

# PARTNERSHIP & MARKETING OPPORTUNITY



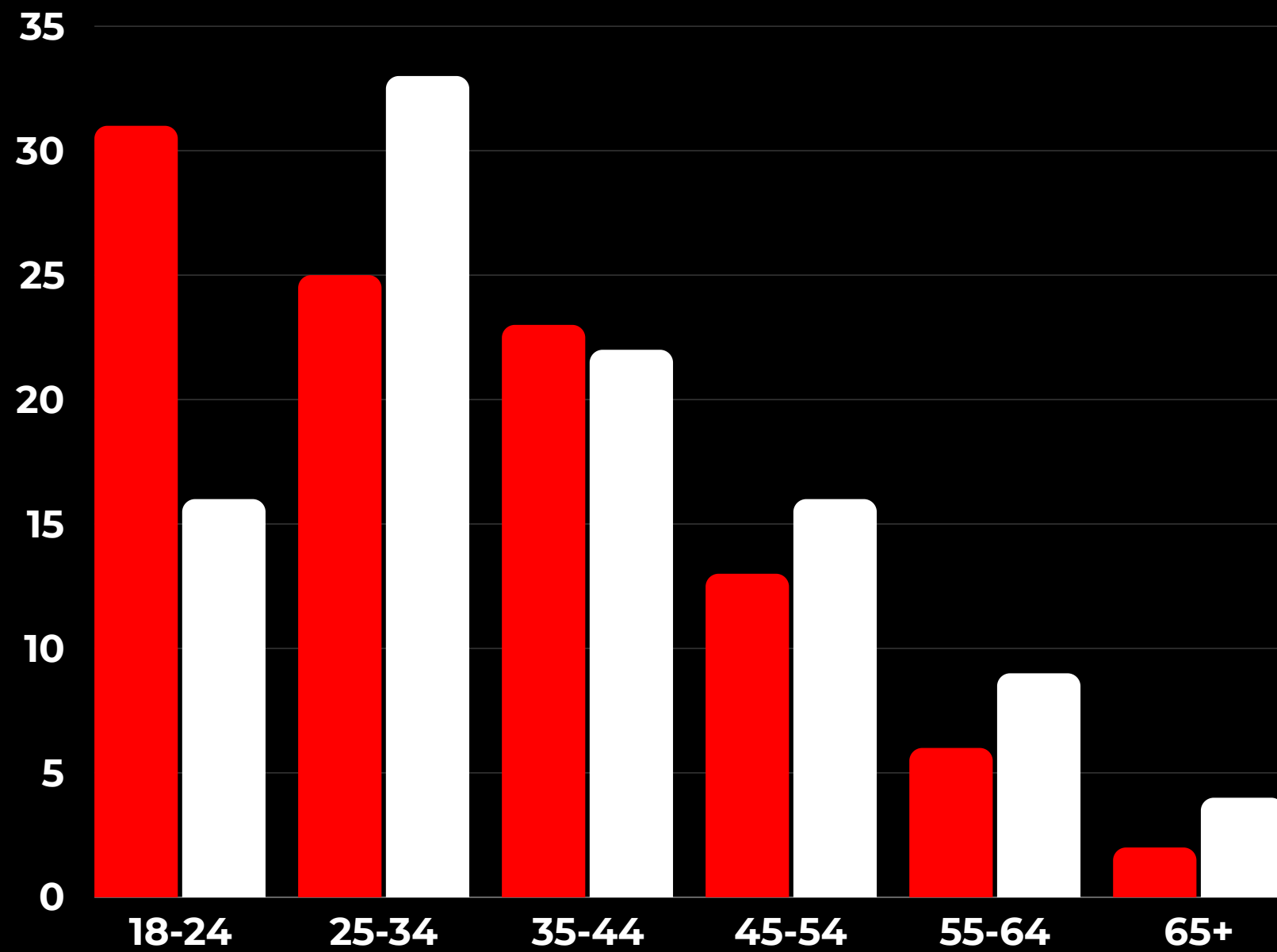
# DATA DRIVEN



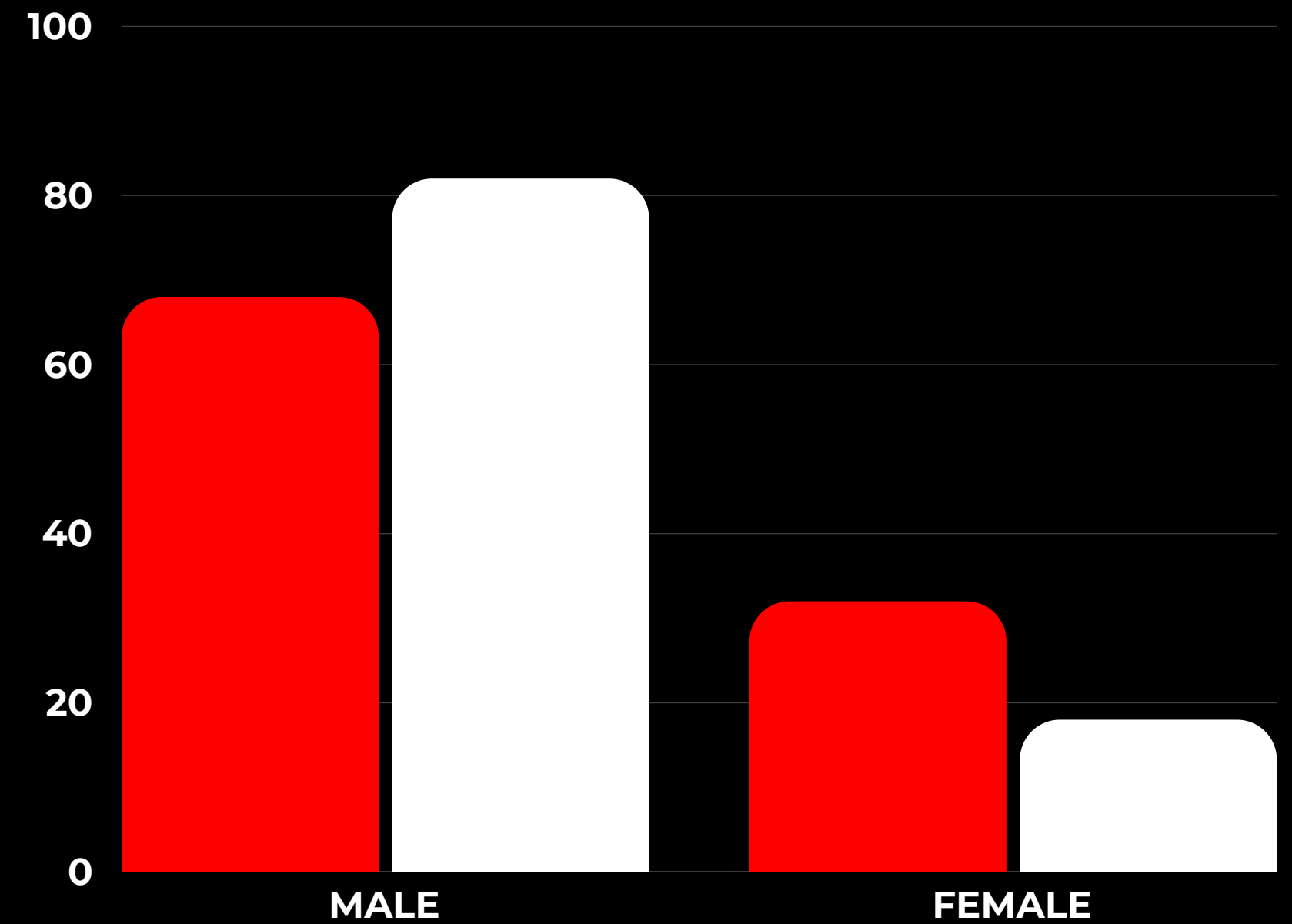
● FIH2O

● OUR AUDIENCE

## AGE DISTRIBUTION



## GENDER DISTRIBUTION



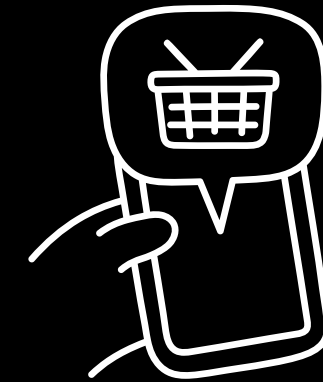
# AUDIENCE INTEREST & BEHAVIOURS



INVESTING



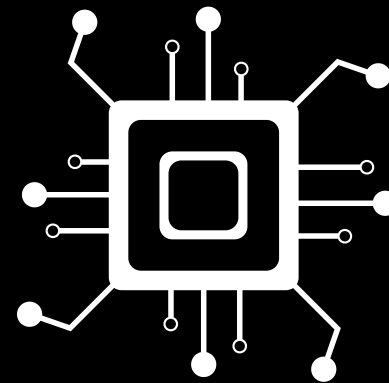
INTERNATIONAL TRAVEL



