

Freddie Hunt 'Road To Le Mans'

**FREDDIE
HUNT**

Keeping the 'Hunt' legacy alive

RACING DRIVER &
SON OF FORMULA ONE
WORLD CHAMPION:
JAMES HUNT





The Hunt Legacy

FREDDIE, THE SON OF 1976 FORMULA 1 WORLD CHAMPION JAMES HUNT,

began carving out a motor racing career of his own in 2007, with Formula Ford GB and ADAC Formula Masters campaigns preceding appearances in a wide array of single-seater, one-make 'tin-top' and endurance sportscar categories.

Between 2014 and 2018, Freddie dabbled in various forms of motorsport, including the Renault UK Clio Cup, Pirelli World Challenge and NASCAR Euro Series.

Notably, an assault on the 2017 24H Series yielded a race win at Circuit of the Americas, and that result was followed by a highly successful LMP3 debut in the VdeV Endurance Series at Circuito do Estoril, where he finished second in class and sixth overall.

In 2019, Freddie joined RLR MSport to take on the Michelin Le Mans Cup's blue riband 'Road to Le Mans' fixture, which runs in support of the 24 Hours of Le Mans. Unfortunately, an uncompetitive teammate resulted with an 8th out of 49 car finish; having qualified 3rd. Freddie was leading the race when he handed the car over to his teammate, who brought it home in eighth overall.

In a mission to keep the Hunt legacy alive, Freddie is gearing up for a return to Circuit de la Sarthe in France's Loire Valley for the 2021 'Road to Le Mans', which will serve as the precursor to the 89th edition of the world-renowned 'twice-around-the-clock' enduro on 21-22 August. However, this time Freddie will be partnering with an equally competitive teammate and will, as a result, be deemed the top favourites to win.

Freddie has the added advantage now following his driver categorisation being changed from Silver to Bronze.

THUS PAIRING UP WITH A TOP SILVER TEAMMATE WILL MAKE THEM A FORMIDABLE FORCE.

LET'S CONNECT !



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THE MICHELIN LE MANS CUP,

derived by the Automobile Club de l'Ouest (ACO), is reserved for LMP3 prototypes and GT3-spec sports cars and centres around Bronze category 'gentlemen' drivers, who are partnered with more experienced Silver racers.

The Le Mans Cup runs in tandem with the European Le Mans Series (ELMS) but also boasts a coveted slot on the support bill for the 24 Hours of Le Mans, with the blue riband 'Road to Le Mans' week consisting of a pair of one-hour free practice sessions, a 30-minute qualifying session and two one-hour races.

