



RAPID MANAGEMENT

introduction pack



“ 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

- 3** About Rapid Management
- 5** Driver Management
- 8** Sponsorship

- 11** PR & Marketing
- 13** Thoughts for Discussion
- 14** Contact Us

RAPID MAN SPORTS MANAGEMENT



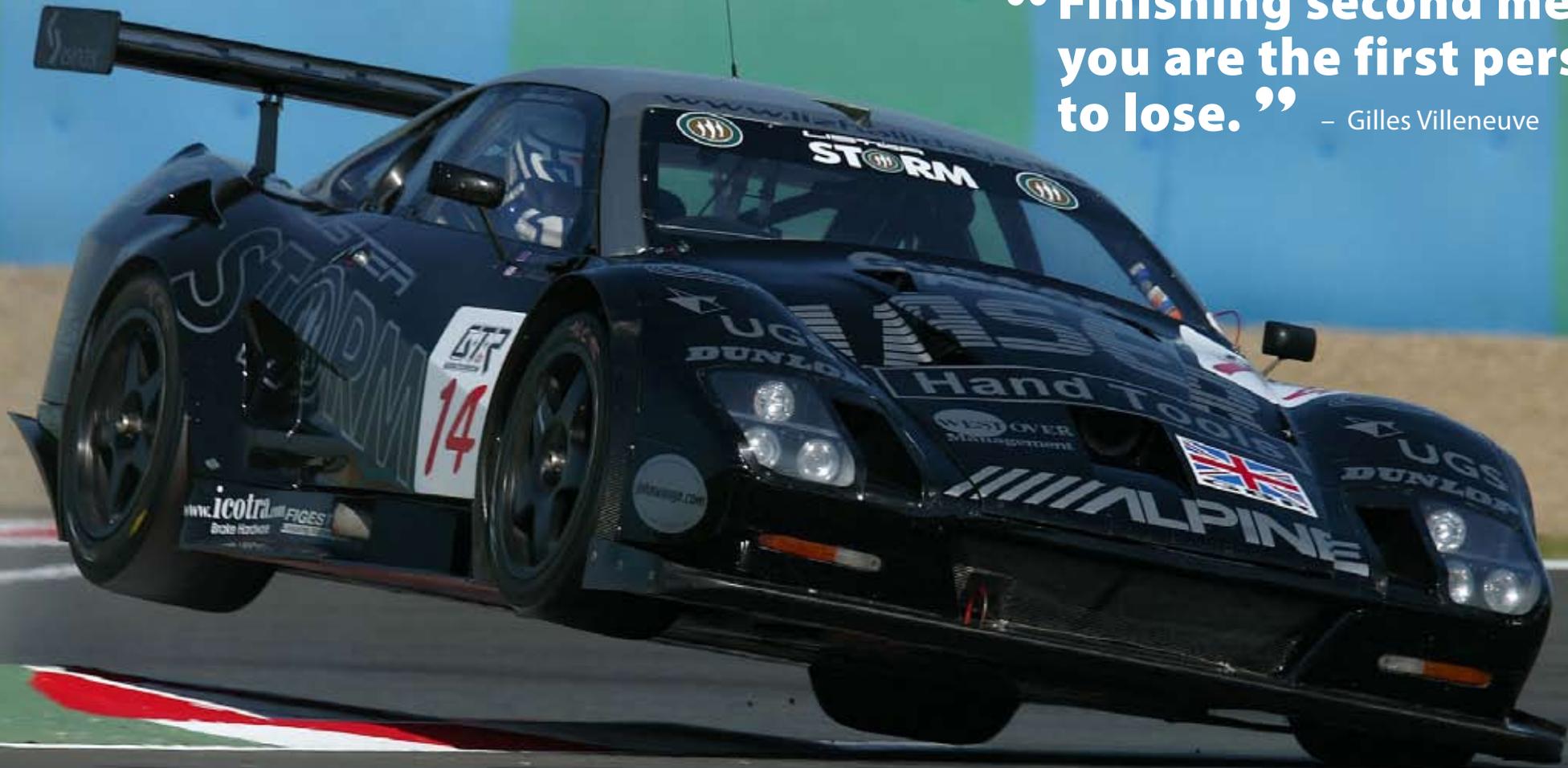
A company created to guide and further the careers of talented new and established racing drivers. Rapid Man exists to provide a unique service to the motorsport industry.

Founder Justin Keen has been involved in motor racing since 1988. After many years at the wheel as a top line factory Sports Car driver, Justin formed Rapid Man Ltd in 2009 to provide an unequalled service to drivers and clients. Justin brings both business and racing expertise to Rapid Man.

With his past experience in developing and growing his own commercial property companies, Brickfield Developments and KeeBeeProperties, Rapid Man will continue to benefit from Keen's traditions of excellence, quality and attention to detail.