SHOPPING



BUSINESS NETWORKING



TECHNOLOGY



SPORTS



BRAND LOYALTY

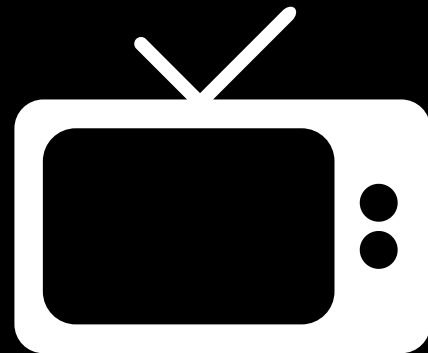


SOCIAL MEDIA



OUTDOOR RECREATION

# OPPORTUNITY OVERVIEW



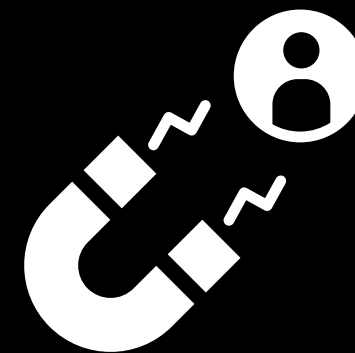
**\$35 MILLION USD**  
ESTIMATED TV ADVERTISING VALUE



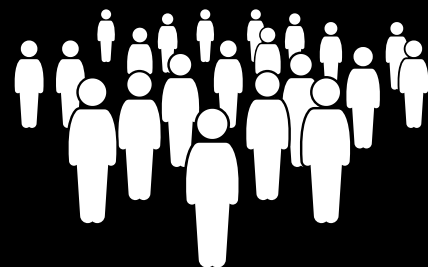
**7 VIP HOSPITALITY EVENTS**  
EUROPE, ASIA & MIDDLE EAST



**INTRODUCTIONS**  
WITH KEY DECISION MAKERS



**LEAD GENERATION**  
EXPANDING YOUR BUSINESS NETWORK



**6 MILLION+**  
PEOPLE REACHED IN 2023



**MARKETING EFFORTS**  
BRANDING, SOCIAL MEDIA & ATHLETE AFFILIATION



# MARKETING & BRANDING



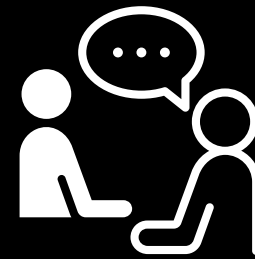
**GLOBAL AUDIENCES**  
MASSIVE BRAND EXPOSURE



