

WELL HELLO!



Introducing, Banzai Rally - The Official Road to Japfest 2020.

Banzai Rally is a Japanese car rally officially endorsed by Japfest.

Quite simply, we would love to have you on board as one of our partners. You can join our happy family either in the form of a contra-deal for products for our amazing participant swag bag, donating prizes for our charity auction for Mission Motorsport or cash sponsorship where you will have full branding and partnership benefits.

Banzai Rally has firmly positioned itself as the premiere Japanese rally from the outset. The Banzai Rally offers the perfect platform to promote your business and we offer bespoke packages to make sure you get the most out of the epic four-day event - before, during and after.

Through our packages we can help raise or solidify your company profile and brand awareness within the JDM scene and beyond. Our branding packages put your business ahead of the competition.

We are looking to expand our family of partners as we continue our huge growth which is precisely where you'll see big potential for your brand as a Banzai Rally partner.

Please see attached our sponsorship brochure.

Big things are coming in 2020!

Look forward to hearing from you!

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BANZAI RALLY

SPONSORSHIP OPPORTUNITIES 2020

**LIFE IS SHORT.
SMILE WHILE YOU
STILL HAVE TEETH.**



An aerial photograph of a winding asphalt road through a hilly, grassy landscape. The road curves from the bottom right towards the top right. Several cars are visible on the road, including a white car in the foreground and a dark car further down. The background shows rolling hills under a cloudy sky. A large red rectangular overlay is positioned in the center of the image, containing white text.

**"BEST
EXPERIENCE
I'VE HAD WITH
MY CLOTHES
ON"**

THE LOWDOWN



WHAT'S IT ALL ABOUT?

Banzai Rally is not a race, rather a challenge. Banzai Rally is the Official route to the greatest Japanese Motor Show on earth, Japfest, via some of the British Isles most formidable and demanding roads.

Sure, The Banzai Rally is not for everyone. Those who don't like to get their hands dirty or spend any time away from civilisation on the open road need not apply. For the rest, it may just be the excitement they've been looking for.

The Banzai Rally is for those who want to have an adventure, who crave something different, something memorable, but most importantly, it's for those who want to have fun with likeminded enthusiasts who love Japanese cars.

THE RALLY



**"GREAT ROADS,
GREAT PEOPLE,
GREAT TIME!"**

Promising the ultimate driving experience

The Banzai Rally is dedicated to providing the ultimate driving experience. Plain and simple. This promises to be the greatest road trip in the UK specifically for Japanese cars.

The Banzai Rally is not a race or timed event but a tour and collaboration of Japanese car enthusiasts who will travel throughout the UK seeking adventure en-route to the UK's ultimate Japanese car show - Japfest.

In 2020, the good, the bad and the ugly will immerse themselves in some of the most scenically stunning and technically challenging routes and back roads the UK has to offer.

The Banzai Rally will bring together the country's most prominent and influential Japanese car enthusiasts for an epic four-day adventure - creating memories that will last a lifetime.

Packed with exclusive parties, luxury hotels, breathtaking routes and the ultimate swag bag for every participant, the rally will finish at the home of motorsport, Japfest Silverstone, providing an unforgettable backdrop to close the second Banzai Rally.

A photograph of a winding asphalt road through a dense forest. The road curves to the right in the distance. A bright yellow rectangular overlay is positioned in the center of the image, containing white text. The text reads: "AN ADVENTURE OF EPIC PROPORTIONS".

**"AN ADVENTURE
OF EPIC
PROPORTIONS"**

JAPFEST 2019



**Banzai Rally has
partnered with the
greatest Japanese
Motor Show on earth**

The hugely popular Japfest is returning for its 5th year at the home of British Motorsports, Silverstone 2020 - The final destination on The Banzai Rally, where a convoy of the finest Japanese cars will arrive in style.

With more than 30,000 attendees and 3,500 cars on display, The Banzai Rally has partnered with Europe's largest show to become 'The Official Road to Japfest'

**THE OFFICIAL ROAD
TO**
JAPFEST
EUROPE'S BIGGEST JAPANESE CAR SHOW

Limited to just 50 cars, The Banzai Rally will roll into Japfest 2020, where we will have our very own central club and trade stand - showing off the fast, weird and wonderful world of the UK's JDM scene.

An aerial photograph of a road winding through a dense forest. In the upper half, a concrete tunnel entrance is visible, partially obscured by trees. A white horizontal line is drawn across the top of the tunnel opening. In the lower half, a dark-colored car is driving on the road. The overall scene is lush and green.

**"BRILLIANTLY
ORGANISED!
ROLL ON NEXT
YEAR!"**



BE SOCIAL... GET INVOLVED

Being a Banzai Rally partner comes with its privileges – Banzai Rally connects brands to the international and diverse demographic that follow the JDM lifestyle.

