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***RADICAL CUP KUWAIT CHAMPIONSHIP 2023-24***

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# ***INTRO***



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## **WHY MOTORSPORT?**

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At every level from club competitor through to international Formula or GT racing, each team battles not only their on-track rivals, but track conditions, the weather, their own personal capability and their car's mechanical performance.

Kuwait is known for its passion for Motorsport. Unfortunately, it hasn't had the opportunity to experience it locally. But today Kuwait enjoys a state of the art racing venue (Kuwait Motor Town) and therefore we, Radical Kuwait take pride in organizing the first official circuit race series in Kuwait history.

The high emotion of competitive, professional motorsport is the ideal platform to display your brand and services, with a real sense of community and camaraderie in each race paddock, regardless of budget or sporting discipline.



**AS A SPONSORSHIP  
MEDIUM,  
MOTORSPORT IS  
UNPARALLELED  
IN ITS GLAMOUR,  
EMPHASIS ON  
HIGH TECHNOLOGY  
AND FITNESS**





**OVER 2000  
RADICAL OWNERS  
WORDLWIDE  
CAN'T BE WRONG**

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## **FROM ROOKIE TO LE MANS**

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Radical is now one of the largest producers of racing and track cars in the world. To sell that many racing cars the package has to be thrilling, dramatic, huge fun to drive and excellent value for money.

But the Radical philosophy extends much wider than just the cars. We also run a thrilling championship portfolio at some of the best circuits throughout the world, providing competitive racing for everyone.

Our reputation and experience in the highest echelons of sportscar competition - in endurance races such as the famous 24 Hours of Le Mans - means that our product delivers a spectacular driving experience with electrifying and close races.

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## **GLOBAL REACH**

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Radical established its first overseas race series in 1999 and has been growing ever since. Our customers compete every week on five continents, with dedicated Radical single-make championships in four continents delivering a unique model of high-octane racing, track side support and hospitality.

Radical's headquarters in Peterborough, UK is the base for not only production and assembly of our sportscar range, but also the administration and promotion of our global championship model. The Radical European Masters, Radical Challenge and SR 1 Cup are directly organized in-house with other international Radical mono-marque racing organized by our network of experienced Radical dealers.

In addition to this, Radical are admitted into a wealth of international multi-marque sportscar series - our drivers proudly flying the Radical flag beyond our direct championship remit, from grassroots club level sprinting all the way to international GT competition.

A close-up, high-angle photograph of a racing helmet, likely a Radical SR1, featuring a prominent red and black color scheme. The helmet's visor is partially visible, and the text 'BURKE.COM' is printed in red on the side. The background is dark and out of focus, emphasizing the helmet's details.

**8**

**RADICAL SINGLE-MAKE  
CHAMPIONSHIPS DIRECTLY  
ADMINISTERED BY RADICAL  
HQ OR OUR DEALERS**

**30**

**GLOBAL DEALERS  
DELIVERING THE MOST  
EXCITING  
AND ACCESSIBLE RACING  
EXPERIENCE POSSIBLE**

**49**

**GLOBAL DEALERS  
DELIVERING THE MOST  
EXCITING  
AND ACCESSIBLE RACING  
EXPERIENCE POSSIBLE**

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## **2022 CHAMPIONSHIP**

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**"RADICAL KUWAIT BY MOTORWORKS"  
SUCCESSFULLY MANAGED THE LOCAL SR1 RADICAL CUP KUWAIT.**

THE CHAMPIONSHIP WAS A FLAWLESS MOTORSPORT EVENT FROM ALL ASPECTS. BEING THE FIRST LOCAL CIRCUIT RACE IN KUWAIT'S HISTORY, IT WAS A HISTORICAL MILESTONE AND A STORY TO TELL FOR THE FUTURE RADICAL CHAMPIONS.