**SOCIAL MEDIA ENGAGEMENT**  
LINKEDIN, FACEBOOK, INSTAGRAM & YOUTUBE



**MARKETING COLLATERAL**  
BRANDED VIDEO'S & IMAGES



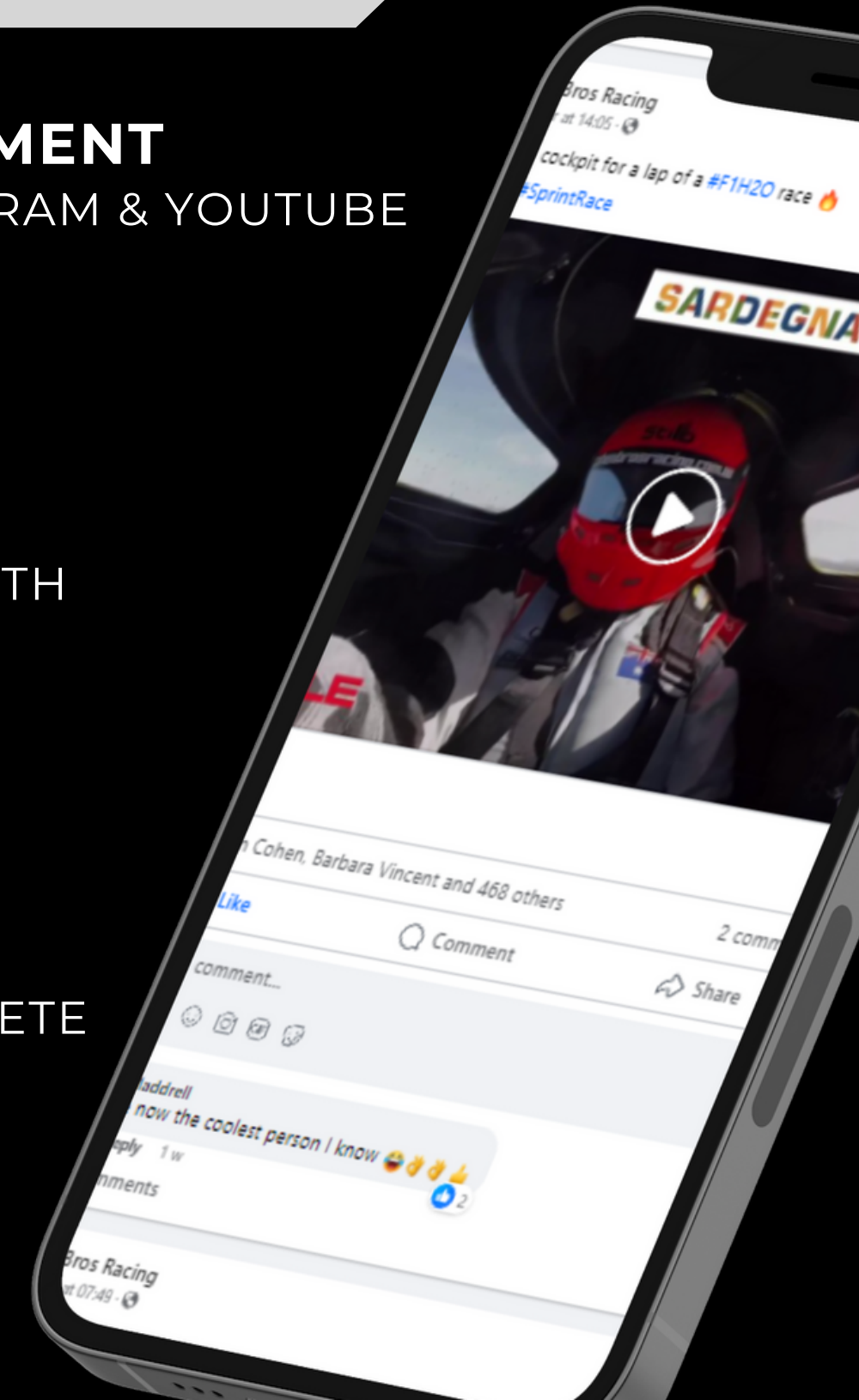
**REFERRALS**  
WORLD WIDE WORD OF MOUTH



