

CLIO CUP
SERIES



CLIO CUP EUROPE WITH DF MOTORSPORT

2025 Sponsorship Presentation

Summary

01 Bio

02 The Series

03 Calendar

04 Sponsorship

06 The Stats

07 The Car

08 The Team

09 Contact Us

Sabelt

MICHELIN

Castrol

01 Bio

About Me

Age: 17
Born : Surrey
Lives : West Sussex
Nationality: Irish
Empolymnt: Westbourne Motorsport
Interests: Motorsport, music, karting, car mechanics, car restoration
Fav Music: Rap, RnB, 80s, 90s 2000
Fav Driver: Charles Leclerc
Years Racing: 3 years

Career To Date

2022 Junior Saloon Car Championship - finished 6th
2023 Junior Saloon Car Championship - finished CHAMPION
2024 Clio Cup GB - finished VICE CHAMPION
2024 Brit Car Endurance 3 x Class wins
2024 Historic racing - Non Championship

I have been on the podium every championship race I have competed in!



02 The Series

CLIO CUP EUROPE

The 2024 Renault Clio Cup Series is the 59th season of Renault one-make racing series. It is the fifth season that uses Renault Clio R.S. V. The Clio Cup, which has been at the forefront of single-make cups since 1991, With decades of experience since the creation of the R8 Gordini Cup in 1966, Viry-Châtillon's customer racing department has maintained the fundamentals of a proven recipe for success.

In 2025 there will be 9 rounds with 18 races on the most renowned European circuits alongside headliners series. Competitors will have the opportunity to compete at 9 tracks that have previously hosted Formula 1 Grands Prix, including Spa-Francorchamps (Belgium) and Paul Ricard (France)

Format

- **9 meetings / 18 races** throughout Europe
- Organized by **Signatech Alpine**
- **European** title

Sporting and Technical Standards

- Same Sporting and Technical **standards** on all meetings
- Sporting and Technical **equity** guaranteed by Alpine Racing



Sabelt

MICHELIN

Castrol

2025 THE SERIES CONT.

WEEKEND FORMAT

FRIDAY	SATURDAY	SUNDAY
Collective Tests 1 30min	Qualifying 1 20min	Qualifying 2 20min
Collective Tests 2 30min	Race 1 25min + 1 Lap	Race 2 25min + 1 Lap

SCORING SYSTEM

The 9 races will have points scored for :

- European Series → position **within the Series standings**
- Race's Prize moneys given according to the classification

Position	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th
Points	50	42	36	33	30	27	24	22	20	18
Position	11 th	12 th	13 th	14 th	15 th	16 th	17 th	18 th	19 th	20 th
Points	16	14	12	10	8	6	4	3	2	1

Overall Classification Bonus

Position	Bonus
1 st	800 €
2 nd	600 €
3 rd	400 €
4 th	350 €
5 th	300 €
6 th	275 €
7 th	250 €
8 th	225 €
9 th	200 €
10 th	175 €
11 th	150 €
12 th	125 €
13 th	100 €
14 th	50 €

03 2025 Calender

 Nogaro	April 18 th - 21 st
 Dijon	May 9 th - 11 th
 Spa-Francorchamp	May 30 th - June 1 st
 Imola	July 4 th - 6 th
 Misano	July 18 th - 20 th
 Magny-Cours	August 1 st - 3 rd
 Valancia	September 19 th - 21 st
 Le Castellet (Paul Ricard)	October 3 rd - 5 th
 Monza	October 17 th - 19 th



04 Sponsorship

Total cost of the season is €80,000 sponsorship raised to date is €30,000 with the balance being sought for the remaining budget in increments suitable to each company's size and available marketing spend .

Whats in it for you

- Sponsorship package and additional benefits
- Create a focal point for product and event marketing such as launches and demonstrations.
- Utilizing word of mouth marketing to help naturally generate brand awareness.
- Co-operating and assisting in content creation of blogs, posts, reviews, product promotion.

