additional resource page is included. While this includes timetable, circuit map it also calls out for Nissan NISMO drivers, engine and other information Nissan want to promote during the event.

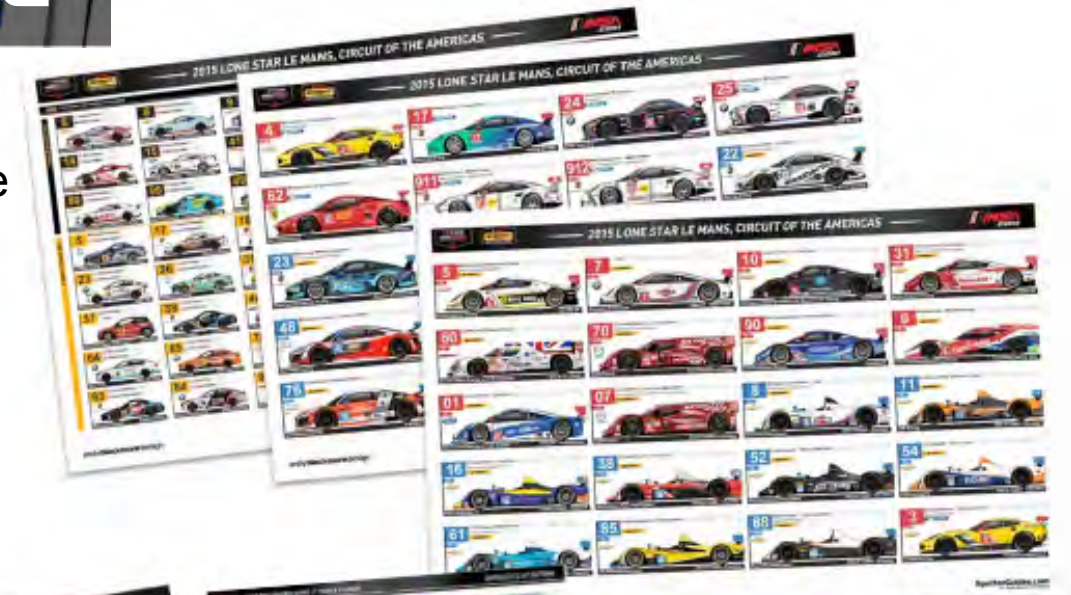
Available in European A4 (also great for cell phones) and A3 version, the Le Mans guide normally has 3-4 updates during the week as liveries and drivers change.



Case Study: The official IMSA SpotterGuide
















SpotterGuides have produced the official IMSA Spotter Guide for the past eight years. The guide features the WeatherTech (TUDOR) SportsCar Championship and the Continental Tire SportsCar Challenge. In addition to printed and online versions, IMSA also utilise the guides and car art in many other ways.

- Designed to reflect IMSA corporate identity.
- In addition to the 3 page online guide, a printed 8-12 page hand-out is produced for each IMSA event (15000 copies) and are available to fans, media and teams on site.
- As a partner, IMSA have full rights to reproduce car art or the as free Poster, Hero Card or VIP gift.
- Full rights to host and promote the guide as required in addition to being hosted at SpotterGuides.com
- Any empty 'cells' are used to spread IMSA or their sponsor messaging
- Car artwork used on IMSA.com and the IMSA App to educate fans on teams, class and current standings.
- Car artwork also used on 'Educational' Info panels at events to explain class
- SpotterGuides and car artwork also used for merchandise including posters and t-shirts.



Additional value of SpotterGuides.com

In addition to ensuring your brand is in the hands of race fans, and motorsport personnel, there are many other benefits to being a partner, maximizing your investment across multiple marketing projects.

