

MILLTEK SPORT CIVIC CUP



2025 SEASON

2025 CALENDAR

DONINGTON PARK NATIONAL

22-23 MARCH

BRANDS HATCH INDY*

19-20 APRIL

SILVERSTONE NATIONAL

17-18 MAY

CROFT

14-15 JUNE

OULTON PARK

5 JULY

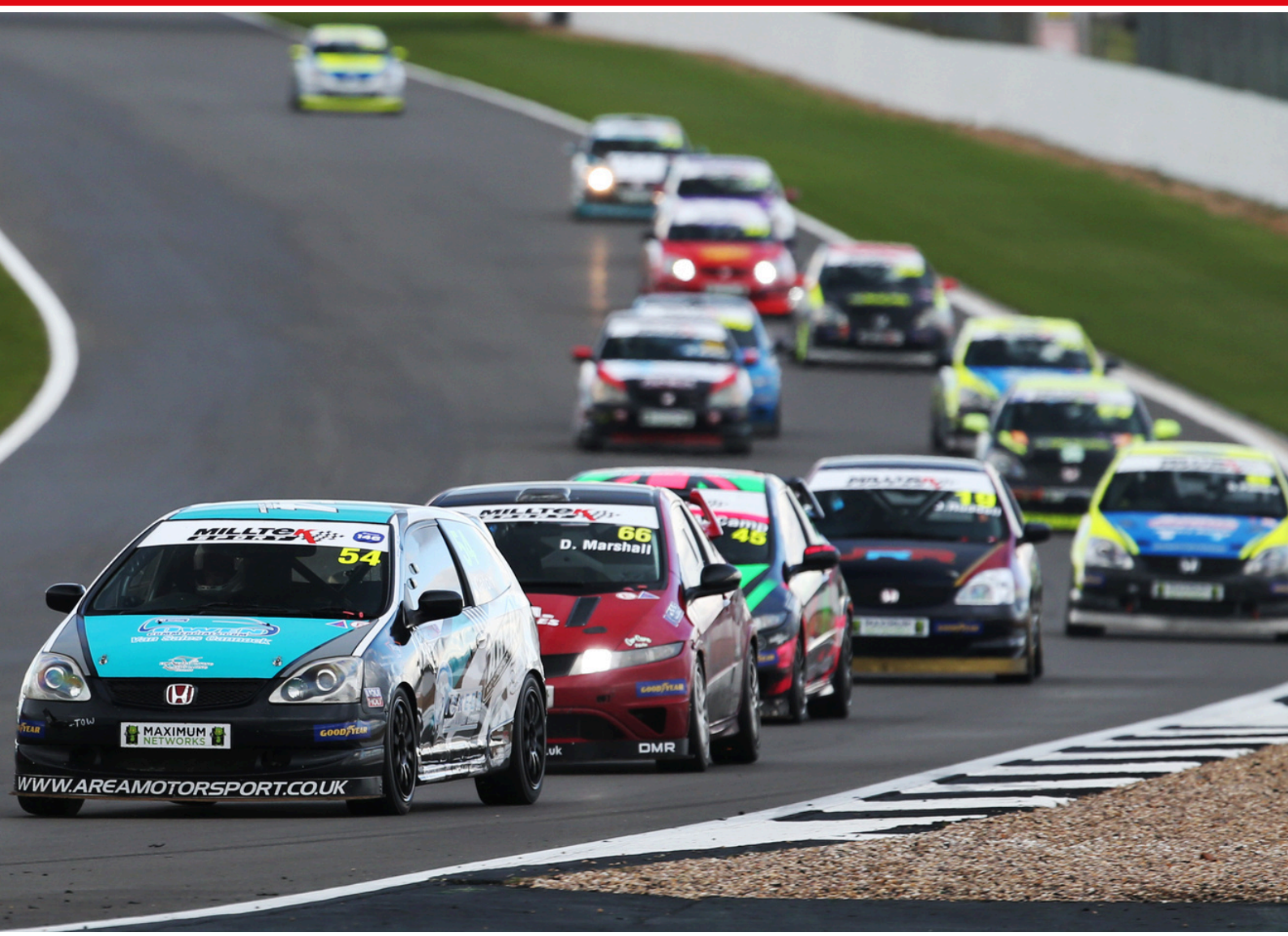
SNETTERTON 300*

13-14 SEPTEMBER

BRANDS HATCH INDY*

1-2 NOVEMBER

***BRITISH TRUCK RACING WEEKEND**





2025: A BRAND NEW ERA FOR THE MILLTEK SPORT CIVIC CUP

- WE'VE JOINED THE BRITISH AUTOMOBILE RACING CLUB.
- OUR 2025 CALENDAR INCLUDES THE BEST MOTORSPORT VENUES IN THE UK.
- REACHING NEW AUDIENCES.
- WE'LL BE RACING AT THREE BRITISH TRUCK RACING CHAMPIONSHIP EVENTS.

WE WELCOME YOU TO THE UK'S MOST EXCITING ONE-MAKE TIN-TOP CHAMPIONSHIP, DELIVERING A HOST OF BENEFITS & OPPORTUNITIES FOR TEAMS, DRIVERS, SPONSORS & STAKEHOLDERS.

