

2024 SEASON

MARKETING PROSPECTUS





WELCOME TO THE UK'S TOP SINGLE-MAKE TIN-TOP CHAMPIONSHIP



THE MILLTEK SPORT CIVIC CUP ENJOYS BIG GRIDS & GREAT RACING, BUT WITH CLUBMAN ENTRY FEES AND RUNNING COSTS.

AS AN OFFICIAL FEEDER SERIES TO THE TCR UK TOURING CAR CHAMPIONSHIP, CIVIC CUP PROVIDES EXCITING ON-TRACK ENTERTAINMENT AT THE UK'S BEST RACING VENUES.

THE MILLTEK SPORT CIVIC CUP IS A MUST-SEE EVENT AT ANY RACE MEETING IT VISITS. USING THE EP3 & FN2 TYPE R MODELS, THESE CARS OFFER INCREDIBLE PERFORMANCE WITHIN TIGHTLY CONTROLLED REGULATIONS, ENSURING CLOSE RACING AT AFFORDABLE COSTS.

PROMOTIONAL BENEFITS INCLUDING LIVE STREAMING EVERY EVENT, PROFESSIONAL COMMENTARY TEAM, STRONG SOCIAL MEDIA PRESCENCE & AN EVER GROWING FAN BASE SHOWS THAT THIS CHAMPIONSHIP OFFERS BETTER VALUE FOR MONEY THAN ANY OTHER UK MOTORSPORT CHAMPIONSHIPS AT CLUB LEVEL.

WE WELCOME YOU TO THIS THRILLING CHAMPIONSHIP THAT DELIVERS A HOST OF BENEFITS AND OPPORTUNITIES FOR TEAMS, DRIVERS, SPONSORS & STAKEHOLDERS ACROSS A NUMBER OF LEVELS.

THERE IS NO BETTER TIME TO GET INVOLVED THAN RIGHT NOW.



THE 2024 MILLTEK SPORT CIVIC CUP

CALENDAR

BRANDS HATCH INDY	13-14 APRIL
SNETTERTON 300	18-19 MAY
OULTON PARK ISLAND	8 JUNE
CROFT	13-14 JULY
SILVERSTONE NATIONAL	17-18 AUGUST
THRUXTON	21-22 SEPTEMBER
SILVERSTONE INTERNATIONAL	12-13 OCTOBER

THE MILLTEK SPORT CIVIC CUP IS PART OF A DEDICATED SUPPORT PACKAGE FOR THE TCR UK TOURING CAR CHAMPIONSHIP IN 2024. THIS PACKAGE ALSO INCLUDES:

- THE BRSCC FIESTA JUNIOR CHAMPIONSHIP
- THE AIRTEC MOTORSPORT FIESTA ST240 CHAMPIONSHIP
- THE AUDI TT CUP CHAMPIONSHIP

THE 2024 MILLTEK SPORT CIVIC CUP
WILL USE TWO DAY & THREE DAY
FORMATS ACROSS ALL SEVEN EVENTS

THREE DAY FORMAT
FRIDAY TESTING TBC

SATURDAY:

QUALIFYING - 15 MINS & RACE ONE 15 MINS

SUNDAY:

RACE TWO - 15 MINS & RACE THREE - 15 MINS

TWO DAY FORMAT

SATURDAY: QUALIFYING - 15 MINS

SUNDAY:

RACE ONE - 15 MINS & RACE TWO - 15 MINS





LIVE STREAMING

LIVE STREAMING

IN 2024, SESSIONS WILL BE LIVE STREAMED, WITH THE COVERAGE BEING BROADCAST ON TCR UK'S DEDICATED YOUTUBE CHANNEL .

THESE WILL BE ALL-DAY LIVE STREAMS ON SATURDAY AND SUNDAY, AMOUNTING TO OVER 110 HOURS OF COVERAGE, INCLUDING INTERVIEWS & VARIOUS MEDIA CONTENT.

MOTORSPORT LIVE STREAMING EXPERTS, ALPHA LIVE, WILL CONTINUE TO CARRY OUT PRODUCTION AND FILMING IN 2024.

TOTAL VIEWING FIGURES FOR THE LAST THREE SEASONS SHOW AN UPWARD TREND, WHICH WILL CONTINUE IN 2024:

2021 SEASON: 19,796 TOTAL VIEWS

2022 SEASON: 23,483 TOTAL VIEWS

2023 SEASON: 202,765 TOTAL VIEWS





SOCIAL MEDIA



SOCIAL MEDIA

THE MILLTEK SPORT CIVIC CUP USES THE MOST POPULAR SOCIAL MEDIA PLATFORMS, WHERE DAILY CONTENT & PUBLIC ENGAGEMENT IS KEY TO THE GROWING PROFILE & POPULARITY OF THE CHAMPIONSHIP.