**“Finishing second means
you are the first person
to lose.”** – Gilles Villeneuve



DRIVER MANAGEMENT

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

Now Justin is directing his energies into developing a select number of Rapid Man drivers; offering skills in GP2, British Touring Cars, Formula 3, Sports Cars and 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 and PR helps secure sponsorship and builds a career off-track.



“ If everything seems under control, you’re just not going fast enough.”

– Mario Andretti



SPONSORSHIP

Once upon a time putting a sticker on a race car and watching it pass, hopefully, at speed was called sponsorship. Thankfully, 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.

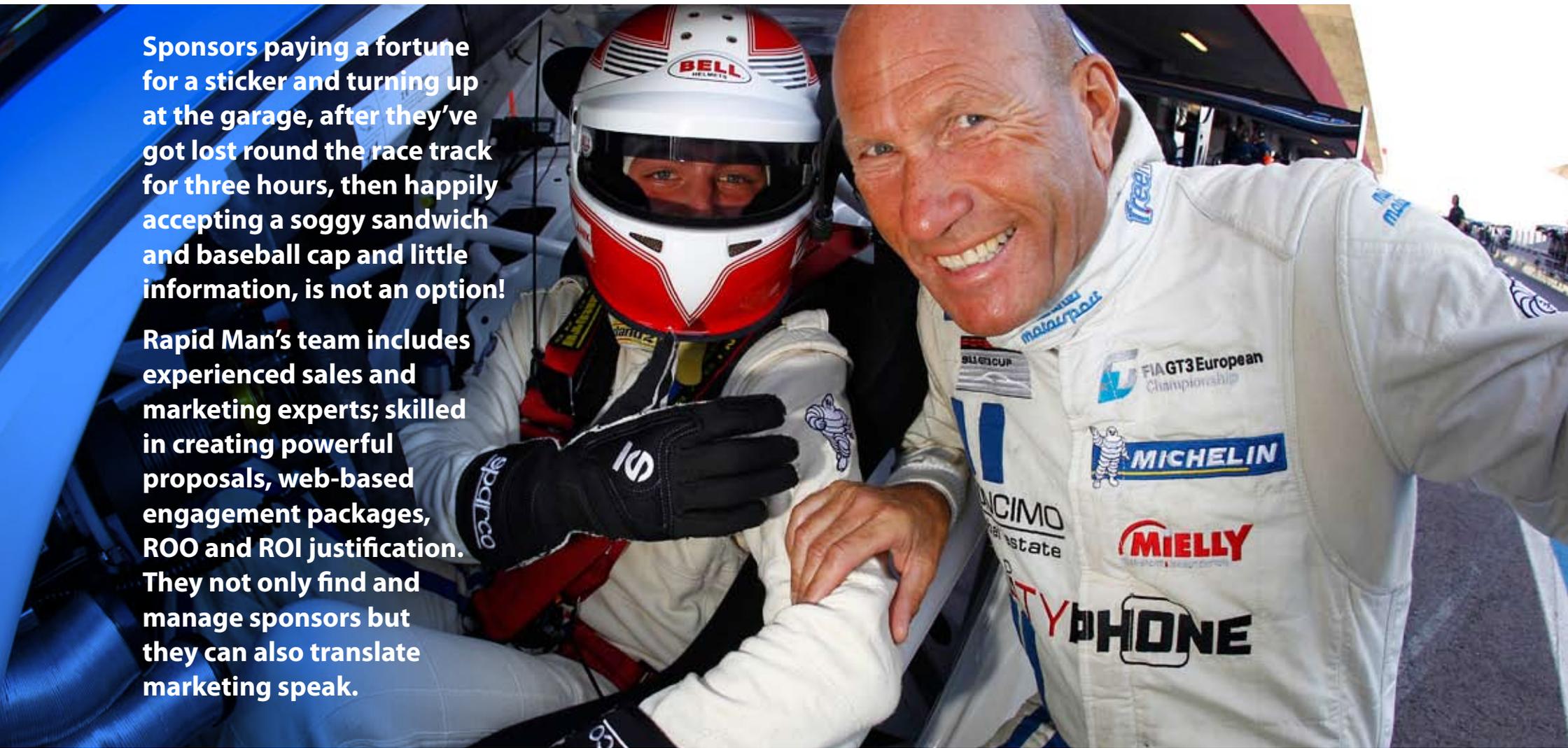
Return on Objectives (ROO) comes before Return on Investment (ROI). Key Performance Indicators need to be in place to ensure the relationship does what it's meant to from the outset and keeps everyone focused and communicating. Finding a sponsor is one challenge – maintaining a positive relationship and management of that sponsor is another.