Sponsorship Package

- Company named in press release of sponsorship to all news outlets
- Company name mentioned in all interviews
- Monthly updates in the local press, social media, website, Clio Series
- Company logo on car
- Company name added to clothing worn over a race weekend
- Company name added to banner at team awning
- Company promote on all DF Motorsport social media platforms
- Publicity from the races via live stream & upto 25,000 spectators

If you choose to invest a larger sum of money of €10000 or more, sponsorship directly benefits your business and our partnership is rewarding for everyone involved. There is no upper limits to the amount of support and sponsorship you can offer. I'm happy to tailor suitable sponsorship packages to suit all your needs and budgets.

Additional sponsor benefits are listed below

Additional Benefits for All Sponsors

Social Media Reach:

- Audience of over 10,000 followers across major platforms.
- Tailored social media content promoting your brand.

Event Exposure:

- Network with other partners at race hospitality.
- Branding opportunities in front of live-stream audiences and up to 25,000 spectators per round.

Quantifiable ROI:

Cost per viewer: €0.022 (based on 9 rounds and 25,000 viewers per round).



Sabelt

MICHELIN

Castrol

Sponsorship Cont.

Title Sponsor (1 Available) - €10,000

Exclusive Branding:

- Primary branding on the bonnet, side panels, and race suit.
- Largest logo placement on team clothing and banners at race hospitality.
- Mentioned as the title sponsor in all press releases, interviews, and live-stream commentary.
- Inclusion in a dedicated press release announcing your partnership.
- Use of the race car at your corporate events for launches or promotions.
- Access to a corporate track day: pre-arranged passenger ride experience.

Principal Sponsors - €5,000 Each

High-Impact Visibility:

- Prominent logo placement on the car's side panels and race suit.
- Acknowledgment in all media coverage, including press releases and interviews.
- Logo on team banners and clothing.
- Invitations to race event hospitality.
- Opportunity to use the car for promotions or events.

Partner Sponsors - From €2,000 Each

Engaged Visibility:

- Logo on the car (smaller placement than Title/Principal Sponsors).
- Recognition in monthly updates through newsletters, social media, and press releases.
- Presence on team website and banners.
- Social media integration and mentions across platforms (Instagram, Facebook, TikTok, LinkedIn).



Rob Jones of Gorilla Design at Donington Park

Sabelt

MICHELIN

Castrol

05 The Press

Every round of Clio Cup series will be live-streamed on YouTube and across the championship's social media platforms. This makes it incredibly easy for fans, sponsors and friends and family to follow all of the action. Driver interviews will be included within the coverage, giving opportunity for fans to get to know Clio Cup Series drivers better.

Online, print and social media

The championship generates a continuous stream of media coverage, with race results and standings regularly sent to regional, and national publications. Annual media days, test days and event days are all covered with photo galleries available. There is also a strong social media presence with official Facebook, Twitter and Instagram channels.

Championship photography

The championship benefits from an official photographer during each round. This ensures there is a plethora of high-quality shots of each participant on the Clio Cup Series website and social media pages.

Championship press officer

All teams and drivers competing in the championship have the benefit of a championship press officer working to promote the series to a wider audience. Together with high-res images, race reports, news stories and driver interviews will be published and featured on the championship's official website. In addition, the Clio Cup Series team is on hand throughout each race

Dublin
Dublin News | Dublin Visitors | Lifestyle | Dublin GAA

Dublin teen makes history as the first Irishman to win UK motor title

19-year-old Daire Flock has become the first Irishman to win the JSCC motor title in the UK.

Sarah Burke
Tue 21 Nov 2023 at 10:58

A 19-year-old from Tallaght has etched his name in history as the first Irishman to claim a sponsored motorsport title in the UK.

Daire Flock (19) secured victory at the famous Brands Hatch circuit earlier this month, earning the title of 2023 champion in the Junior Saloons Car Championship (JSCC).

The JSCC provides a platform for young motorsport enthusiasts aged 14-17 to showcase their skills in racing competitions throughout the UK.

