

# *Sponsoring Factsheet*

# Yannik Brandt

## Racing Profile



### Who I am

- Yannik Brandt, 16 years old
- Citizenship of Switzerland and Germany
- Born in Brussels / Belgium
- Student, International School in Zurich, grade 11
- bilingual, German and English
- 2012: I started karting
- 2014: Swiss Champion in the category Rotax Junior, member of the Swiss Team in the Rotax World Final in Valencia / Spain
- 2015: Swiss vice champion in the category Rotax DD2
- 2016: participation in ADAC Formula 4 championship with Lechner Racing
- 2017: participation in the AUDI TT CUP



### What do I stand for?

1. I never give up!
2. I give absolute priority to my aim, which I pursue consistently, professional racing
3. I am extremely disciplined and focused
4. I am a team player
5. I count on my family

### What do I aim at?

- To continue my way into GT racing
- International baccalaureate in 1 year

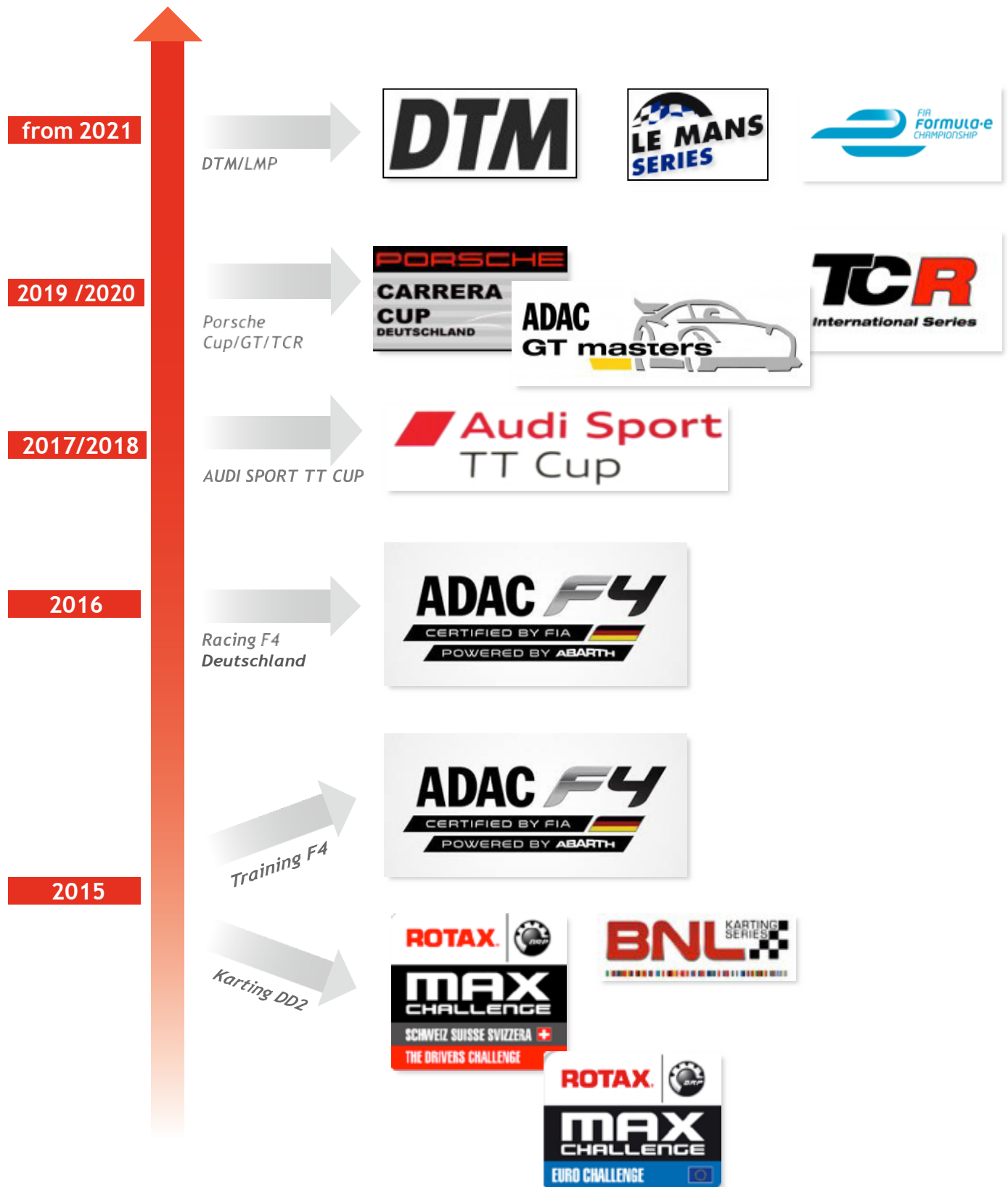
### Good to know

- In 2017 I will compete in the AUDI SPORT TT CUP
- Receiving a good education in the touring car in order to later pursue the GT/DTM series or LMP series
- [www.yannik-brandt.com](http://www.yannik-brandt.com)
- [www.facebook.com/ybrandt1](https://www.facebook.com/ybrandt1)