# ***THE RACE***



**RACING IN ONE OF  
RADICAL'S MANY  
SINGLE-MARQUE  
RACE SERIES IS  
THE ULTIMATE  
DRIVING EXPERIENCE**

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## **THE CHAMPIONSHIP**

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### **3 ROUNDS**

6 Races (2 Races Per Round)



### **2023-2024**

Round 1: 29th & 30th of December - South Circuit

Round 2: 26th & 27th of January - GP Circuit

Round 3: 2nd & 3rd of February - GP Circuit

### **SCHEDULE**

FRIDAY: Free practice & Qualifying

SATURDAY: Race 1 & Race 2



### **RACE DAYS**

KMT

GP Circuit (5.60km)

South Circuit (2.74km)




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## **RACE FORMAT & SCORING**

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- Each round will be over two days and will consist of a 20 minutes practice session on Friday followed by a 20 min qualifying.
- Saturday is the Race Day , 2 Races consist of 20min each (total of 40mins racing time).
- The grid for Race 2 will be based on the winners positions from Race 1
- Points will be awarded to registered competitors listed as classified finishers in the Final Results as follows:  
25, 22, 20, 18, 16, 14, 12, 10, 9, 8, 7, 6, 5, 4, 3, 2, plus 1 point for each additional classified finisher, plus 1 for pole position and 1 for fastest race lap per class.

The totals from all qualifying championship events run will determine the final championship points and positions.



**EQUIPPING THE  
SPORTSCAR STARS  
OF TOMORROW  
WITH ALL THE  
RACECRAFT THEY'LL  
NEED TO SUCCEED.**

**PURE  
ADRENALINE  
FUELLED FUN**

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## **CLASSES**

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### **RADICAL SR1**



The Generation 2 SR1 has been substantially revised with dramatic new styling, improved aerodynamics and updated electronics. The SR1 is the first step on the Radical ladder, ideal for enthusiasts looking to take their circuit driving to the next level with a focused sports-racing car that has an excellent safety record. Although entry level, the SR1 offers an outstanding package with unparalleled performance for money, that will get you on the grid in a professionally administered race series

### **RADICAL SR3**



The SR3 is the next step up from the SR1 offering thrilling, cost-effective, high-performance track driving and racing. First launched in 2001, it is the most widely produced and most successful prototype style sportscar racer in the world, with over 1,100 sold. This bears testament to its proven track record and stunning value versus performance and is surely the reason why the SR3 has been selected by the Race of Champions for the champions of F1TM and other major race series to race, achieving the fastest racing lap at the last 2 Race of Champion Events. The Generation 4 engine offers improved reliability, better drivability and more power.



# PACKAGE & FEES



#### TECHNICAL DATA

0-60	TOP SPEED	POWER/TONNE
<b>3.5sec</b>	<b>222kph</b>	<b>182bhp</b>
WEIGHT	POWER/WEIGHT	LATERAL FORCE
<b>490kg</b>	<b>371bhp/tonne</b>	<b>1.9g</b>



#### TECHNICAL DATA (1.1tonne weight)

0-60	TOP SPEED	POWER/TONNE
<b>3.1sec</b>	<b>236kph</b>	<b>226bhp</b>
WEIGHT	POWER/WEIGHT	LATERAL FORCE
<b>620kg</b>	<b>363bhp/tonne</b>	<b>2.3g</b>

## **RADICAL SR1**

Total Championship cost

**KD 4,400**

#### WHATS INCLUDED:

- CAR
- NEW TYRES - EACH ROUND
- CONSUMABLES
- RACE SUPPORT
- ENTRY/RACE FEES

## **RADICAL SR3**

Total Championship cost

**KD 5,200**

#### WHATS INCLUDED:

- CAR
- NEW TYRES - EACH ROUND
- CONSUMABLES
- RACE SUPPORT
- ENTRY/RACE FEES

**AT EVERY LEVEL  
FROM CLUB  
COMPETITOR  
THROUGH TO  
INTERNATIONAL**



# ***PARTNERS***

A large group of people, including men and women of various ages, are posing for a group photo in front of a multi-tiered grandstand at a racetrack. The people are dressed in casual attire, some wearing hats and sunglasses. In the background, the grandstand is filled with rows of white seats. To the right, a white open-wheel race car is partially visible, with the number '46' on its side. The entire scene is overlaid with a dark, semi-transparent filter, and the word 'PARTNERS' is written in large, bold, yellow, italicized capital letters across the center.



**COMPLETE  
CHAMPIONSHIP  
PENETRATION MEANS  
YOUR BRAND IS  
ASSURED A TOP STEP  
OF THE PODIUM, IN  
EVERY TV INTERVIEW  
AND IN EVERY  
PADDOCK.**

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## **BRANDING RIGHTS**

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Because we manage our championships in-house, including the drafting and administration of regulations and standards, we're in a unique position to position your brand not only on our works team and championship support vehicles, but on our customer's vehicles too.