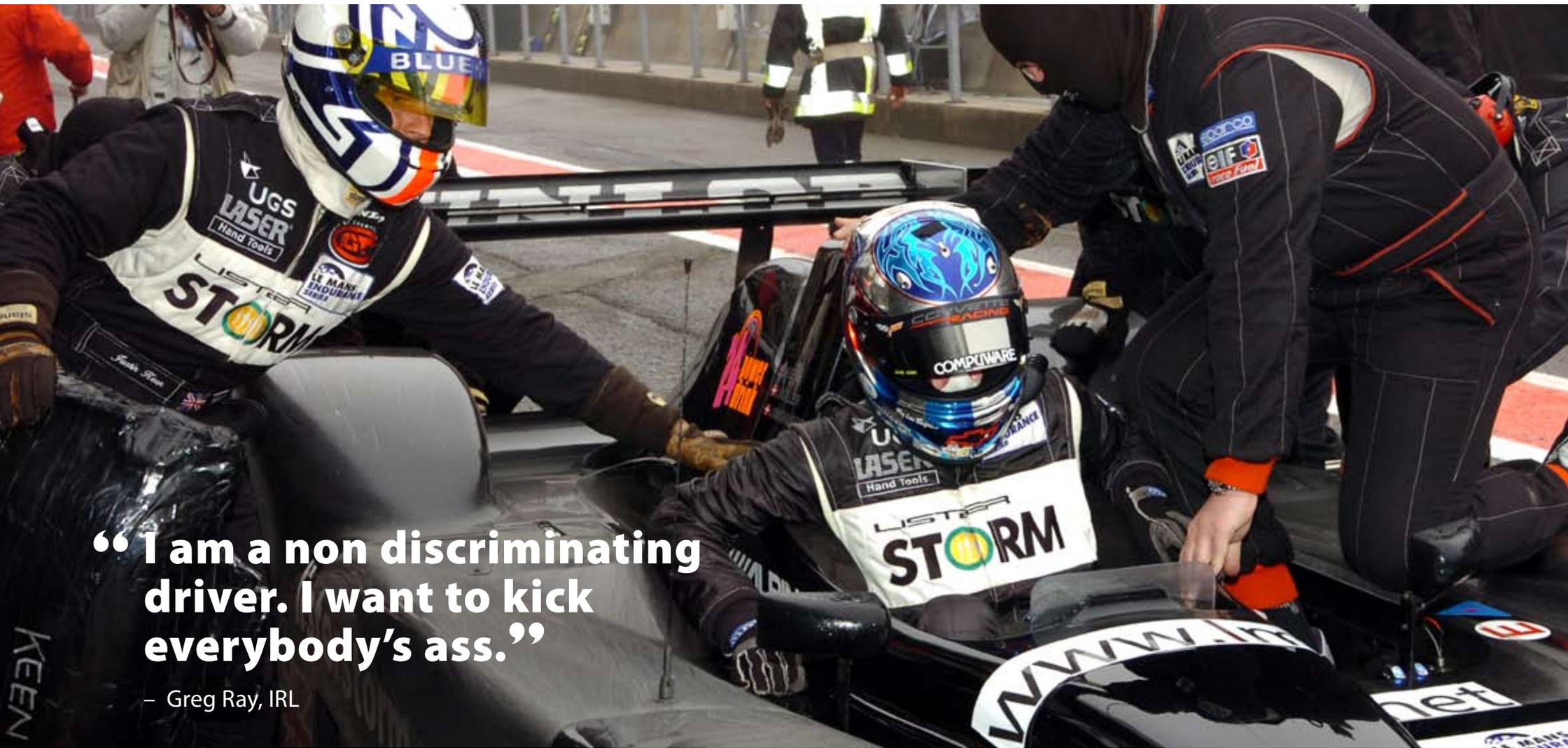


SPONSORSHIP

Sponsors paying a fortune for a sticker and turning up at the garage, after they've got lost round the race track for three hours, then happily accepting a soggy sandwich and baseball cap and little 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 and manage sponsors but they can also translate marketing speak.





“I am a non discriminating driver. I want to kick everybody’s ass.”

– Greg Ray, IRL

PR & MARKETING

PR & Marketing are an important part of motorsport. The best PR & Marketing ensures, regardless of results, you're still attractive to potential and current sponsors, and fans stay engaged. Communication is now so much more about engaging with a lifestyle, a culture, tribes and communities.

The most immediate access is through emerging technologies and using these platforms, along with more traditional methods, to ensure success.

The standard three press releases over a race weekend is no longer enough. Embracing social emerging technologies allows you to create your own corralled and measurable audience. And this audience has an extremely high value to prospective sponsors.



**“ Racing drivers have balls –
unfortunately none of them
are crystal.”**

– David Coulthard



THOUGHTS FOR DISCUSSION

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



CONTACT US

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

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

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“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