PROMOTIONAL ACTIVITY, INCLUDING LIVESTREAMING, A STRONG SOCIAL MEDIA PRESENCE & A GROWING FAN BASE - THE CIVIC CUP IS THE UK'S MOST COMPETITIVE SINGLE MAKE CHAMPIONSHIP.



PART OF A NEW PACKAGE FOR 2025

THE MILLTEK SPORT CIVIC CUP JOINS THE BRITISH AUTOMOBILE RACING CLUB FOR 2025, BRINGING THIS EXCITING CHAMPIONSHIP TO NEW AUDIENCES AND FOLLOWERS.

IN 2025, THE MILLTEK SPORT CIVIC CUP WILL JOIN THE BRITISH TRUCK RACING CHAMPIONSHIP AT THREE DIFFERENT RACE WEEKENDS, OFFERING:

- RACING AT THREE BRITISH TRUCK RACING CHAMPIONSHIP EVENTS.
- RACING IN FRONT OF BIGGER CROWDS.
- PROVIDING FURTHER EXPOSURE.

THE MILLTEK SPORT CIVIC CUP WILL BE PART OF AN EXCITING AND COMPETITIVE SUPPORT PACKAGE FOR TCR UK IN 2025, WHICH ALSO INCLUDES:

- THE JUNIOR SALOON CAR CHAMPIONSHIP.
- THE TRACK ACTION RACING CLUB.



LIVE STREAMING

LIVE STREAMING IS AN IMPORTANT PART OF THE MILLTEK SPORT CIVIC CUP, ALLOWING ITS AUDIENCE TO WATCH THE ON-TRACK ACTION LIVE ACROSS THE ENTIRE SEASON.

THE 2025 SEASON WILL BE LIVESTREAMED ON THE TCR UK & BARC YOUTUBE CHANNELS, GOING OUT LIVE & FREE TO A COMBINED AUDIENCE OF OVER 50,000 VIEWERS DURING EACH RACE WEEKEND.

YOUTUBE VIEWING FIGURES

- 2021 SEASON - TOTAL VIEWING FIGURES: 19,796
- 2022 SEASON - TOTAL VIEWING FIGURES: 23,487
- 2023 SEASON - TOTAL VIEWING FIGURES: 202,765
- 2024 SEASON - TOTAL VIEWING FIGURES: 428,687*

*FIGURES ACCURATE AT THE TIME OF PUBLISHING.



SOCIAL MEDIA COVERAGE

- WE USE THE MOST POPULAR SOCIAL MEDIA PLATFORMS, WHERE DAILY CONTENT & PUBLIC ENGAGEMENT IS KEY TO SHARING THE LATEST NEWS.
- WE PROVIDE UPDATES DURING ALL OF OUR RACE WEEKENDS, USING OUR FACEBOOK AND INSTAGRAM ACCOUNTS TO PROVIDE MAXIMUM SOCIAL MEDIA COVERAGE.

2024 SEASON SOCIAL MEDIA FIGURES



@CIVICCUPOFFICIAL
FOLLOWERS - 19,193
REACH - 167,305



@CIVIC_CUP_OFFICIAL
FOLLOWERS - 7,532
REACH - 256,725



CHAMPIONSHIP MEDIA ACTIVITY



TRADITIONAL MEDIA EXPOSURE

- PRESS RELEASES ARE DISTRIBUTED TO A RANGE OF MEDIA OUTLETS, WITH NEWS STORIES AND FEATURES ACROSS THE SEASON PROVIDED BY THE CHAMPIONSHIP.

CHAMPIONSHIP PHOTOGRAPHY

- A TEAM OF PROFESSIONAL PHOTOGRAPHERS ARE PRESENT AT ALL EVENTS, PROVIDING A SELECTION OF RIGHTS FREE IMAGES ON REQUEST.

PRE-SEASON LAUNCH DAY

- THE 2025 SEASON WILL HAVE AN OFFICIAL PRE-SEASON LAUNCH DAY, WHICH MEDIA WILL BE INVITED TO ATTEND, AT A VENUE TBC.

THE TCR UK RACE CENTRE



**THE CHAMPIONSHIP'S RACE CENTRE
WILL BE AT ALL SEVEN EVENTS IN 2025.**

THE TCR UK RACE CENTRE IS AVAILABLE FOR:

- **REFRESHMENTS.**
- **A BASE FOR MEETINGS.**
- **DRIVER BRIEFINGS.**
- **PLAYING HOST TO DRIVER & SPONSOR HOSPITALITY.**
- **SOCIAL EVENTS DURING A RACE WEEKEND.**

TROPHIES & AWARDS

THE CIVIC CUP OFFERS A RANGE OF TROPHIES & AWARDS TO DRIVERS TAKING PART IN 2025.

- THE CIVIC CUP DRIVERS CHAMPIONSHIP.
- THE GOODYEAR DIAMOND AWARD.
- THE PAUL WINFIELD MEMORIAL TROPHY.

WE HOLD AN END-OF-SEASON AWARDS EVENING IN NOVEMBER, CROWNING OUR CHAMPIONS & RECOGNISING ACHIEVEMENTS FROM THE 2025 SEASON.



CONTACT



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WWW.CIVIC-CUP.CO.UK/

2025 CALENDAR:



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