Our racing ladder is targeted at newcomers to the sport, many of whom are unfamiliar with the established brands in the industry. Our mandatory placements on cars, race suits and in marketing ensures that your brand receives the maximum exposure right from the race registration, all the way through to the champagne flowing.

As part of high-quality event packages from Motorsport Vision Racing, GT Sport, WC Vision and others, not only are Radical drivers exposed to your message, but drivers, teams and guests from other racing disciplines are too.

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## **MEDIA REACH** (ESTD FIGURES)

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### **SOCIAL MEDIA REACH**

- Instagram: 2 million per season
- Snapchat: 2 million per season
- YouTube: 3 million per season

### **INFLUENCERS & PARTNERS**

- @q8stig - 113k
- @car\_review - 97.9K
- @motorworksco - 10.3k
- @radical\_motorsport - 16.1K
- @porscheclubq8 - 283K
- @248am - 30.1K
- @ahmadalbarjas - 30.3K
- @kmtkw - 50.9K

### **RADICALMOTORSPORT.COM**

- Page Views: 848,200 per annum
- Users: 191,900 per annum
- Sessions: 277,300 per annum
- Global reach: Top 10 countries – UK, USA, Italy, Germany, Sweden, Canada, Spain, Australia, France, Norway



**RADICAL INFORMS  
AND EDUCATES ITS  
AUDIENCE THROUGH  
MULTIPLE MEDIA  
PLATFORMS**

# TITLE SPONSOR PACKAGE

## MARKETING RIGHTS

- Title designation: 'YOUR BRAND Radical Kuwait Cup
- Use of championship cars for display/marketing purposes
- Use of Radical Sportscars and championship name, logo and image
- Access to photographic and video assets
- Co-marketing opportunities with Radical
- SR1 Class entry (car, race, support, entry fees)

## BRANDING RIGHTS

- Branding on all championship entrant's cars
- Branding on Radical's Administration & Works Team Apparel
- Branding on Official Championship Trackside assets and in the Works Team Paddock Area
- Branding on team assets: website, PRs, social media etc
- Branding on race videos and on-board live coverage

## PR RIGHTS

- Expert PR support from Radical's communications team
- Championship media event held at partner HQ
- Selection of high-res images from each championship round
- Engagement/linking with partners own social media and web channels

## HOSPITALITY RIGHTS

- VIP hospitality in Radical paddock (16 passes per event)
- Dedicated brand showcase area within Radical paddock – outside area large enough to house promotional vehicle or product



### • FOR VISUAL PURPOSES ONLY

Use of these names, trademarks and brands does not imply endorsement.

## TOTAL COST

**40,000**



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# **GOLD SPONSOR PACKAGE (X2 PER CHAMPIONSHIP)**

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## **MARKETING RIGHTS**

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- Title designation: 'OFFICIAL GOLD SPONSOR Radical Kuwait Cup'
- Use of Radical Sportscars and championship name, logo and image
- Access to photographic and video assets
- Co-marketing opportunities with Radical

## **BRANDING RIGHTS**

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- Branding on all championship entrant's cars
- Branding on Radical's Administration & Works Team Apparel
- Branding on Official Championship Trackside assets and in the Works Team Paddock Area
- Branding on team assets: website, PRs, social media etc
- Branding on race videos and on-board live coverage

## **PR RIGHTS**

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- Expert PR support from Radical's communications team
- Selection of high-res images from each championship round
- Engagement/linking with partners own social media and web channels

## **HOSPITALITY RIGHTS**

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- VIP hospitality in Radical paddock (8 passes per event)
- Brand showcase area within Radical Race Centre/Hospitality

## **TOTAL COST**

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**20,000**



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# SILVER SPONSOR PACKAGE (X2 PER CHAMPIONSHIP)

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## MARKETING RIGHTS

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- Title designation: 'OFFICIAL GOLD SPONSOR Radical Kuwait Cup'
- Use of Radical Sportscars and championship name, logo and image
- Access to photographic and video assets
- Co-marketing opportunities with Radical

## BRANDING RIGHTS

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- Branding on all championship entrant's cars
- Branding on Radical's Administration & Works Team Apparel
- Branding on Official Championship Trackside assets and in the Works Team Paddock Area
- Branding on team assets: website, PRs, social media etc
- Branding on race videos and on-board live coverage

