

SpotterGuides.com

by Andy Blackmore Design

# YOUR BRAND DIRECTLY IN THE HANDS OF YOUR CUSTOMERS... RACE FANS

The ultimate resource for race fans across the globe.

SpotterGuides.com is the #1 resource of motorsport fan guides online. Created by livery and vehicle designer, Andy Blackmore.

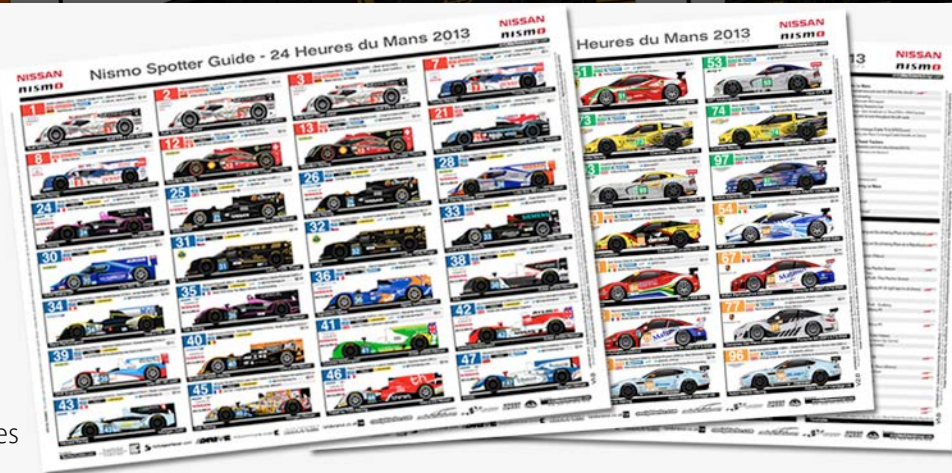
'Spotter Guides' are free downloads which assists fans to understand the drivers and teams in a race at the circuit or watching at home. The download is available as JPEG and/or PDF File and can also be used on mobile devices without the need of an app or additional download.

There were over **91,000** unique downloads of the 2013 24Hour Le Mans Spotter Guide!

While these are a fan favourite, the motorsport industry also use the guides extensively. The majority of the Le Mans commentary teams from around the world use the guide as do many corner-workers, mechanics, race engineers, photographers, team and series personnel.

Partnering with a Spotter Guide ensures your brand is in the hands of thousands of race fans, your core audience. There are a number of marketing opportunities such as Posters, Hero Cards, magazine supplements as well as specific marquee guides. Every SpotterGuide is created in vector format, can be updated (digital version) up to the main event and is also ready for professional printing.

In this digital 24/7 age, this is the perfect platform to ensure your brand gets noticed by motorsport fans and the industry while in turn helping to educate fans old and new about our fantastic sport.



*Andy Blackmore's Spotter Guide graphics are the best we've ever seen – the benchmark by which all others are measured. We utilize his detailed car illustrations for our fan-focused materials and they have become "must-have" content in printed form for our fans at the track and digitally for those visiting our website.*

*With four classes and 60+ cars it is a challenge to stay current. Andy's ability to illustrate them in up-to-the-minute accurate detail makes it much easier for our fans – and our staff – to keep track of the cars and corporate partners of the TUDOR United SportsCar Championship.*

**Scott Atherton**, President and COO, IMSA

## Facts and Figures

**570,000** views of SpotterGuides.com website during 2013

+ Guides were also hosted on partner websites

**190,000** views of SpotterGuides.com website during 1st quarter of 2014

**125,000** downloads of the 2013 WEC Spotter Guides

**91,000** downloads of the 2013 Le Mans Spotter Guides

15% increase on 2012 figures

**47,000** downloads of the 2013 American Le Mans Series Spotter Guides

+ Unknown number of Downloads on Official Series site and Leaflets available at the circuit

**15,000** downloads of the new 2014 IMSA Viewing Guide for Rolex 24 in January

**15,000** copies printed of each IMSA Viewing Guide for each of the 13 races

**25,000** downloads on the Saturday of 2013 24Hrs of Le Mans

**108** car illustrations are featured in the 2014 IMSA Viewing Guide for Rolex 24

**Every** commentary team at 2013 Le Mans used SpotterGuides.com

## Partners and Supporters

The following companies have supported SpotterGuides.com in the past with sponsorship significant media exposure, or commissions based off SpotterGuide artwork



"SpotterGuides.com have established themselves as an indispensable aid to my team in the press room, covering complex races live on the web, at times attempting to correctly identify a car in poor weather conditions and/or darkness.

Beyond that though they are used in a similar way by all of the major broadcasters and by the competing teams themselves. And that's before we get onto the fans who use them in their tens of thousands. You will not walk into a broadcast booth without finding Andy's work taped to the windows, or in an information pack on the desk - You'll find them on camera towers, and in the team's 'prat-perches' on the pit wall. Think about that for a moment - a brand like Audi, fiercely defensive of their image, happy to fix a Spotter Guide to the wall of their mission control featuring the branding of a rival - I know of no other instance where this is so!