Delight for Daire Flock after securing JSCC Championship

19-year-old Daire Flock has secured the JSCC Championship after a hard-fought battle.

Young Daire Flock set for second season in JSCC

Flock is set to continue his racing career in the Junior Saloons Car Championship.

Daire back to winning ways in JSCC series

Flock has secured another victory in the JSCC series.

Daire is flying in Junior Saloon Championship

Flock is showing impressive form in the Junior Saloon Championship.

Daire moving well in Junior Saloon Car Championship

Flock is performing well in the Junior Saloon Car Championship.

Daire impresses in Junior Saloon

Flock has impressed in the Junior Saloon class.

Good start for young driver Daire

Flock has had a good start in the Junior Saloon class.

Flock poised to contest JSCC series in UK

Flock is ready to contest the JSCC series in the UK.

Flock happy with start to the Clio Cup challenge

Daire Flock has had a successful start to his Clio Cup challenge.

The long-awaited first round of Clio Cup GB at Brands Hatch GP started on June 1 after successful testing sessions for Daire Flock.

With the round being a one-day event, the enthusiasm was to start the day in a positive way.

Securing pole and grabbing second for the second race in a 15th minute qualifying session around the GP Circuit at Brands Hatch was the ideal start for the Tallaght lad.

Daire remains in second in the championship

Daire Flock remains in second place in the championship.

Daire entered race day in Snettleton last week, the weather was going to play a factor as the forecast was high temperatures at the Norfolk track reaching 32 degrees!

Qualifying was only 15 minutes pre-race testing on Friday suggested the drivers had to bring the tyres up to temperature and not to over heat them.

This proved to be the case as the best times were set at the end of the session.

Flock wins twice on new Clio Cup car's UK debut

Daire Flock has won two races on his new Renault Clio Cup car.

BRITCAR TROPHY

The new fifth-generation Renault Clio Cup has made its UK debut with Daire Flock scoring two Britcar Trophy class victories at Donington Park.

Reigning Junior Saloons champion Flock had already been confirmed as racing in the new Clio Cup GB series this year with Westbourne Motorsport but, with the start of that championship pushed back to June amid delays in the delivery of the cars, he used the Britcar races as a way of getting to grips with the machinery.

"We were just wanting to test the car - it was about making sure, when we get to the first Clio Cup round at Brands Hatch, we can hit the ground running," explained Flock, who said the Westbourne team continually improved the set-up throughout the event. "Everything was fine with it and we weren't expecting to get two wins!"

Flock had previously tested older Clios and said the fifth-generation machine has strengths and weaknesses compared to these. "It's similar to the Gen4 in terms of handling but it's got a sequential 'Dax' like the Gen3," he said. "It's not as quick on the straights but, through the corners and on the brakes, it's a lot better."

He added that the 50-minute Britcar Trophy races were a good way to keep fit ahead of the start of the Clio Cup GB championship, said Taylor. "I'm thrilled to be driving a factory-built race car and am looking forward to learning it quickly so we can hit the ground running."

Graves boss Karl Graves added: "We've loved having Nicky as part of the Graves Motorsport family and look forward to strengthening our relationship as we take on the new championship together. Nicky has proven his pedigree in other formulae and we're sure he can excel in the Clio."

STEPHEN LICKORISH

TALLAGHT STAR FLOCK ON TRACK FOR RENAULT CLIO GEN5

Daire Flock has been spotted on track in his new Renault Clio Cup car.

Changes during event

Daire Flock has secured victory in the Junior Saloons Car Championship at Brands Hatch.

Daire leads

Flock has secured victory in the Junior Saloons Car Championship at Brands Hatch.