## PR RIGHTS

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- Expert PR support from Radical's communications team
- Selection of high-res images from each championship round
- Engagement/linking with partners own social media and web channels

## HOSPITALITY RIGHTS

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- VIP hospitality in Radical paddock (4 passes per event)
- Brand showcase area within Radical Race Centre/Hospitality

## TOTAL COST

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**10,000**



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# **MEDIA PARTNER**

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## **MARKETING RIGHTS**

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- Title designation: 'OFFICIAL MEDIA/SUPPORT PARTNER TO Radical Kuwait Cup'
- Use of Radical Sportscars and championship name, logo and image
- Access to photographic and video assets
- Co-marketing opportunities with Radical

## **BRANDING RIGHTS**

---

- Branding on Radical's Administration & Works Team Apparel
- Branding on Official Championship Trackside assets and in the Works Team Paddock Area
- Branding on team assets: website, PRs, social media etc
- Branding on race videos and on-board live coverage

## **PR RIGHTS**

---

- Expert PR support from Radical's communications team
- Selection of high-res images from each championship round
- Engagement/linking with partners own social media and web channels

## **HOSPITALITY RIGHTS**

---

- VIP hospitality in Radical paddock (4 passes per event)
- Brand showcase area within Radical Race Centre/Hospitality



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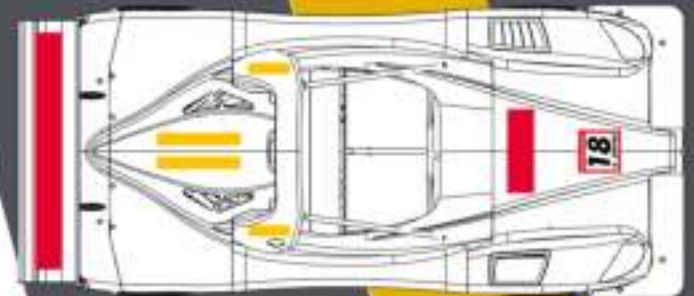
# COMPETITOR CAR BRANDING PLACEMENTS

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● TITLE SPONSOR ● GOLD SPONSOR ● SILVER SPONSOR

## 2022 CHAMPIONSHIP CAR

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# OFFICIAL CHAMPIONSHIP TRACKSIDE BRANDING

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● TITLE SPONSOR ● GOLD SPONSOR ● SILVER SPONSOR



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# OFFICIAL CHAMPIONSHIP CAP

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- **FOR VISUAL PURPOSES ONLY**

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**WHY DON'T  
YOU COME AND  
JOIN US?**

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## **TERMS & CONDITIONS**

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Motor Works Co. is the organiser and commercial rights holder and as such, develops the Supplementary Regulations that govern technical and procedural running of the championship. It is your responsibility to read these regulations as they contain very important information relating to the running of the events, your safety and judicial matters. When you register for the series you will be asked to sign to signify that you have read and agree to abide by these regulations.

We believe that your investment in time and equipment to compete in the Radical Cup Kuwait is best served by stability of the championship rules and strictly enforced technical standards to provide a level playing field for the drivers.

Please remember at all times that this is an amateur race series and the major reason for competing is for enjoyment there is no - prize money!

All cars competing in this championship are subject to Sporting and Technical Regulations issued by the organizer.

Championship awards (Radical Cup Kuwait trophies) will be awarded to 1st, 2nd, 3rd places overall each class. All awards are to be provided by the organiser.

The Radical Cup Kuwait champions (for each class) will be the driver who is the highest point's scorer.



# NOTHING COMPARES

[RADICALMOTORSPORT.COM](http://RADICALMOTORSPORT.COM)  
[RADICALMOTORSPORTKW.COM](http://RADICALMOTORSPORTKW.COM)

## GET IN TOUCH

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For more information on sponsor and partnership opportunities contact:  
Tel: +965 6622 9245 | 6704 0060  
Email: [radicalcup@motorworkscsco.com](mailto:radicalcup@motorworkscsco.com)  
Address: Al Rai, Block 1, Kuwait

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## RADICAL POLICY

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In line with Radical Motorsport policy of continued improvement, the right is reserved to alter the specification at any time

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Radical Kuwait



Motor Works

