

# RALLY CROSS

*Officially  
speaking Rallycross is a speed event  
taking place on a permanent track  
with a mixture of sealed and unsealed surfaces*

*Unofficially  
Rallycross is the wild child of motor sport  
the liaison between circuit racing and rallying  
a place where it is kosher to use the curbs and grass  
where sideways is good and fun is top of the agenda*



## SUPPORT THE BEST

# MAD MARK

## 4 Times Champion

*In only his second season in division 1, 'Mad Mark' Watson claimed the British Rallycross Open Championship. 2007 saw mark claim the title and in 2008 he continued his success adding the English masters crown as well. In 2008 he continued his form with 6 wins and a 2nd out of 7 rounds and stamped his name on the British Rallycross Open title with a round to spare. 2009 he continued his winning ways narrowly missing out on the Irish championship but gaining The Northern Ireland Open Championship. 2010 he continued his impressive form winning the Ulster Masters and crowned The Open Rallycross Champion once again. A top 5 finish in the MSA British Rallycross Championship meant he was still as quick as ever.*

*Marks achievements and pace of 2007 were noted as he was voted by members of the rallycross trust the Division 1 driver of the year.*

*Featuring frequently on local news and interest programs 2008 saw Mark's car being featured on prime time TV program 'Fifth Gear' with presenter 'Tiff Needell' behind the wheel completing one the programs popular challenges. The xsara is wanted to return to do another challenge.*

*His name 'Mad Mark' applies not only to Mark's focused and driven approach to his sport, but also from his long time career as DJ and presenter for local radio. His ease both behind the microphone and in front of the camera makes him a firm favourite with event promoters who regularly line him up press interviews, personal appearances and show days. He will often be heard over the PA system at events and on motor sport programs promoting the team and sponsors. He also takes time to talk with the public and hand out signed, branded merchandise in the paddock because of this he has become a firm favourite with many fans all over Europe.*



# WHY SHOULD YOU ?

- *Unique car in looks and unrivaled in performance*
- *A 4 times British Rallycross champion*
- *Former Northern Ireland Rallycross Champion*
- *Many TV appearances in the UK on varied programs inc. Fifth gear*
- *Good following and loyal and well supported fan base*
- *Large social network presence*
- *Citroën Xsara WRC 500 BHP Super Car which is distinctive in its pink paintwork*
- *Media presence regularly in magazines and newspapers*
- *Significant media attention at all rounds with our promotion girls and unique promotion hand our material*
- *Sponsorship budgets to suit all pockets*
- *Chances for corporate hospitality and incentive schemes*



# Xsara

*Ex Citroen Rally Raid Development car*

*The team's Race Car is built for acceleration and handling. Engineered with a straight cut Sadev gearbox, 4wd transmission and computer controlled flat gear change for quick shifting. It is fitted with a 2000 cc Turbo charged engine with in excess of 500 BHP, 750 nm of torque and can accelerate from 0- 60 in an astonishing 1.9 seconds.*



*The Xsara is one of the fastest cars in Britain and the only one of its kind competing in the UK.*

*The car is a head turner with wide flared arches, sleek lines. The team colours of black and Dayglo pink have already made it the most visible and memorable car on the circuit. Many fans and spectators collect pictures and posters that the team produce as souvenirs of this striking car.*

*At race days and events Mark has a team of mechanics who check tyres, refuel, alter settings and keep the car clean for every race. They also ensure that decals are all visible and clean and that the car is presented at its best at all times.*

*As well as turning out a winning performance the team are also focusing on making sure that people notice the car, remember it, photograph it and visit the website [www.madmark.co.uk](http://www.madmark.co.uk)*

*Between races the car is maintained by Tony Bardy Motor sport of Scotch Corner. Tony is highly respected in motorsport circles running one of the top motor sport preparation companies in the UK, producing many championship winning cars over the years.*

*Alan Reed's award winning body shop maintains the body work of the Xsara running it immaculately at every race meeting.*

*In the pits spectators are encouraged to see the car first hand and meet the team, chat with the driver and pick up promotional literature. All the team have matching branded uniforms carrying the professional approach and image to and from the track and at events.*