Used before by partners	
Partner branding (fonts and coloration) of your choice on Spotter Guide	 
Option of displaying media partners (increased exposure)	
Partner info panels when empty spaces are involved (Le Mans: 3rd page usually features Partner content)	 
Additional call-out on Partner supplied/supported entries if required	
Full rights for Partner to print the guides as they see fit as a free ViP/ customer style gift	 
Full vector art available for high res printing	 
Full rights for Partner to host/post the guide on their websites	 
Use individual car art for features on Partner website, App, printed media etc.	 
Use as a basis of apparel and store merchandise (at extra cost)	

These are just examples. Each guide is tailored to the needs of the client

SpotterGuide styles to suit your needs

Each guide is produced in collaboration with the partner and is fully customisable

Detailed Illustration



These fully illustrated guides give a consistent clean look which prints well at home or on a professional printer.

Detailed illustrations allow cars to be shown before cars are built and can be updated easily as liveries and teams change.

Photo based Guide



Occasionally due to large entry lists or uncertain liveries, a photo based guide can be produced.

The 2013 Dubai 24 Hour Guide was produced in two days on-site with photos due to lack of reference and unconfirmed liveries until the event had started.

Unique Designs and Commissions



IMSA commissioned artwork for a full 12-16 page printed guide (15000 copies per race) which is available at the circuit and as a free PDF download.



Porsche (below) required a simplified Z-style guide reduced information. The guide was given out to VIPs at events.