06 The Stats

DF Motorsport

Press

Local UK papers 300000 average readership weekly
UK Online News site 55,000 views on average
Dublin Echo 27000 readership weekly on average
Irish independent Over 500,000 readers every day
Gazette 280000 readership weekly
Dublin Live 18,000 view
Autosport 7000 paid copys sold weekly
Motorsport news 7000 paid copies sold weekly

European News

France
Itailain

Website

120 unquie visits weekly

Location

Dublin - 48%
ROI - 63%
UK - 37%

Entry Page

Home -43%
Blog -35%
Gallery - 22%

Linkedin

Followers - 4400
Connections - 1490
Impressions 2500 average per post

Tik Tok

Average Views 4138

Facebook

Likes - 354
Followers - 429
Average Post Views 4500
Impressions 5454

Posted view

Weekday - 27%
Weekend - 28%
Bank Holiday - 45%

Gender

Male - 65%
Female - 33%

Time

12.00 / 06.00 - 9%
07.00 / 13.00 - 26%
14.00 / 9.00 - 22%
20.00 / 12.00 - 43%

Instagram

Impressions 4000 average per post

Gender

Male - 94%
Female - 6%

Age

18 / 24 - 23%
25 / 34 - 45%
35 / 44 - 21%
45 / 65+ -8%

Age

18 / 24 - 22%
25 / 34 - 23%
35 / 44 - 39%
45 / 54 - 11%
55 / 65 +- 3%

Placement

Video feeds - 27%
Feeds - 64%
Market Place - 6%
Search - 3%

Clio Cup Series

Facebook

Likes - 246,000
Followers - 251,000

Instagram

Followers - 27,400

You Tube

Subscribes - 102,000
Average viewing live 25000

Westbourne Motorsport

Facebook

Likes - 246,000
Followers - 251,000

Instagram

Followers - 27,400

Other

Facebook

Dublin Live followers 340,000
Echo Likes - 64,000 Followers - 68,000
Motorsport Ireland Likes - 18,000 Followers - 21,000
Autosport - 538,000

Instagram

Dublin Live Followers - 47,000
Motorsport Ireland Followers - 16,200
Autosport Followers - 529,000

Attendance Average

Average attendance 10000 spectators

 Sabelt

 MICHELIN

 Castrol

07 The Car



Engine

Type : Renault HR13 – 4 Cylinders
1332cm³ Turbo

Power : 200 bhp

Torque : 300 N.m

Cooling : Standard modified

Fuel Management : Direct Injection

Max. Engine Speed : 6500 rpm

Electronics : Life Racing ECU

Transmission

Gear Box : Sadev ST82 5-speed sequential
+ Reverse, Lever selector

Differential : ZF Limited Slip Differential

Clutch : Sachs

Wheels

Wheels : 7x17

Tyres : Michelin Pilot Sport CUP H1

Chassis

Renault Clio R.S. Line with welded safety rollcage

Front Axle : Pseudo Mc Pherson

Rear Axle : H axle

Suspension : Bos Suspension

non-adjustable shock absorber

Dimensions & Weight

Length / Width / Height :
4050 / 1988 / 1400mm

Wheelbase : 2579mm

Front / Rear Tracks : 1550 / 1490mm

Fuel Tank : FT3 FIA-homologated

Weight (Unladen) : 1025kg

Sabelt

MICHELIN

Castrol

08 The Team

Westbourne Motorsport is a well-known, forward-thinking team that has the moral An established, top-tier squad, Westbourne Motorsport has the moral character to elevate drivers from all skill levels to champions.

Established in 2008, Westbourne Motorsport has continued to expand by competing in a number of UK and European events. having won numerous titles and been on numerous podiums, as well as being a champion and vice-champion over the years.

The group successfully blends professionalism and fostering a family-like environment.

Championships

Clio Cup Europe

Clio Cup GB - Vice Champion 2024 (Daire Flock)

Mini Challenge UK - Champion and Vice Champion 2024

Britcar Endurance Championship - Champions 2023

HRDC Racing - Various race winners

Mini 7 Racing Club - Libra Champion 2023



Sabelt

MICHELIN

Castrol

09 Contact

DF MOTORSPORT

Daire Flock

Tallaght
Dublin
Ireland

Tel:00353 83 086 2390

dfmotorsport22@gmail.com
www.dfmotorsort.co.uk

