

2020 Partnership Proposal

# Steven Dailly

Nankang Tyre BMW Compact Cup  
Defending Triple Champion



steven\_dailly\_racing



Steven Dailly Racing

"COMING TOGETHER IS A BEGINNING.  
KEEPING TOGETHER IS PROGRESS.  
WORKING TOGETHER IS SUCCESS" -  
**HENRY FORD**



## A MESSAGE FROM **STEVEN**

A heartfelt thank you for taking the time to talk to me and to learn a little more about this wild ride that I've enjoyed so much success in to date. I really do believe there is a great opportunity for us to form a long-term partnership that benefits us in a number of ways.

I'm excited for the year ahead - earlier on this month I announced my return to the Nankang Tyres BMW Compact Cup in the hopes of regaining my National Title for a fourth time in a row. One more championship would break any records set by anyone within the series and set a standard that may never be seen in the BMW Compact cup for years to come if ever. We have recently completed all our pre-season testing and the car is ready to go for March 23rd which will be the first round of the season at Silverstone.

It's been an incredible journey, from winning karting championships at a very young age and progressing through the ranks to then become an SMRC Recognised Rising Star in 2014. I finished 2nd place in the Scottish Championship in my rookie year of car racing. I then went on to win the Scottish Championship in 2015 undefeated with a record of 15/15 wins securing me the BMRC Champion of Champions Award.

"I'm so ready for this season - this is the one that matters the most to me. A chance to raise the bar, to go above and beyond and define a legacy." - Steven Dailly

BRSCC National BMW Compact Cup  
**Champion 2017/2018/2019**

Moving on to the BMW National Championship in 2016, I went on to finish 3rd place in my first attempt at racing among some of the best drivers in the UK. This was followed by an unprecedented run of three consecutive National Championship wins in 2017, 2018 and then 2019.



I also ranked 3rd place in the National Driver Ranking in 2018 and ranked Runner Up for Driver Of The Year in the Autosport Magazine 2019. This season is shaping up to be a record-breaking year.

**The question is: will you help me smash those records?**



# BMW E36 318Ti Compact

## The Car



Engine: BMW M44 1900cc 16v w/ unique Superchips ECU remap  
Roll Cage: Safety Devices B034 multi-point bolt-in  
Suspension: GAZ Gold adjustable coil-overs & control springs  
Tyres: Nankang N2SR 195/50 R15 86W  
Minimum Weight: 1150kg

# The Championship

## Nankang Tyre BMW Compact Cup

One of the most stable and popular championships in UK club motorsport, the BMW Compact Cup is dubbed one of the success stories of recent times in the British circuit racing scene.

Cars are based on the BMW E36 318Ti Compact 3-door, with mandated key mechanical aspects such as ECUs, tyres, suspension and roll cages; all aspects of both technical and engine regulations are tightly monitored and policed to ensure parity of performance.

Regular grids of 40+ cars throughout the season leading to true door-to-door racing from start to finish; impressive driver retention rate with many staying for several years, and always finding someone to race with no matter the level of driving skills or race experience.

Cars can lap quicker than expected at most UK circuits despite lower horsepower levels and can hold their own against much more powerful machinery; a club racer that's truly a challenge to master!

**1 & 2 - SILVERSTONE INTERNATIONAL (SUN)**

**3 & 4 - SNETTERTON (SUN)**

**5, 6 & 7 - ANGLESEY**

**8 & 9 - BRANDS HATCH INDY (SUN)**

**10 & 11 - OULTON PARK**

**12, 13 & 14 - THRUXTON**

**15 & 16 - DONINGTON PARK (SUN)**

**21 Mar 2020 - 22 Mar 2020 Silverstone International**

**02 May 2020 - 03 May 2020 Snetterton 300**

**23 May 2020 - 24 May 2020 Anglesey Coastal**

**20 Jun 2020 - 21 Jun 2020 Brands Hatch Indy**

**18 Jul 2020 - 18 Jul 2020 Oulton Park International**

**22 Aug 2020 - 23 Aug 2020 Thruxton**

**17 Oct 2020 - 18 Oct 2020 Donington Park National**



[brscc.co.uk/brscc-tv/](http://brscc.co.uk/brscc-tv/)

# Working Together

This is the perfect year to be involved with my story as I aim to win my fourth consecutive title in the Nankang Tyre BMW Compact Cup. Unlike others, we don't print a price list of what's on offer because we want our relationship to be bespoke and tailored to your brand's requirements.

I welcome all levels of support and can offer a wide range of benefits in return which will grow as our list of partners grow.

## The Price Of Success...

Chmpshp. Registration (inc. BRSCC Racing Membership):	£250
Race Entries (7 meetings/14 races):	approx. £2,275
Tyres (1 set per meeting):	approx. £1,700
Consumables (oil, brake pads etc):	approx. £1,200
Fuel (races and travel):	approx. £1,000

**“Racecars don’t run on gas,  
they run on cash...” - Leo Parente**





Business thrives on partnerships, and that's where I can bring you value. I have a lot to offer in return both as a team and as a driver.

Below are some examples of how working together could benefit you.



## Marketing and Cross-Promotion

I have active social media accounts, able to deliver business messages to new audiences and support existing ones.

Brand advocacy and ambassadorship is another area where I can deliver, becoming a voice for your brand in the world of motorsport.

**I strongly believe in the principle that people buy people.**

## Thrilling Experiences

Want to feel what it's like to be thrown around a race track at blistering speed? I can take you and your clients out, and offer passenger laps and thrill rides as part of our packages.

I can offer you complimentary entry into selected motorsport events, as well as VIP Hospitality during our race events.

## Incredible Value For Money

Motorsport goes hand in hand with branding and marketing, and for our team the branding goes far beyond a simple sticker on our car. I will provide you with services and experiences that are priceless.

After all - **you're one of the most important members of the team!**

**Join me today, and be part of the story.**



# Join The Story

WOULD YOUR BUSINESS LIKE TO  
BE PART OF MY SUCCESS IN MY  
BIGGEST SEASON SO FAR?

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