**MOTORSPORT ATHLETE**  
AFFILIATION & ENDORSEMENT



**VISUAL BRANDING**  
ON BOAT, TEAMWARE & ATHLETE









# HOSPITALITY & INDUSTRY

**CBR**  
COHEN BROS RACING

**WINE & DINE**



**2 SEATER RIDES**



**AMAZING VIEWING**



**PADDOCK TOURS**

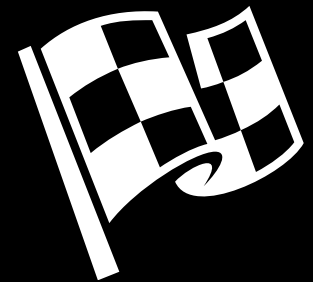


**VIP EXPERIENCES**





# B2B NETWORKING



## 7 RACE WEEKENDS

INDONESIA, VIETNAM, CHINA,  
ALBANIA, ITALY, INDIA & UAE



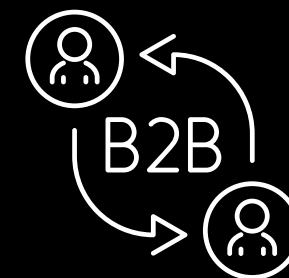
## VIP EXPERIENCES

UP TO 70 PASSES PER YEAR



## ENTERTAIN PARTNERS

STRENGTHEN B2B RELATIONSHIPS



## NEW INTRODUCTIONS

NETWORK WITH GLOBAL DIRECTORS



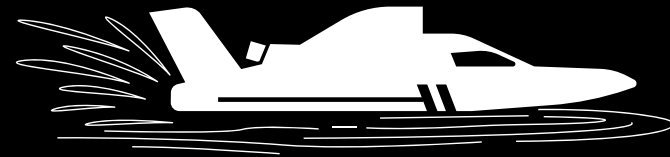
## GALA DINNERS

BOND WITH THE PILOT & TEAM



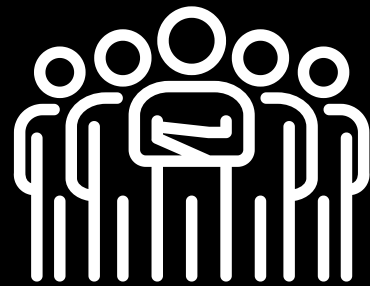


# UNTAPPED INDUSTRY



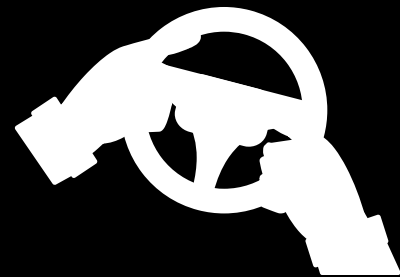
**22 BOATS**

FROM THE WORLDS TOP MANUFACTURERS



**11 TEAMS**

WITH INTERNATIONAL OPERATIONS



**22 DRIVERS**

FROM 13 DIFFERENT COUNTRIES



**169 COUNTRIES**

BROADCASTING FIH2O RACING



**350+ STAFF & TEAM PERSONNEL**  
AT EACH & EVERY EVENT





# WHAT YOU GET

## CATEGORY 1 NAMING RIGHT PARTNER OF F1H2O TEAM

- **THREE YEAR AGREEMENT**
- NAMING RIGHTS - CBR \*\*\*\*\* F1H2O TEAM
- BOATS, TEAMWARE, PIT AREA, SOCIAL MEDIA PAGES & TEAM LOGO IN CORPORATE COLOURS
- INDEPENDENTLY OPERATED & OWNED 2 BOAT/DRIVER TEAM
- AVAILABILITY FOR TRADE SHOW DISPLAYS / CORPORATE EVENTS
- 10 VIP TICKETS PER RACE (UP TO 70 TOTAL PER YEAR)
- LEVEL 2 & 3 INCLUSIONS

## CATEGORY 2 OFFICIAL MAJOR SPONSOR OF BROCK COHEN

- **TWO YEAR AGREEMENT**
- PRIORITY LOGO PLACEMENT ON BOAT #98 (COMPARATO F1)
- DRIVER TO WEAR BRANDED APPAREL (HAT, UMBRELLA, DRINK BOTTLE, RACE GEAR, ETC)
- PROFESSIONALLY PRODUCED 20 MINUTE BEHIND THE SCENES HIGHLIGHT VIDEO OF EACH RACE
- 5 VIP TICKETS PER RACE (UP TO 35 TOTAL PER YEAR)
- LEVEL 3 INCLUSIONS

## CATEGORY 3 SECONDARY SPONSOR OF BROCK COHEN

- **ONE YEAR AGREEMENT**
- SOCIAL MEDIA MENTIONS AND TAGS, ENGAGING CONTENT
- FRAMED & SIGNED PHOTO GIFT PIECE FOR OFFICE DECORATION
- SECONDARY LOGO PLACEMENT ON BOAT #98 (COMPARATO F1)
- 10 VIP TICKETS FOR THE YEAR



## INCLUSIONS AT ALL LEVELS

- TAP INTO HUGE MOTORSPORT OPPORTUNITY
- EXPOSURE TO 6 MILLION+ PEOPLE (TARGETED AUDIENCE)
- VIP PARTNERSHIP HOSPITALITY
- WARM NETWORK INTRODUCTIONS
- BRANDING & EXPOSURE
- WORLD WIDE GLOBAL REACH
- ENGAGING CONTENT
- AMAZING & EXCITING EXPERIENCES
- UNTAPPED INDUSTRY
- EUROSORT TV BROADCAST & LIVE STREAM (169 COUNTRIES)
- A STORY TO SELL
- UNIQUE MOTORSPORT ATHLETE AFFILIATION

# CBR

COHENBROS RACING



**BROCK COHEN**

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