THE MILLTEK SPORT CIVIC CUP PROVIDES UPDATES ON ALL OF THE LATEST NEWS & ACTIVITIES WITHIN THE CHAMPIONSHIP ACROSS RACE WEEKENDS & THE ENTIRE SEASON.

CIVIC CUP FACEBOOK PAGE

FOLLOWERS - 18,972

REACH - 131,575

CIVIC CUP INSTAGRAM ACCOUNT

FOLLOWERS - 1,551

REACH - 23,342





MEDIA ACTIVITY

TRADITIONAL MEDIA EXPOSURE

THE CHAMPIONSHIP GENERATES NEWS STORIES AND FEATURES ACROSS THE SEASON. THERE ARE ALSO REGULAR REPORTS IN RECOGNISED NEWS OUTLETS SUCH AS MOTORSPORT NEWS & AUTOSPORT.

CHAMPIONSHIP PHOTOGRAPHY

A TEAM OF PROFESSIONAL PHOTOGRAPHERS ARE PRESENT AT ALL EVENTS DURING THE SEASON AND ARE ABLE TO PROVIDE A SELECTION OF RIGHTS FREE IMAGES ON REQUEST

PRE-SEASON LAUNCH & TEST DAY

THE 2024 SEASON WILL HAVE THE OFFICIAL PRE-SEASON LAUNCH & TEST DAY, WHERE MEDIA WILL BE INVITED. ALPHA LIVE & JAKOB EBREY PHOTOGRAPHY WILL CAPTURE IMAGES OF THE DRIVERS, CARS & TEAMS AT A VENUE TBC.





TCR UK RACE CENTRE

THE TCR UK TOURING CAR CHAMPIONSHIP'S RACE CENTRE WILL BE AT ALL 7 EVENTS IN 2024. THIS IS AVAILABLE FOR REFRESHMENTS, A BASE FOR MEETINGS & DRIVER BRIEFINGS, WHILST ALSO PLAYING HOST TO DRIVER & SPONSOR HOSPITALITY



TROPHIES & AWARDS

THE MILLTEK SPORT CIVIC CUP DRIVERS CHAMPIONSHIP

- THE TOP THREE DRIVERS IN EACH ROUND WILL RECEIVE CHAMPIONSHIP TROPHIES DURING A PODIUM CEREMONY.
- AN IMPRESSIVE LINEUP OF TROPHIES WILL BE PRESENTED AT THE END OF SEASON AWARDS CEREMONY IN NOVEMBER

THE GOODYEAR DIAMOND AWARD

- A TROPHY WILL BE PRESENTED TO THE HIGHEST PLACED DRIVER IN EACH ROUND WHO IS 40 OR OVER, OR TO THE DRIVER WHO HAS NOT FINISHED IN THE TOP TEN POSITIONS IN THE MILLTEK SPORT CIVIC CUP CHAMPIONSHIP AT THE END OF THE 2021, 2022 OR 2023 SEASONS.
- AT THE END OF THE YEAR, TROPHIES WILL BE PRESENTED TO THE TOP THREE HIGHEST FINISHING DRIVERS WHO ARE AGED 40 OR OVER AT THE TIME THE POINTS WERE SCORED

THE PAUL WINFIELD TROPHY

- THE TOP ROOKIE DRIVER IN EACH ROUND, OR DRIVER WHO HAS NOT FINISHED IN THE TOP TEN POSITIONS IN THE MILLTEK SPORT CIVIC CUP CHAMPIONSHIP AT THE END OF THE 2021, 2022 OR 2023 SEASONS, WILL RECEIVE A CHAMPIONSHIP TROPHY DURING EACH PODIUM CEREMONY.
- AT THE END OF THE YEAR, A TROPHY WILL BE PRESENTED TO THE TOP DRIVER IN THE PAUL WINFIELD TROPHY STANDINGS.

END OF SEASON AWARDS CEREMONY & DINNER

- THE ANNUAL END OF SEASON AWARDS CEREMONY TAKES PLACE IN NOVEMBER, CROWNING OUR CHAMPIONS AND CELEBRATING ACHIEVEMENTS FROM ACROSS THE 2024 SEASON.



CONTACT



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**THE MILLTEK SPORT CIVIC CUP IS
THE PLACE TO BE IN 2024!**

**WANT TO FIND OUT MORE?
CONTACT OUR TEAM TODAY!**

WEBSITE:

[HTTPS://CIVIC-CUP.CO.UK/](https://civic-cup.co.uk/)

2024 CALENDAR:

[HTTPS://CIVIC-CUP.CO.UK/2024-SEASON-CALENDAR/](https://civic-cup.co.uk/2024-season-calendar/)