Freddie Hunt 'Road To Le Mans'

# FREDDIE HUNT

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



# Keeping the 'Hunt' legacy alive



# The Hunt Legacy



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 singleseater, 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.











## THE MICHELIN LE MANS CUP,

derived by the Automobile Club de l'Ouest (ACO), is reserved for LMP3 prototypes and GT3-spec sportscars 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



	E				
	ì				
•	ł		ŀ	、	
1	,	c			

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

Image: State Stat	In. P
Post Something for James Hunt Tap Mentions to write something or see what his followers are saying about him. April 30 at 6.00 PM - O	≈ Fi About Photos Events More + ib Like C
See our wide range of products and clothing on our office www.jameshuntshop.com #Jameshunt #Clothing #Shop 242K Followers base : Athlete	al wet e available to chat?" O Ask guestion. Can you help?" Ask guestion. Can you help?" Ask

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



@freddiehunt76 Twitter 10,100 followers



@freddiehuntofficial Instagram 13,800 followers



@JamesHuntFoundation James Hunt Facebook Page , 242,302 followers



@jameshuntfoundation Instagram 26,600 followers



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



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



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



Le Mans Cup Youtube Channel 10,000 subscribers





# The Exposure



LATEST

FDITORIAL

PODCASTS

VIDEC

# GENTLEMAN'S JOURNAL

HORIZONS X GI

GL SESSIONS

IOIN THE CLUP

**F** ollowing 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**

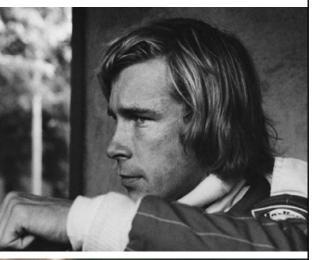
Freddie Hunt provides brands with a direct link to James Hunt, unquestionably one of the greatest and most charismatic sporting icons of all time. If anybody wishes to do business with the Estate of James Hunt, Freddie is available to discuss partnerships that support and promote his father James' legacy.





IN CINEMAS SEPTEMBER 13TH

PEDDIE 30



FROM THE DIRECTOR OF APOLLO 13 AND A BEAUTIFUL MIND "AN INSPIRATIONAL FILM

# 

## BREAKNECK THRILLS UNMISSABLE" \*\*\*\*

DAILY STAR

"TENSE AND THRILLING"

CHRIS DANIEL OLIVIA ALEXANDRA HEMSWORTH BRÜHL WILDE MARIA LARA

THRILL OF THE HUNT

JAMES HUNT WAS A PLAYBOY, MAVERICK AND ONE OF RACING'S GREATS -- NO WONDER HIS SON. Freddie, is following in his poststeps, he tells ben winstanley adout life in the fast land.



With Book, SBC carefully provide the a moment. A local world charge on the off wall, be and world off they are the King's action. For the first length of they are to King's action. For the first length of they are a first street. For the first length of the second target and the second in they deep of the factor of the second street.

Bing The bostnets is one provide and may worked. The apple above that the forum therease, in these one, and others provide provide the flat Reprint of Restark assists in public the and have that the originalistic of parts from out. Proceeding in public of parts from out.

resided private to their of the latter's tools McLanet NES you survivate last two socied as a private of float care tool in the latter's one Private latter is particular to latter's one clarge private so it is all the clarge of the latter's competing particle Status of the care with competing and the Status of the care with

There are a second seco

### ...

IVE CRASHED DOZENS OF TIMES AND THE ONLY THING I'VE Induced their section of sections of " Terms their speech two indexing traverse additions on our of the Line sections and the Terms their speech terms of a section of the "When the section of the section of the section" When the section of the section of the section of the terms of the section of the section

Noting & Honor saveg reserve interneting in encoded saves which in the lattice should be and the lattice internet the lattice active and the lattice where a save in a stretup or of 1 where and the lattice should be interneting and the lattice active active interneting and the lattice active active because and active promotion is not heater. The lattice active active promotion is not heater in more and a stretup active active active and active act JAMES HUNT OFFICIAL WEBSITE: W

# 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

Digital Branding

Brand Ambassador

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

Product Placement

- Race car
- Race suit
- Race helmet
- 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)
- Personal appearances. 2 days (expenses not included), plus race week meetand-greet.
- Pre-race video and photoshoots (£2000-£6000 per shoot on average)
- Use of Freddie Hunt image and branding (12 months)
- Access to exclusive team hospitality suite (inc. breakfast, lunch and dinner)
- Pit garage tours
- Driver meet-and-greet
- Official team apparel and signed merchandise
- In and around team hospitality suite
- Pit lane walkabout and driver autograph session
- *Team photography*

Merchandising and Rights-Free Hi-Res Imagery