# Yannik Brandt

## My path in motorsport



## **Yannik's future as a *race driver***

### **Season 2017**

- Yannik will compete in the Audi Sport TT Cup which is part of the DTM (Deutsche Tourenwagen Masters)

The races are planned on the following tracks:

Hockenheim (2x), Nürburgring (2x), Norisring, Circuit Park Zandvoort (NL), Red Bull Ring (A)

- Yannik will participate in the Audi Sport TT Cup as one of 16 chosen junior drivers. More than 100 people applied for the scouting, which was conducted under the patronage of Philipp Mondelaers, Marco Werner and Markus Winkelhock

### **The Racing Car – Audi Sport TT Cup**

- Engine: 2.0 FTSI in-line 4-cylinder engine, turbo charged
- Engine capacity: 1,984 ccm
- Power: 228 kW (310PS) / 250 kW (340 PS) with push-to-pass function
- Engine torque: > 400 Nm with 1.600 to 3.400 rpm
- Front wheel drive with traction control
- Pedal shift with 6 gears
- weight: 1,125 kg

### **Opportunities and Prospects**

- Yannik gained a lot of experience by testing in a formula 4 car in 2015 and participating in all races in the German championship in 2016. This gives him a superb base as a newcomer in the touring cars. He has learnt how to cooperate efficiently with his engineer and his mechanic during the race weekends and he is now ready to apply that knowledge in the Audi Sport TT Cup
- Yannik has gained driving experience on most of the racetracks during his Formula 4 season, whereas most of the tracks are new for his competitors
- All cars are technically identical and therefore the drivers can reveal their driving skills

### **Objectives**

- 2017: top 3 within the Audi Sport TT Cup rookie standings
- 2018: top 3 within the Audi Sport TT Cup standings
- 2019: Porsche Carrera Cup
- 2020: Porsche Super Cup or DTM

## **Benefits to the Sponsor**

### **Media presence**

- TV: highlights on TV channels Sport1 and n-tv, in total 69 channels in 171 countries with more than 500 hours international broadcast time
- Live stream: all races live under [www.audi-motorsport.com](http://www.audi-motorsport.com)
- Facebook: more than 7 mill. followers on Audi Sport page
- Print Media: race and background reports in various race magazines
- Spectators: more than 700,000 spectators at the race circuits during the 7 race weekends
- Media attention through famous guest drivers (Luca di Grassi, Scott Speed, Marcel Hirscher – to name just a few)

### **Image**

- Image transfer of the sponsor via the athlete Yannik
- Yannik as a brand ambassador
- Yannik in a role model e.g. for trainees

### **Sponsor Visibility**

- Presentation of the Sponsor's name and logo on Yannik's racing car
- Presentation of the Sponsor's name and logo on Yannik's overall or helmet
- Sponsor billboards during the race weekends

### **Sponsor Announcement**

- Sponsor's presence on Yannik's homepage ([www.yannik-brandt.com](http://www.yannik-brandt.com))
- Advertising for the sponsor during TV-Interviews and award ceremony
- Yannik's participation at corporate events of the sponsor

### **Hospitality and Promotional activities**

- Invitation of the sponsor's employees and customers to racing events, including paddock visits
- Audi is offering and organizing excellent hospitality events during the DTM weekends
- "meet and greet" events with the driver
- Welcome, Apéro or VIP hosting events (e.g. at Red Bull Ring, Austria)
- Yannik's attendance at customer events

# Facts



## Sponsoring categories and Rewards

Detailed rewards and benefits will be determined individually together with the sponsors.

### Visibility of the sponsor's logo

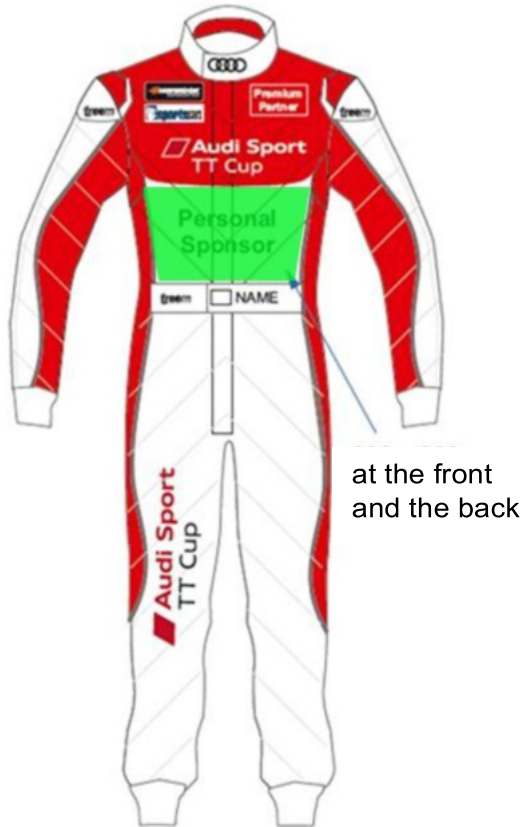
1. On the racing car



# Facts

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2. On the overall



3. On the helmet

