



52

THOMAS SWIFT

PARTNERSHIP & SPONSORSHIP OPPORTUNITIES  
ASIA FORMULA RENAULT SERIES 2015



## 1 INTRO.

Have you ever had the passion to race or be part of a race team cheering on your driver from the pit wall or do you believe that a product or service you sell is appealing to those who would watch motor racing either live or following it on television? If so PS Racing and Thomas Swift are inviting you to join them for the 2015 Asia Formula Renault Series.

Following another successful year 2015 will be another exciting season for the Asia Formula Renault Series with fields of over 20 cars competing around Asia in a programme of televised races. This series is extensively publicised and as well as the large crowd attending the races have extensive exposure via numerous major media outlets. For the 2015 Season PS Racing will be fielding 3 cars in the Asia Formula Renault Series. Driving one of these cars will be Thomas Swift, a young up and coming driver from Hong Kong.



## 2 DRIVER

Name: Thomas Robert Swift

Date of Birth: 11th August, 1998,

Age: 16 yrs old

Residency: Hong Kong

Citizenship: Hong Kong & United Kingdom

Languages Spoken: Fluent English, Cantonese, Mandarin

Ethnicity: Eurasian, Chinese Mother and English Father

Thomas started karting at 13 years old at the Xtreme Track at Shajing, China during 2011. By 2013 he was a consistent front runner and came a close 2nd in the 2013 Class Championship. During this period he took pole position in the Hong Kong Grand Prix however atrocious weather conditions made it difficult to convert this good starting position into success. 2014 saw Thomas have his first formula car driving experience at Asia Cup Series at Sepang in Malaysia. During the latter stages of the 2014 season competed in his first car race.



### 3 CAR

Engine : Renault F4R 832, 1988cc

Max Power : 210 bhp

Unloaded Weight : 505kg

Max, Speed ; 270 km/h

Brakes : Four Piston Calipers

Wheel Base: 2729mm

Thomas will be driving for PS Racing during 2015 under the guidance of Team Principal Pekka Saarinen. Pekka has a distinguished racing career and raced alongside many of today's stars. Already after only a short period of time under Pekka's guidance Thomas is on the pace and has achieved two podium placings. We look forward to the remainder of the 2015 season in the knowledge we are going to be increasingly competitive and performing well.

# Calendar 2015

March 20-22 - Zhuhai International Circuit

Round 1 & 2 Pan Delta Festival

April 24-26 - Sepang F1 Circuit

Round 3 & 4 MalaysiaSuper Series

June 19-21 - Zhuhai International Circuit

Pan Delta Festival



July 17-19 - Shanghai International Circuit

Round 7 & 8 SIC Championship

Sept 18-19 - Zhuhai International Circuit

Round 9 & 10 Pan Delta Festival

Oct 9-11 - Shanghai International Circuit

Round 11 & 12 Renault World Series

The Pan Delta Festival weekends combine the thrill of Asia Formula Renault, Touring Cars and Superbike Racing with major sponsor promotional activities such as Red Bull Drifting Show, car shows etc.

## 4 Series

The combination of non-stop racing on Saturday and Sunday in the different categories draws an average of 100,000+ fans over the three Pan Delta weekends and is televised to millions of viewers throughout China.



## 5 MEDIA

In October 2014 AFR and CCTV5 partnered to bring the excitement of the 2015 AFR race season to millions of households in China in the format of a new programme called "Raging Zone". Asia Formula Renault, Clio Cup China Series and Celebrity Races will be broadcast on a weekly basis during 2015. CCTV is the largest television station in China and broadcasts major sports events such as Formula 1.

China has the world's largest television audiences, with a 97% household penetration for TV coverage. CCTV has a viewership of approximately 45 million daily during prime time between 18:00 to 24:00. Approximately 65% of its viewers are male and approximately 37% of the male viewers are aged between 25 and 45 years.

## Television

Zhuhai TV Channel 2 - 2.2 mil.

Guangxi TV Satellite Channel - 40+ mil.

Guangdong TV Sports - 7+ mil

TDM Sports Channel - 3+ Mil

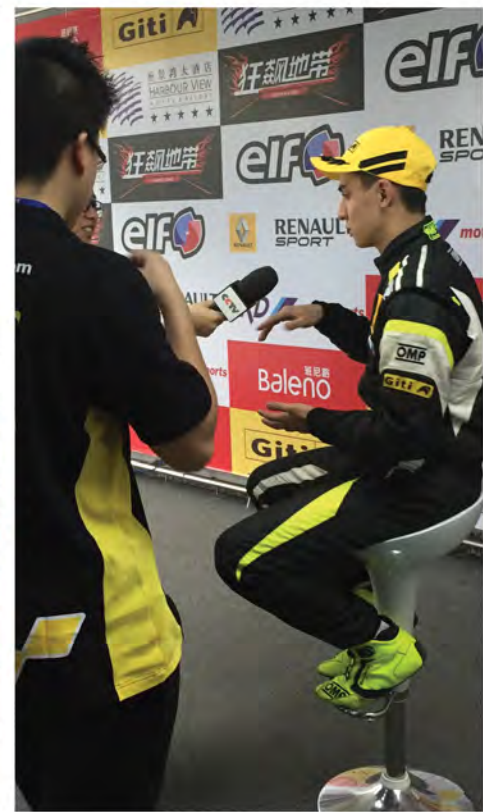
## Magazines

China Autosport Magazine

Procar.cc

Car Plus

Option Fans



Being a fluent English, Cantonese and Mandarin Speaker, Thomas can communicate with numerous sponsors, fans and partners.