'ROAD TO LE MANS': WORLD-CLASS SPORT, WORLDWIDE COVERAGE

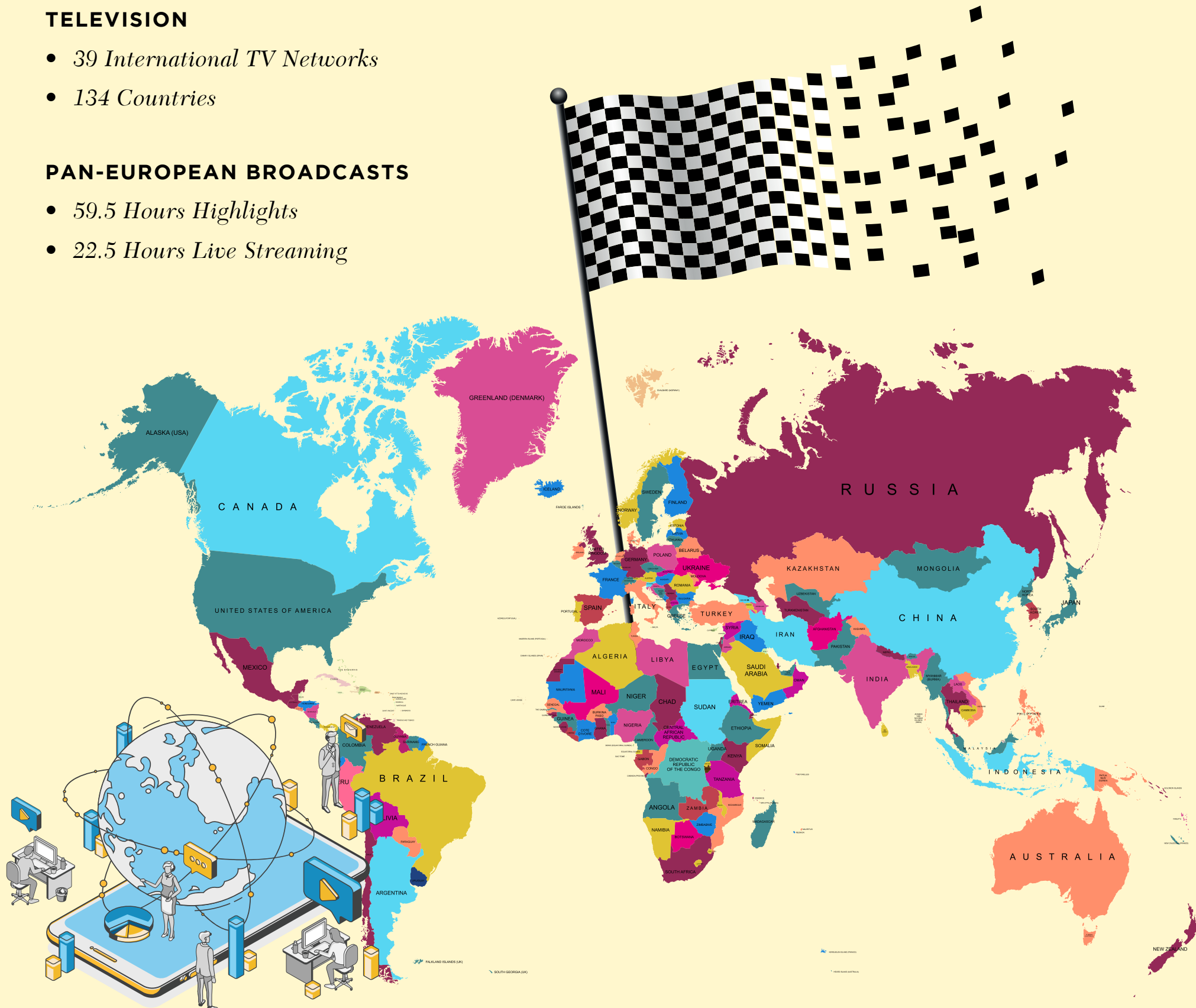
The Reach

TELEVISION

- 39 International TV Networks
- 134 Countries

PAN-EUROPEAN BROADCASTS

- 59.5 Hours Highlights
- 22.5 Hours Live Streaming



CNBC Europe (Pan-Europe)



Motorsport.tv (Pan-Europe)



Eleven Sports Network (Belgium, Luxembourg)



PlanetSport (Croatia, Slovenia)



ArenaTV (Czech Republic, Slovak Republic)



Motorvision (Germany)



Sport1 (Germany)



Canal+ (Poland)



Sportklub (Poland)



Sport TV (Portugal)



LookSport3 (Romania)



Garage TV (Spain)



CNBC UK (UK)



Premier Sports (UK)



Sports Channel Network (UK)



SNTV (Worldwide)



Reuters (Worldwide)



Auto-Speed Magazine Show (Worldwide)



Radio Le Mans (Worldwide)



The Race.com (Worldwide)



Motorsport Mundial (Worldwide)

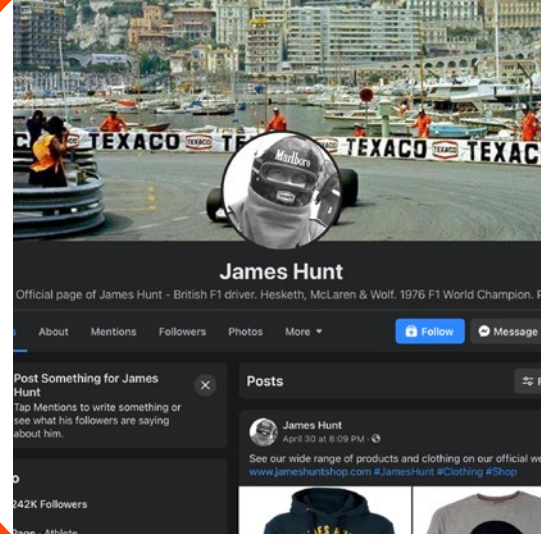


Planet Speed (Worldwide)



Max Power (Worldwide)

Social media



FREDDIE HAS GARNERED A LARGE SOCIAL MEDIA FOLLOWING, AND WITH CONTROL OF THE OFFICIAL JAMES HUNT DIGITAL PLATFORMS, HAS DIRECT ACCESS TO OVER 300,000 RACING FANS.



