



Introduction Pack

Introduction to Rapid Management

Who we are & What we do

"The first time I fired up a car, felt the engine shudder and the wheel come to life in my hands, I was hooked. It was a feeling I can't describe. I still get it every time I get into a race car." – Mario Andretti

Contents

"I am a non discriminating driver. I want to kick everybody's ass" - Greg Ray, IRL



About Rapid Management

Page 2

Driver Management

Page 4

Sponsorship

Page 6

PR & Marketing

Page 8

Thoughts for discussion

Page 10

Thank You

Page 12

About Rapid Management



Rapid Man – Sports Management, a company created to guide & further the careers of established & young talented racing drivers.

Rapid Man Ltd. was established to provide a unique service to the motor sport industry. Founder Justin Keen has been involved in motor racing for over 20 years, since 1988. After many years at the wheel as a top line “factory” Sports car driver Rapid Man Ltd was formally established in 2009 to provide an unequivocal service to his clients.

Justin Keen brings his business & racing expertise to Rapid Man, with his past experience of developing the growth of his own commercial property company, Brickfield Developments & KeeBee Properties, Rapid Man will continue to benefit from Keen’s tradition of excellence, quality & attention to detail.

"The track is my canvas. My car is my pencil" - Graham Hill.



Driver Management



Justin Keen's race career spanned Formula Ford, Formula Ford 2000 (USA), FPA, F3000 & Factory Sports cars. He won races at every level.

Now, he's directing his energies into developing a select number of Rapid Man drivers; offering skills in GP2, British Touring Cars, Formula 3, Sports Cars & all other professional motorsport categories.

Driver Management



It's important that drivers from the beginning of their careers understand what happens off-track makes a huge difference; an essential ingredient in creating the right opportunities to progress.

This is equally important for established drivers, to ensure that they have an exit strategy in place, for when racing is no longer an option. Correct management of a driver's brand, their education to motorsport business, marketing & PR helps secure sponsorship & builds a career off track.

Sponsorship



Once upon a time putting a sticker on a race car and watching it pass (hopefully) at speed was called sponsorship. Those days are long gone.

Sponsorship of anything is no longer driven by a personal agenda; sponsorship has to work for the sponsor. It has to achieve its objectives. Return on Objectives (ROO) comes before Return on Investment (ROI)

Key Performance Indicators need to be in place to ensure the relationship does what it's meant to from the outset & keeps everyone focused & communicating. Finding a sponsor is one challenge maintaining a positive relationship & management of that sponsor is another.

Sponsorship



Sponsors paying a fortune for a sticker and turning up at the garage, eventually after they've got lost round the race track for 3 hours. Then happily accepting a soggy sandwich and baseball cap and no further information is not an option.

Rapid Man's team includes experienced sales and marketing experts; skilled in creating powerful proposals, web-based engagement packages, ROO and ROI justification. They not only find sponsors and manage sponsors but they also translate marketing speak.

PR & Marketing



P.R. & marketing are an important part of motorsport, the correct PR & marketing ensures regardless of results you're still attractive to potential sponsors & current sponsors & fans stay engaged.

Communication is now so much more about engaging with a lifestyle, a culture, tribes & communities. The most immediate access is through emerging technologies & using these platforms along with more traditional methods to ensure success. The standard 3 press releases over a race week end is no longer enough.

Embracing social emerging technologies allows you to create your own corralled & measurable audience. This audience has an extremely high value to prospect sponsors

"Racing drivers have balls, unfortunately, none of them are crystal" - David Coulthard.



Thoughts for discussion



- PR , Marketing, Communications & Fan Club activation
- CSR – People often forget there are CSR budgets that equal and even surpass sponsorship budgets
- Understanding your Brand –
 - What is a Brand and what is a Logo?
 - Your fingerprint is your logo, it's unique. Your brand is your personality, reputation, emotional connections & how they're spoken of.
- Marketing support materials
- Sponsorship



"Finishing second means you are the first person to lose" - Gilles Villeneuve.

Thank You



Thank you for taking the time to read through this document.

Rapid Management welcomes the opportunity to discuss it's contents in more detail

Justin Keen –

jk@rapidman.co.uk

+44 (0) 1992 570 600

Deborah-Jane Thomas -

dt@rapidman.co.uk

+44 (0) 1992 570 600

"It's been a long road and it's taken a lot of hard work to get here, but this has made it all worthwhile. When you work for something so hard for so long, you wonder if it's going to be worth all of the anticipation. Believe me, it certainly was."
– Alan Kulwicki after his first victory