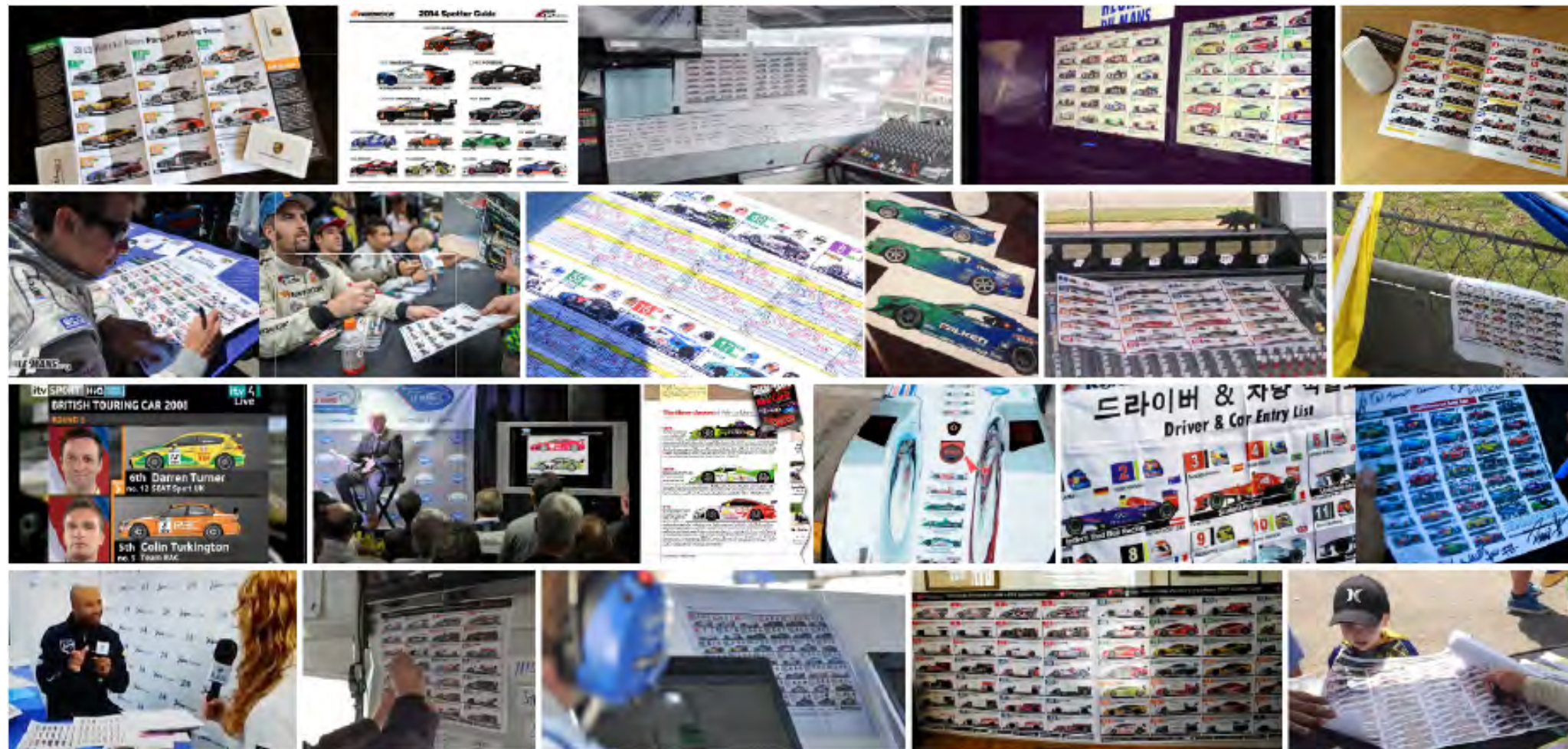
Clean look



This style has minimal information and can also be used as promotional tools or can form the basis of desktop wallpapers, Prints or Art Posters.

SpotterGuides in use

SpotterGuides are used far and wide from series and race personnel, TV crews and commentators, marshals and race fans.



"Andy Blackmore's SpotterGuides are absolutely essential. Whether as a TV commentator, or as a fan viewing from trackside, grandstand or couch, they are as vital to following a race as a good view of the action!"

Brilliantly simple to use, SpottersGuides have instantly become such a critical viewing accessory that it's now almost impossible to remember how we coped without them.

I urge every racing series to employ Andy to provide Spotters Guides

Your fans will thank you for it...

Martin Haven
- EuroSport and Radio Le Mans
commentator

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About Andy Blackmore Design



Designer, Andy Blackmore, is the author and founder of the SpotterGuides series.

With 25 years experience in Europe and North America, 'Andy Blackmore Design' offers a full range of Creative Services for the Automotive and Motorsport Industry, with a range of exciting Team and Livery design, After-market and Racecar Vehicle Styling and builds, to ensure your team and brand stand out on track.

Originally trained as an Automotive Stylist, Andy has been responsible for the initial concept of the unique McLaren 2 seater F1 car and more recently the vehicle styling of show-cars Vaughn Gittin Jr's Mustang RTR-X and Ken Block's Mustang 'Hoonicorn'.

Andy's livery designs have been featured on cars as diverse as Formula 1 to Formula Drift, local rallying to the top step of the Podium at the 24 hours of Le Mans. There were over 20 'ABD' liveries racing around the world in 2015!

Andy has a wide range of clients including OEM's, McLaren, Nissan, Porsche North America Subaru and Yamaha and winning teams such as Turner Motorsport, CJ Wilson Racing and GMG Racing in addition to companies outside of motorsport, including the Vancouver Canucks.

The SpotterGuide series started 11 years ago in the UK, working with ITV Sport. 2016 will see the eighth edition of the official IMSA SpotterGuide along with the proposed ninth year of the 24 Hours of Le Mans SpotterGuide.



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TITLE

Thank you for your time.

Please do not hesitate to contact Andy if he can be of any further assistance. All Spotter Guides can be tailored to your requirements.

email andy@andyblackmoredesign.com
phone 1-778-688-9079
websites andyblackmoredesign.com
spotterguides.com



"Andy Blackmore's Spotter Guides are a vital tool for anyone attending an event in a professional or fan capacity.

Any sponsorship of the guides will also ensure significant exposure at the track or at home to a passionate motorsport fan-base and industry. While there are many who have now copied Andy's concept, NO ONE displays as much detail, or takes the effort to keep the guides updated"

John Brooks, Sportscar Photographer, John Brooks Photo. Press and PR Manager for Greaves Motorsport

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