Dear candidate partner,

From the 6th to the 9th of September 2018, the World Karting Championships 2018 will take place at Karting Genk. In 2011 the World championship took place on Belgian soil for the first time and it is thanks to the professional approach, the top circuit and the beautiful accommodation that Karting Genk is selected to organize this wonderful event once again.

Around 160 drivers from all over the world will take part to this event. Watch the best karting drivers of the world during exciting races in the classes KZ and KZ2. In addition, the Academy category will also be part of the party. On top of that, the fifth Historic Kart Cup will also take place ... Vintage karts and former participants will show off their beauties during the week of the World Championship!

During the whole event there will be a lot of fun and activities for both young and old. The fun circuit will be open too, so you can have a session with rental karts during the event. In short: grand spectacle guaranteed...

Watch videos of the championship in 2011:
- View the video report by Sporza here
- View the video report here by VT4 (the current VIER)

To make this event a great success, we would like to work with a number of partners who can enjoy the international and regional character of this event, the various marketing efforts and the large number of visitors.

Increase the visibility of your company both regionally and nationally?

View the possible packages in this file. Do you have a nice idea for a collaboration? We are always open to another proposal. We can discuss and adjust these together with you wherever possible.

All partners get access to the VIP event at the start-finish (the best places!), including drinks, food, and a total experience! An ideal way and a unique opportunity to network in a sportive setting. Chances are high that you will spot famous faces here...
THE CIRCUIT

The circuit in genk was founded in 1983 by paul lemmens. In 2005 the circuit was given a thorough facelift in order to meet the latest technical specifications and to be able to organize larger competitions. Nowadays, the circuit in genk is at the top of the kart world for several years.

adres: Karting Genk, Damstraat 1, 3600 Genk

KARTING: THE LAUNCHING PAD TO F1

What many people do not know is that karting is in fact the perfect education for future motorsports drivers. Talents like Max Verstappen, Stoffel Vandoorne, Jenson Button, Fernando Alonso, Lewis Hamilton and Michael Schumacher have started their careers in karting and already raced on our world famous circuit!

TARGET GROUP: WHO DO YOU REACH IF YOU BECOME PARTNER?

Since our partnerships go beyond just visibility during the world championship, plus the fact that you will be ‘in the picture’ at karting genk for an entire year, the target group is very broad. Every year, we get around 200,000 visitors to come over for a karting event or to watch professional races. This goes from private individuals (friends, families, associations, …) to companies (company events, teambuildings, meetings, …).

For the world championship, we aim for a visitors number between 6,000 to 10,000 people. The drivers and their supporters come from all over the world, this results in an international character of the event. Taking into account our planned marketing campaigns and social media efforts, a large number of “leisure” visitors from Limburg and surroundings will find their way to the event too. In addition, we expect (kart)sport enthusiasts across the benelux and around 300 vip guests (mainly companies).
PARTNER PACKAGES

BRONZE
“CHAMPIONS ARE BRILLIANT AT THE BASICS”
€1.500

• VIP for 2 persons, including food, drinks, beats, VIP parking & more ...
  + exclusive gridwalk!
• World Championship entrance tickets for 5 people (throughout the weekend)
• 2 tickets for a ‘Kart After Work’ edition of your choice
• Mentioning in 1 World Championship related post via our social media channels.
• Your company on our website for an entire year: with text, an image, your contact details and a link to your website
• Your logo 1x on our partner wall in the VIP tent, this wall will be put in the spotlights for another year at Karting Genk.

SILVER
“SHINE BRIGHT”
€3.000

• VIP for 4 people, including food, drinks, beats, VIP parking & more ...
  + exclusive gridwalk!
• World Championship entrance tickets for 10 people (throughout the weekend)
• 5 tickets for a ‘Kart After Work’ edition of your choice
• Mentioning in 2 World Championship related posts via our social media channels
• Your company on our website for an entire year: with text, an image, your contact details and a link to your website
• Your logo 2x on our partner wall in the VIP tent, this wall will be put in the spotlights for another year at Karting Genk
• You can place 1 beach flag at the entrance of the site (during the World Championship)
• Banner space of 5 meters around the circuit and this for an entire year
• Your logo on the flyers & posters

KARTING GENK
RACE LIKE CHAMPIONS

1 Home of Champions

FIA KARTING WORLD CHAMPIONSHIP
• VIP for 8 people, including food, drinks, beats, VIP parking & more … + exclusive gridwalk!
• World Championship entrance tickets for 15 people (throughout the weekend)
• 5 tickets for a ‘Kart After Work’ edition of your choice
• 1 team for a ‘100 Miles’ race of your choice
• Mentioning in 4 World Championship related posts via our social media channels
• Your company on our website for an entire year: with text, an image, your contact details and a link to your website
• Your logo prominently on our partner wall in the VIP tent, this wall will be put in the spotlights for another year at Karting Genk
• You can place 2 Beach flags at the entrance of the site (during the World Championship)
• Banner space of 20 meters around the circuit and this for an entire year
• Your logo on the large LED screen during the entire high season
• 1/2 A4 page in the World championship program (4000 pcs.)
• A blog post about your company on our homepage
• Your logo with link in one World Championship related mailing (+ ~10,000 contacts)
• Your logo on the flyers & posters

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GOLD
“ALWAYS A WINNER”
€7,000

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PLATINUM
“THE SKY IS THE LIMIT”
€15,000
OTHER OPTIONS

In addition to the sponsor packages, you also have other options. These options can only happen in consultation with karting genk.

- Your logo on bus advertising (De Lijn, Genk & Hasselt region): 2500 euro
- Items in goodie bags for the vips: 250 euro + delivery of material (no flyers, but nice gadgets).
- Logo on staff clothing and grid girls / gridkids: 2000 euro
- Stand or product presentation during world cup (in consultation), set up 5x5m naked surface without electricity / water supply: 1875 euro for the whole weekend.
- You advertisement in the World Championship program (A4, +- 4000 pieces)

TAILOR MADE

Do you have another idea for a collaboration? We are always open to other ways of working together.

Send an e-mail to marketing@kartinggenk.be

MEASURING = KNOWING

We totally agree ... That’s why we put some numbers in the list here below, so you can get insights about how many people you can reach.

- > 250 000 visitors on an annual basis
- > 150 000 website visits on an annual basis
- > 10 000 contacts that receive our newsletter
- > 14 000 followers on our social media channels
- 4000 programs
- 5000 flyers and 300 posters
- Reach through press & media attention

FOR INFORMATION

- closing date for bronze and silver: 31 July 2018
- closing date for gold and diamond: 31 June 2018
- all prices are exclusive of 21% vat;
- all practical information and delivery specifications will be communicated to you if you order a partner package.
- for all deals, sponsorship invoices are sent to you by Genker Kart Vereniging
CONTACT DETAILS

Do you wish to order one of the packages and / or do you have further questions about this sponsoring dossier or about the world cup? Then you can go to the following people.

Questions about partnerships & VIP:
Lise Moermans – Marketing Manager
marketing@kartinggenk.be
089 65 81 82

Delivery of input/logo’s/…
Medewerker WK karten
WKKarten2018@kartinggenk.be

Questions organization World Championship:
Dave Ritzen – Circuit Manager
info@kartinggenk.be
089 35 55 65