The quality is extraordinary, the timeframes within which they are produced is mesmerising - utterly professional"

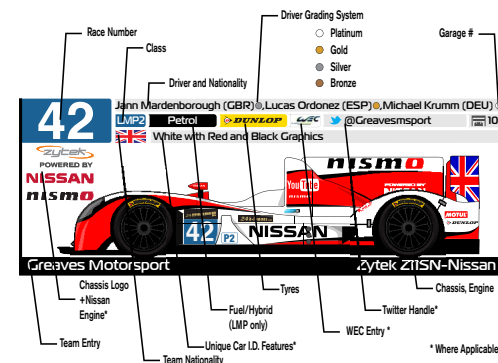
Graham Goodwin, Editor DailySportscar.com, TV Commentator - FIA World Endurance Championship



## Guide Appearance

Each guide is designed to match the needs of the series, fan and partner. Different series require different information to the end user. Guides can be updated race by race or have occasional updates throughout the calendar season.

The header and fonts for the guide can be styled in accordance with your Corporate Identity so this becomes YOUR product.



## Full Vector Illustration



Produced in vector format, these fully illustrated guides give a consistent clean look which print well at home or on a professional printer.

Detailed illustrations allow cars to be shown before cars are even built and can be updated easily as liveries and teams change.

## Photo based Guide



Occasionally due to large entry lists or uncertain liveries, a photo based guide can be produced. The 2013 Dubai 24 Hour Guide was produced in two days on-site with photos due to lack of reference and unconfirmed liveries prior to the event.

## Unique Designs and Comissions



Each guide can be fully customised to the needs of the client. In this case, IMSA commissioned artwork for a full 16 page printed guide (15000 copies per race) which is available at the circuit and as a free PDF download.

Guides can also be fully integrated into race programmes.

More examples later in this document.

## Clean look



This style has minimal information and can also be used as promotional tools such as hand-outs, hero cards or single marquee guides such as the Porsche Petit Le Mans design.

These are most suitable for season-long guides. These can also form the basis of Desktop Wallpapers, Art Prints & Posters.

*"Andy's Spotter Guides have become an absolute necessity for fans, teams and members of the media. Densely-packed information and his artistic flair come together in the perfect package. His work has become an expected part of the road racing landscape--to the point where it's painfully frustrating to cover an event where his Spotter Guides are not available for the series."*

*Marshall Pruett, Sports car and INDYCAR Reporter, Photographer at Racer Magazine.*

## Typical Partnership Options

Title and Associate Partnerships are available for most standard Spotter Guides including the 2014 Le Mans 24 Hours. With a fully commissioned guide you have the option of omitting the footer branding which normally shows supporting media outlets and any associate sponsors.

Sponsorship is required to part-cover the costs of producing a guide which can be in excess of 60hours (80 for Le Mans) + updates for each race.

### Title Partnerships

- Title header designed or supplied by client. Fonts and colouration can also be aligned to corporate identity & brand messaging.
- **Full rights** to reproduce the guide as free Poster, Hero Card or VIP gift.
- **Full rights** to host and promote the guide as required in addition to being hosted at SpotterGuides.com
- Option to pick out supported cars with additional logo placement or colouration change
- **At no extra cost**, I can also provide a OEM/ supplier only Hero Card or Desktop Wallplanner (LM only) if required.
- Branding and Promotion on SpotterGuides.com & social media channels.

Please contact Andy directly ([andy@andyblackmoredesign.com](mailto:andy@andyblackmoredesign.com)) for costs and options tailored to your needs and requirements.



### Associate Partnerships

- Branding in footer area, shared with media and other Associate partners.
- Full rights to host and promote the guide as required in addition to being hosted at SpotterGuides.com
- Option to pick out supported cars with additional logo placement or colouration change #
- Branding and Promotion on SpotterGuides.com & social media channels.

*"Andy's guides have become a must-have for any major motorsports event. The amount of information packed into each Spotter Guide has not only been instrumental in helping fans follow the action, but also for journalists and other industry experts needing an accurate, up-to-date trackside resource."*

*John Dagys, Editor, Sportscar365.com. Sports Car Racing Reporter, FOXSports.com*

*"We've used Andy's Spotter Guides for years in our television broadcasts here in the USA, and I can't imagine what we'd do without them. In addition to being a valuable tool in coverage, the colourful pages become useful archival material for future reference, and they make great souvenirs."*