Also being the youngest driver in the field at just 16 years old will certainly help increase the 'saleability' to the public

## VIP Entertainment

We can provide a complete VIP experience to guests. This includes 5 star catering together with pit and grid passes to enable guests to experience first hand what goes on behind the scenes at a race.



## Drive Days

Give your clients and partners an experience they will never forget by letting them drive a Formula Renault car. Join a drive day under the guidance of professional instructors they can feel the thrill of driving a 270 km/h race car.



# 6 Sponsorship

From the outset our sponsors are part of our winning team. Whether a small or large sponsor you are part of the team that will get the car to the grid for the race start and then it's down to Thomas once the engine bursts in life.....

Differentiate your business by hosting client and business partners during a race weekend. In conjunction with PS Racing we can host a function that will leave a lasting memory in those that join us at the race.



## Exhibitions

The cars emblazoned in your own livery can be made available for static displays. Whilst team drivers including Thomas can be on hand to talk through the workings of the car and discuss their racing experiences.



## Promotions

Use a race weekend to promote your product not only to the watching public but also business clients. We can provide a complete PR services with professional support staff.



## Advertising

The cars, race equipment and pit garage can carry your product names and logos. Being in such prominent positions they are visible to fans at the track, on television and in media publications.



We can tailor a sponsorship and promotional package to meet your needs to maximise your return on investment.



# 52

Interested in joining our winning team? Please get in touch and we can discuss how working together we can tailor make a package that suits all your requirements.

Driver

Thomas Swift

E: [thomas@thomasswift.net](mailto:thomas@thomasswift.net)

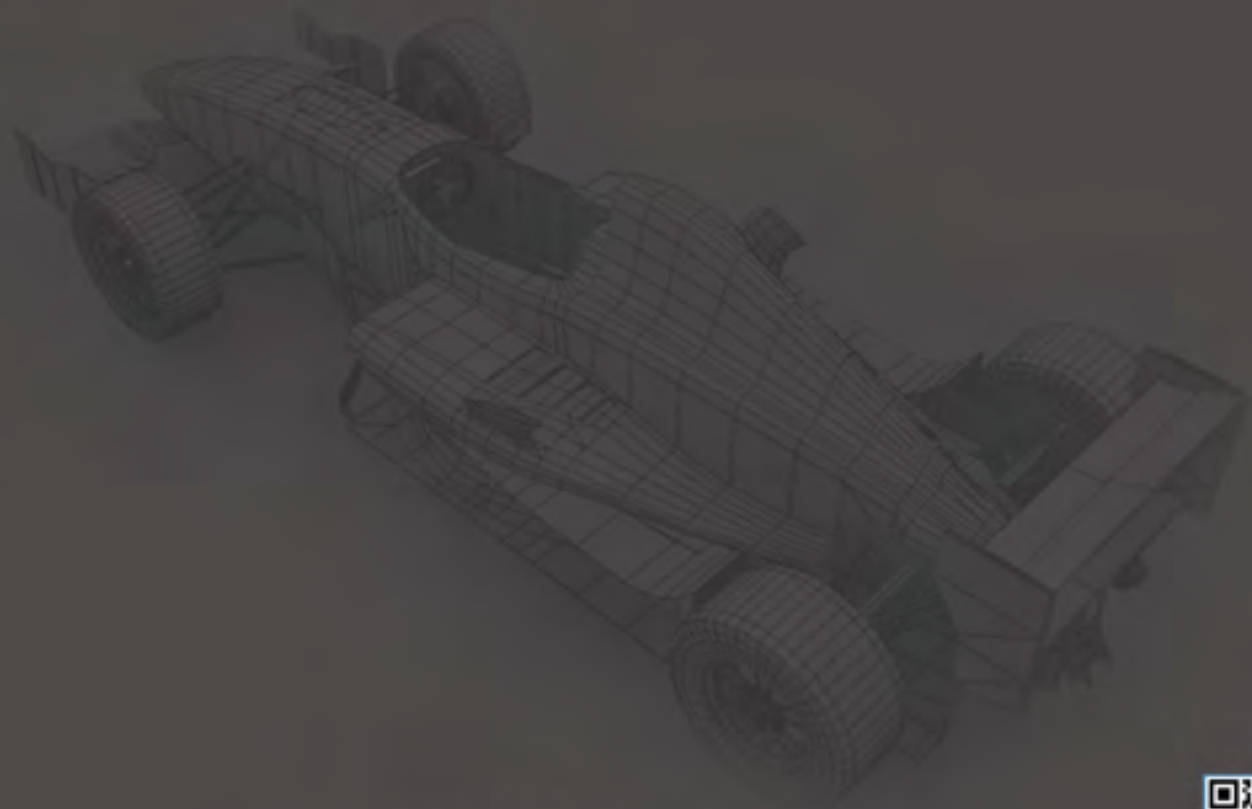
T: +852 9546 4139

Support

Phil Swift

E: [info@thomasswift.net](mailto:info@thomasswift.net)

T: +852 6681 5365



[WWW.THOMASSWIFT.NET](http://WWW.THOMASSWIFT.NET)