Our team creates different opportunities and activities for partners to benefit from our huge social media reach, global print publication partners, a progressive media strategy, product placement, branding and live audience presence.

Customers don't want to be pitched to – they want authentic engagement. Social media posts and core market publications drive targeted traffic. Whatever your industry, a substantial portion of your customers and leads will be through social engagement and being associated with The Banzai Rally can boost that.

Having access to our database and social networking reach helps our partners increase traffic, with social media posts providing an opportunity for the public to find your product and engage with your site.

The Banzai Rally has built a community, we don't see social media as a way to pitch to our customers, we see it as way to connect with them, the selling comes naturally once the engagement and trust is there.

Banzai Rally entertain and inform our followers with relevant content through our networks - our partners form bonds with our demographic over shared interests such as The Banzai Rally.

A strong social media presence builds brand loyalty and the right social media marketing strategy can help you slay the competition.

The Banzai Rally is the perfect platform to directly connect and engage with new customers.



**UNIQUE
MARKETING AND
NETWORKING
OPPORTUNITIES
EXIST WITHIN THIS
HIGHLY TARGETED
& ACTIVE GROUP
OF CAR
ENTHUSIASTS.**

THE DEAL



Get your brand in front of hundreds of thousands of Japanese automotive lifestyle enthusiasts

Banzai Rally has created a huge impact since it hit the scene and has firmly positioned itself as the premiere Japanese UK rally.

Our global list of media partners and social influencers have done an outstanding job of helping to get the Banzai Rally brand in front of hundreds of thousands of Japanese automotive lifestyle enthusiasts and expanded not only our reach, but that of our partners.

The Banzai Rally offers the perfect platform to promote your business and we offer bespoke packages to make sure you get the most out of the epic four-day event - before, during and after!

In essence it is a one-year partnership and will cover all the trade shows, club meets and driving tours that The Banzai Rally undertakes throughout the year.



**"BANZAI ISN'T
REALLY A
RALLY - IT'S A
HOLIDAY.
THE BEST
HOLIDAY IVE
EVER HAD!"**

THE PACKAGE



A Tangible partnership that's a worthwhile investment

We are looking to expand our family of partners as we continue our huge growth - which is precisely where you'll see big potential for your brand as a Banzai Rally partner.

Sponsorship is more than just an investment to sustain and grow business. It offers an opportunity to connect with potential customers and expand your database.

We know how important it is to understand the passions of our customers, which is why our sponsorships focus on developing key relationships, building loyalty and targeted exposure for our partners and their brands.

The Banzai Rally will provide you with a unique opportunity for partnership - harnessing the power of engagement through diverse assets, creating a truly memorable brand experience.

**EVERY CAR ON
BANZAI RALLY IS A
MOBILE WORK OF
ART. A MOVING
ADVERT.**





IT'S NOT WHO YOU KNOW. IT'S WHO KNOWS YOU.

Becoming a partner with The Banzai Rally will provide a unique and effective way to achieve maximum exposure.

The Banzai Rally can support your objectives through a variety of partnership opportunities, whether you're looking to:

- > Engage with a B2B or B2C community
- > Connect with prospects through experiential activation
- > Create digital engagement through our social media community

From foundation rights through to official partner and supplier status, each and every one of our partnerships are based on bespoke content designed to specifically meet your marketing and engagement objectives.

Joining the Banzai Rally family provides the opportunity to meet and network with like-minded individuals and businesses.

Sponsorship and digital PR is proven to be more effective than standard advertising. We have the PR tools and contacts necessary to find great opportunities for your company. This type of creative campaign development is something we excel at and it's one of our favourite aspects of partnerships.

No matter what your business or industry, we can devise a way to creatively get you the kind of press and exposure you're looking for.



**"A DAYS
DRIVING WITH
LIKEMINDED
PEOPLE WAS
MY IDEA OF
HEAVEN"**

**GOLD TITLE
SPONSORSHIP**



**Naming rights
and full
branding. Title
Sponsorship is
the ultimate in
maximum
exposure**

THE MIDAS TOUCH

Naming rights - The Banzai Rally in association with...

Entry into The Banzai Rally for three vehicles - worth £2k

Title branding on every car entered into The Banzai Rally and across website, social, press releases, print and finished highlight video/photos for your own commercial use

Promotional product distribution in swag bags and on stand - along with sampling at launch and finale party with promotional staff wearing your uniform/branded t-shirts

Editorial across our publications and partner publications

Logo on show adverts and 20,000 flyers given out at Japfest Silverstone along with flyer distribution and logos at all trade shows Banzai Rally attends throughout the year

The Banzai Rally Car Stand taped with your branding, branding across all apparel and swag bag given to every participant

Title Sponsors award for 'Spirit of The Banzai'

Sponsored Legends Table of 12 to The British Grand Prix Ball at The Hurlingham Club on July 10th 2019 - Worth £11k - to entertain your staff or clients. (www.GPBALL.com)

£10k



SILVER SPONSORSHIP



A unique opportunity for partnership – harnessing the power of engagement through diverse assets, creating a truly memorable brand experience.