*The car and team are taken to events in a Transporter that is livered to match the car. The Transporter carries sponsor decals on the outside and a large photo of the car on the back. It has catering facilities, a viewing gantry on the roof and an awning to keep the team and promotional material dry.*



# **PACKAGES**

## **WHAT'S IT WORTH?**

### **NAME CHECK: £1200 per season for 7 events**

- Your company logo x 4 decal stickers on the Race Car
- Your company logo x 2 decal stickers on the Transporter
- Your company logo & web links throughout the team website
- Your company logo on promotional hand outs
- Mentioned in press handouts
- Mentioned as sponsor in race programs

### **SUN VISOR: £1800 per season for 8 events**

- Your company name, logo or website address on the most prominent place on the car, the Sun Visor
- A further 2 decal stickers on race car
- Your company logo x 2 decal stickers on the Transporter
- Your company logo & web links throughout the team website
- Your company logo on promotional hand outs
- Mentioned in press handouts
- Mentioned as sponsor in race programs

### **ASSOCIATE SPONSOR: £4,800 per season for 8 events**

- Your company logo x 6 decal stickers on the Race Car, one each side
- Your company logo x 4 decal stickers on the Transporter
- Your company logo on team apparel
- Your company logo on promotional hand outs
- Your company logo on display boards
- Your company logo & web links throughout the team website
- Mentioned in press handouts
- Mentioned as sponsor in race programs
- The Race Car to be made available for display at your company base or at reasonable locations of your choice for 2 days per season. Dates to be agreed with consideration for the race and events schedule.

### **TITLE SPONSOR: £13,950 per season**

- As key sponsor, the race car and team will be named after your Company
- The unique Race Car colour scheme will be blended with your livery and colours
- Your company branding will be throughout on the Race Car
- Your company branding will be throughout on the 35 foot Transporter
- Your company logo on race suits, mechanics overalls and team clothing
- Your company logo will be featured on display boards and banners
- Your company name will be listed on the race programs as team sponsor
- Your company logo & web links throughout the team website
- Promotional material, posters and autograph cards will carry your company logo
- You will be cited as team sponsor in all press releases
- You will receive 2 tickets to any meeting
- Use of the team Transporter for corporate entertainment, hospitality and shelter
- Free room for the night of a Croft meeting at the Jersey Farm Hotel
- The Race Car and Transporter will be made available for three days promotional work at your company base or at reasonable locations of your choice. Dates to be agreed with consideration for the race and events schedule.
- The Race Car will also make appearances at exhibitions, car shows and press days on your behalf, in addition to attending race meetings.
- You will have input regarding key decisions about other sponsors and information on the team's progress and activities.

# Copy of Autograph card Given out at promo events



*be on  
the limit*



**MAD MARK**



## Tech Spec Citroen Xsara 4x4 T16



Engine	XU10, 1995 cc	Brakes	AP Brake discs 310-350
Turbo	Oreca turbo with 45 mm restrictor	Suspension	Pro-Flex
Ecu	Life management system connected to AIM dash with launch control and Flat change	Weight inc. Driver	1340 kg
Torque	700 Nm torque	Fuel	Unleaded Carless Turbo Max
Power	500bhp	Lubricants	Fuchs Silkolene
Chassis Construction	Ex rally Raid	Tyres	17" Avon Rallycross
Transmission	4-wheel drive CDX Joints	Acceleration	0-60 m/ph in 1.9 seconds
Clutch	Sachs tri-discs metal	Max Speed	135 mph
Differentials	Sadev	Engine Preparation	Tony Bardy Motorsport
Gearbox	Sadev 5-speed sequential	Body Work	Alan Reeds Bodyshop
		Graphics	William Smith
		Team Wear	L. Brador
		Driver	

MAD MARK

**2007 & 2008 BRITISH RALLYCROSS OPEN CHAMPION  
2009 NORTHERN IRELAND OPEN RALLYCROSS CHAMPION**



# MAD MARK

MOTORSPORT

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***BE PART OF A WINNING TEAM***