@huntofficial
Freddie Hunt Facebook Page
19,053 followers



@JamesHuntFoundation
James Hunt Facebook Page
242,302 followers



@GT3LeMansCup
Le Mans Cup Facebook
14,173 followers (+14.5%)



@freddiehunt76
Twitter
10,100 followers



@jameshuntfoundation
Instagram
26,600 followers



@LeMansCup
Twitter
4,800 followers (+25.2%)



@lemanscup
Instagram
20,500 followers (+45.3%)



@freddiehuntofficial
Instagram
13,800 followers



Le Mans Cup
Youtube Channel
10,000 subscribers



2021 BARCELONA ROUND
38,000 live stream views



GENTLEMAN'S JOURNAL

LATEST EDITORIAL PODCASTS VIDEO HOUSE NOTES HORIZONS X GJ SHOP GJ SESSIONS JOIN THE CLUB

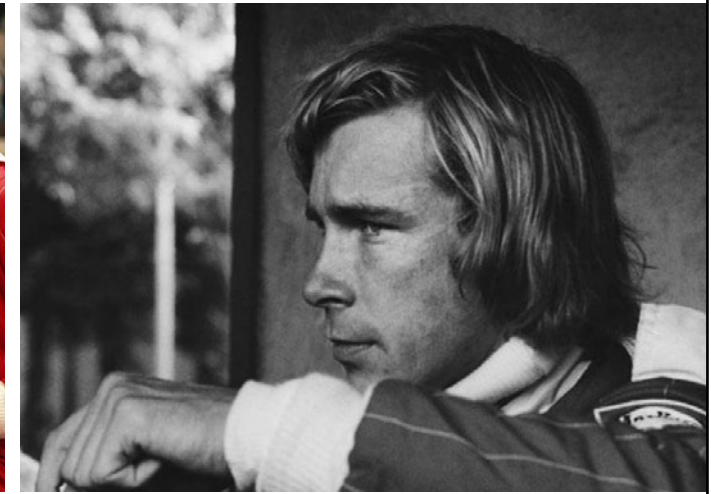
Following in the footsteps of his father, Freddie Hunt is carving his own career in the world of racing. Almost a carbon copy of his late father, the 1976 Formula One World Champion James Hunt – the poster boy of racing’s heyday, when it was all about glamour, danger, sex and glory. Among his many accolades, James Hunt claimed to have bed almost 5,000 women and was, without a doubt, the heart-throb of the racing world during the late 70s. But that was his father, and this is Freddie, the resemblance may be uncanny, but the story is not.

During his late teens Freddie tried to forge his own path in the sport and whilst



KEEPING THE HUNT LEGACY ALIVE

Freddie Hunt provides brands with a direct link to James Hunt, unquestionably one of the greatest and most charismatic sporting icons of all time. If anybody wishes to do business with the Estate of James Hunt, Freddie is available to discuss partnerships that support and promote his father James' legacy.



The Offering

MAIN TEAM SPONSOR
FREDDIE HUNT
ROAD TO LE MANS
(21 - 22 August, 2021)

EUR 60,000

SPEED, GLAMOUR AND EXCITEMENT;

these qualities make motor racing an attractive addition to any brand's marketing strategy, and as one of motorsport's most recognisable names, there is no driver outside of F1 who creates as much anticipation as Freddie Hunt.

Freddie has raced internationally for some of the world's biggest automotive manufacturers, including Jaguar, Maserati and Hyundai, and, away from the racetrack, he has represented a wide array of high-profile brands, such as TAG Heuer, Belstaff, Hackett, Chevron and McLaren.

The 24 Hours of Le Mans-supporting Michelin Le Mans Cup is a particularly effective marketing and promotional platform, and Freddie is offering companies opportunities to achieve measurable, sustainable business growth, raise awareness, increase reach and engagement, showcase products and services, tap into a new network and reward loyal customers and staff.



High-Visibility Event Branding

- Race car
- Race suit
- Race helmet

Digital Branding

- Official rlrmsport.com website
- Dedicated social media posts across Facebook, Twitter and Instagram (3x per month for 6 months)
- Press releases (race preview and race report)

Brand Ambassador

- Personal appearances. 2 days (expenses not included), plus race week meet-and-greet.
- Pre-race video and photoshoots (£2000-£6000 per shoot on average)
- Use of Freddie Hunt image and branding (12 months)

VIP Hospitality

(£2500-£5000 per head depending on choice)

- Access to exclusive team hospitality suite (inc. breakfast, lunch and dinner)
- Pit garage tours
- Driver meet-and-greet
- Official team apparel and signed merchandise

Product Placement

- In and around team hospitality suite
- Pit lane walkabout and driver autograph session
- Team photography

Merchandising and Rights-Free Hi-Res Imagery

Contact

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