SILVER LINING

Entry into The Banzai Rally for two vehicles - worth £1.5k

Branding on every car entered into The Banzai Rally

Branding across website, social and highlight videos

Promotional product distribution in swag bags and with sampling at launch and finale party

Logos across all trade shows Banzai Rally attend throughout the year

Logo on show adverts, 20,000 flyers given out at Silverstone, including flyer distribution at trade shows we attend throughout the year

Branding across all apparel

Four VIP tickets to The British Grand Prix Ball at The Hurlingham Club on July 10th 2019 - Worth £1.6k

£5k



**BRONZE
SPONSORSHIP**



Expand your Reach. The right partnership is proven to increase sales of products and services and aid growth of market share within the industry.

STATUESQUE

Entry into The Banzai Rally for one vehicle - worth £700

Branding on every car entered into The Banzai Rally

Branding across website, social and highlight video

Promotional product distribution in swag bags and on stand along with sampling at launch and finale party

Logos across all trade shows Banzai Rally attend throughout the year

Logo on show adverts and 20,000 flyers given out at Silverstone

Two VIP tickets to The British Grand Prix Ball at The Hurlingham Club on July 10th 2019 - Worth £1.6k



£3k



**CONTRA
PARTNERSHIP**

Huge exposure through a mutually beneficial strategic alliance with Banzai Rally product partnerships

LET'S BE TOGETHER

A mutually beneficial business partnership, pooling resources, assets or products in a no-cash product partnership. Banzai Rally combines industry expertise with an understanding of your business objectives to identify the most appropriate product sponsorship package.

We will create an effective, ROI-efficient and quantifiable activation programme that will help successfully navigate a successful product partnership.

Scope of the agreement, coverage and branding will be negotiated on a case-by-case basis, depending on level of product and support.

Contra-product partnerships will benefit from:

- Branding across website and social
- Promotional product distribution in swag bags and on stand along with sampling at launch and finale
- Branding across finished highlight video
- Product in charity auction/raffle for Mission Motorsport
- High value product partnerships will include branding on the car





**BANZAI RALLY
HOSTS &
PROMOTES
MULTIPLE CITY
WIDE EVENTS &
CAR MEETS
THROUGHOUT
THE YEAR THAT
DRAW MASSIVE
CROWDS.**



NO ONE EVER BECAME POOR BY GIVING

Through sponsorship and our charity auction, The Banzai Rally is proud to support Mission Motorsport for the second year running. With our focus on raising as much as possible for the charity at auction, we are looking for unique, high value items or experiences that can fetch the much needed money the charity needs.

Mission Motorsport is run by veterans, serving officers and motorsport professionals. Appointed by the British Army Motorsport Association, and operating in direct support of the Defence Recovery Capability, Mission Motorsport provides respite, rehabilitation, vocational support and training to those affected during military operations, by providing opportunities through motorsport.

Through participation in competition, Mission Motorsport helps to inspire and rebuild confidence, while the development of skills including mechanical competencies, logistics, and management all build capacity for a brighter future.





MEET THE TEAM

First and foremost, we love cars. Japanese cars. We also know a thing or two about organising events and so combining the two, The Banzai Rally was born.

Our vastly experienced management team, together brings more than twenty years' of knowledge and passion. A genuine passion that sees the team attend car events up and down the country for the pure joy of the JDM scene.

We've run large scale automotive events, devised launch programmes, set-up world-renown rallies and managed sponsorship programmes for some of the greatest brands on the planet.

From corporate hospitality, to live experiential consumer engagement, product launches and networking forums, we've develop innovative, tailored activations and experiences to meet the specific requirements of the stakeholder.

The Banzai Rally is a tight team, we're only happy if our partners are happy. Which is why everyone who joined us in 2018 is coming back. Repeat custom is not only the key to success, but it also means we're doing something right.

We know how to create impactful, relevant campaigns and activations that engage and inspire audiences and align with each brand's objectives. We also love new, creative and crazy ideas. If you've got something up your sleeve you're wanting to try - we have an ear to listen. Banzai Rally sponsorship is really so much more than just a sticker on a car.

Our contacts book is bursting with pretty much anyone who's anyone within the automotive and motorsport industry - we know our stuff, and we're rapidly expanding - we're expecting huge things for The Banzai Rally in 2019.

Altogether, we like to think we're a cool group of talented people. We're committed to working smarter and harder, because we know that's what it takes to succeed in today's hugely competitive marketplace... and we do all this whilst having fun!

Oh, and did we mention we love cars?

**SMILES FOR MILES.
MAKING OTHER
CAR RALLYS LOOK
LIKE REGULAR
TRAFFIC.**



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