

GET ON TRACK!

YOUR OPPORTUNITY TO SPONSOR A RACING DRIVER



New to racing in 2006, Dawn has a proven track record of continued improvement which carried her through the 2007 season and into 2008 !

Dawn came 30th out of 4000+ in Graeme Glew's 2006 Formula Woman Competition, receiving training from great racers including Tim Harvey (Porsche Carrera Cup '06) and Tom Onslow-Cole (Clio Cup Champion '06).

- Raced with Formula Woman and her best result was 5th place
- Raced with Fiesta Championship - end of season 2006
- Raced with Mini Challenge - end of season 2006
- Raced with Mini Challenge full season 2007 - best result 4th place
- Finished 8th in class, 18th overall out of 46 and 3rd in Ladies Championship
- Loyal to Sponsor
- Business minded with full team support for Hospitality arrangements.

Girl Racer Dawn Boyd from Andover has only recently taken up the challenge of circuit motor racing.

Beginning at the age of 34 by entering the Formula Woman 2006 competition and was selected for the top 100 out of over 4000 entrants. Her first ever race in a Caterham 7 at Pembrey is listed in the 2008 Guinness Book of Records for 62 girls all racing for the first time. Next Dawn gained some excellent racing experience in the Dees.co.uk Fiesta Championship run by BRSCC. Watching a race meeting at her local track, Thruxton, she spotted contacts/friends from Advent Motorsport and they invited Dawn to race with the MINI Challenge. She raced in the last 3 round of 2006 and booked her place in the 2007 season.

Dawn has been successful in 2007 consistently finishing mid table, with Advent Motorsport backing her all the way providing the car, the mechanic and support.

Her best result came at Brands Hatch, where she finished 4th. Dawn finished the season 8th in Class and 18th out of 46 overall, very pleased with her first full season, Dawn hopes to sign up again with Mini for the 2008 season, providing she finds some sponsorship backing, with the determination to get on the podium in 2008.

Dawn would like to thank her 2007 part-sponsor 'Rustlers' for their support, Girl Racer and the Andover Advertiser for providing the best Press coverage all season, Wave 105 for their Blog on the website, Hearn & Scott for the merchandise, MiniPirate.com for the car livery and graphics support and her loyal fan club of supporters !

See you in 2008!

Why choose Dawn in 2008

Dawn has already confirmed her place with MINI Challenge for 2008 season, as part of the Dunlop Great and British schedule and is looking for partners to support her.

Approaching its 8th season, the original John Cooper Challenge has enjoyed packed grids since its inception, testament to the Championship's profile, its reputation and the jewel in its crown, the MINI Cooper. Such has been the success of the John Cooper Challenge, both domestically and internationally, that the package has now been adopted by MINI worldwide, and is being rolled out to markets, with Germany, Belgium and Bahrain already signed up and many set to follow.

Sponsors are well served too. The significant satellite and terrestrial TV coverage of the series, combined with a pro active Championship PR service and up-to-the-minute website service, ensure extensive national and regional exposure for associated companies. Next season's seven-weekend, sixteen-race Challenge has been tailored to better meet the needs of both competitors and sponsors, a more compact schedule, with more racing guaranteed at the UK's best circuits.

With the commercial interests of championship sponsors, the competitors and their sponsors at the forefront of planning, the series offers unrivalled television coverage plus national, regional and specialist print exposure for a national Motorsport event.

BE A WINNER IN 2008

The championship presentation is paramount. The cars, drivers, officials and paddock are modelled on professional race series.

The collection of brightly liveried MINI Coopers provides a captivating and charismatic addition to every venue that the Challenge attends. Since its introduction, the MINI has been a magnet for media attention. The MINI Challenge provides an effective ongoing channel for this attention - for the benefit of series competitors and sponsors.



- Brightly Liveried New Style Mini Coopers - over 60% of the car available for advertising
- Marketing minded championship grouped with high profile/popular other races
- Races at National and International Circuits • VIP Hospitality packages available at race meetings (cost tba)
- High visibility/high profile race season supported by Dunlop • Car and driver available for Hospitality/trade Shows
- High Profile Guaranteed TV Coverage including Sky Sports and Motors TV. Last years TV coverage ensured 500,000 viewers per round • Large live audience • Up to the minute web site • Pro active press service team - coverage of teams/races in high profile sport magazines and websites
- New version MINI packed grid of 30+ cars

YOUR OPPORTUNITY TO BE A PART OF IT

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Information courtesy of: www.minichallenge.co.uk