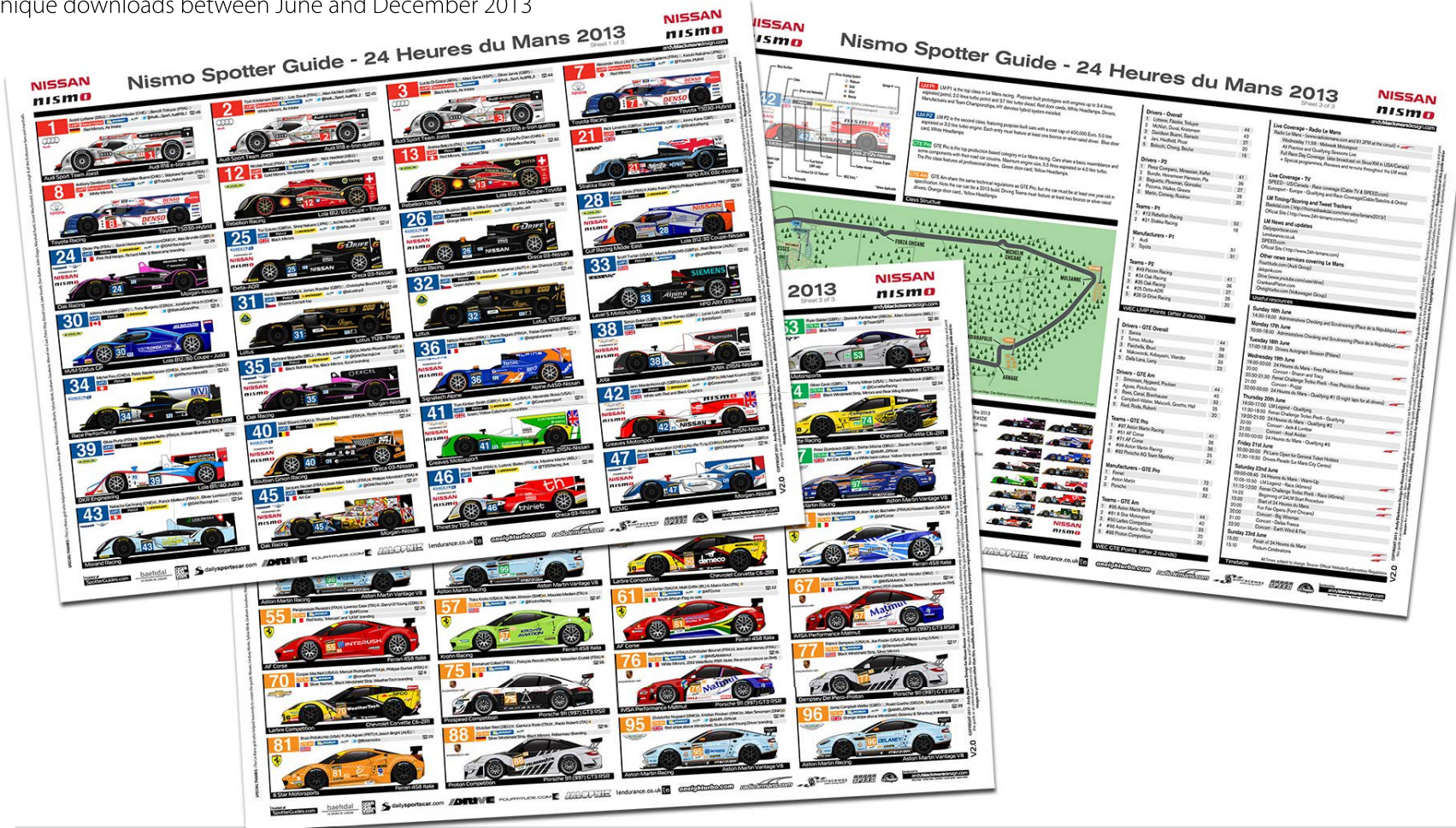
*Bob Varsha, Fox Sports (US) Lead Commentator -TUDOR, CTSCC and Le Mans*



## 2013 Le Mans Spotter Guide

As an example, the 2013 Le Mans guide was spread over three pages, the first two showed the 56 entries while the new third page carried important race information such as Timetable, Points and circuit guide. There is also provision for a partner feature if required.

The guide was produced as a 3 page A3 PDF (below) or a 4 Page PDF guide which is more suitable for home printing and mobile devices. Over 91000 unique downloads between June and December 2013



"Andy Blackmore's Spotter Guides are a vital tool for anyone attending an event in a professional or fan capacity. The clear guides enable us to confirm cars and drivers at the track or post race when processing images. The guides are a popular resource in the press room, in the pits and in the grandstands.

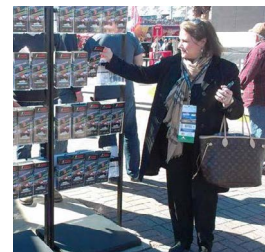
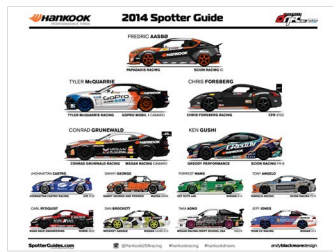
Any sponsorship of the guides will ensure significant exposure at the track or at home to a passionate motorsport fan-base and industry."

John Brooks, Sportscar Photographer, John Brooks Photo. Press and PR Manager for Greaves Motorsport



## How a partner can maximise exposure with the SpotterGuides series.

In addition to the regular Spotter Guides, the art assets can be used in a variety of ways, making your investment more cost-effective. Here are a few examples.



"At Le Mans I believe every team up and down pit lane has one of Andy Blackmore's Spotters Guides in the pit lane stand and in the race strategy control room in the garage. Its not a luxury, its mandatory to run the race effectively.

Each event, there are new cars and new special one-off liveries. the Spotter Guides allows us at Level 5 Motorsports to know what the driver line ups are, and the drivers rank - very important in the LMP2 class. Using the guide we can quickly relay information to our driver about a car by its number, or its paint scheme.

Our hospitality people use the guide as a cornerstone in the material given to the many guests and corporate clients the team entertains each year. Its all they really need to know about to enjoy the racing."

Jeff Braun, Chief Engineer & Strategist, Level 5 Racing



## Further Spotter Guides exposure

Spotter Guides are not just used by fans. Many members of the motorsport industry including Commentators and Marshals use the guides to make their job easier and more efficient. As a partner, they will be looking directly at your branding! Here are a few examples.



*"Andy Blackmore's Spotter Guides are absolutely essential. Whether as a TV commentator, or as a fan viewing from trackside, grandstand or couch, they are as vital to following a race as a good view of the action!"*

*Brilliantly simple to use, Spotters Guides have instantly become such a critical viewing accessory that it's now almost impossible to remember how we coped without them...*

*I urge every racing series to employ Andy to provide Spotters Guides - your fans will thank you for it..."*

**Martin Haven**, Eurosport & Radio Le Mans Commentator.



## Andy Blackmore Design



With over 20 years experience in the real and virtual world, 'Andy Blackmore Design' offers a full range of Creative Services for the Automotive and Motorsport Industry, with a range of exciting Livery design, After-market and Racecar Vehicle Styling and builds, Team Identity, Clothing, Marketing aids, Sponsorship documents and Hero Cards to ensure your team and brand stand out against the opposition.

Originally trained as an Automotive Stylist, I developed my skills with leading companies including the McLaren Group, Yamaha and Electronic Arts.

In the world of Product Design and Vehicle Styling I was responsible for the initial concepts of the unique McLaren 2 seater F1 car, Pit Crew Helmets and more recently show-cars including the Ford Mustang RTR-X. I have also designed hundreds of bodykits for race teams and for the Need for Speed video game franchise. I have been fortunate to have worked with many top teams in motorsport around the world.

My livery designs have been featured on cars as diverse as Formula 1 to Formula Drift, Local Rallying to the top step of the Podium at the 24 hours of Le Mans

2014 has started exceptionally well. I have four cars in the Tudor United SportsCar Championship, five in the Continental Tires SportsCar Challenge, four in the Pirelli World Challenge, one in FIA World Endurance Championship and a further four cars in Formula Drift.

I am based near Vancouver, Canada with his wife and daughter. The city is one of the main travel hubs for North America and with Seattle a couple of hours away am ideally placed for North American teams. With the digital age, I work remotely and can be on-call as and when you need me.

Please drop me a line if you want to stand out on the grid!



"Andy's Spotter Guides are an incredible help. So many times fans will ask what a client's car or helmet looks like, and it is so convenient for my own business to send them a link to Andy's guides. He pays incredible attention to detail and puts great care into each product he creates. His pride in his creations has earned him a strong following and he has established himself as the standard for spotter guides."

Kelly Brouillet, KBr Communications (PR Agency for teams and drivers in North American Motorsport).



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## Thank you for your time.

Please do not hesitate to contact me if I can be of any further assistance. All Spotter Guides can be tailored to your requirements.

email [andy@andyblackmoredesign.com](mailto:andy@andyblackmoredesign.com)

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*"Check out any marshals' post at pro races from Sebring to Long Beach to Le Mans, and you'll see one (or more) of Andy's spotters' guides -- taped to barriers, sticking out of overall pockets or under plastic in the corner binder. They're an indispensable part of any marshal's pre-race prep, and weekend kit. Thank you, Andy!"*

*Keke M, Senior Marshal in North America, attends all forms of US motorsport + Le Mans*

*"Andy's Spotter Guides are really useful trackside, whether in the hands of spectators or marshals and race officials. As a marshal, it helps with making immediate identification of cars and drivers so much easier."*

*Steve Tarrant, British based marshal who has attended events worldwide.*