

LAURENTS HÖRR

faster to the top



2018 Sponsorship Packages

Background

Career Highlights: My Best Finishes in Motorsports



2010

SAKC¹ Teningen P3
SAKC Gerolzhofen P2
SAKC Wackersdorf P3
DSW Kart Cup Lommerange P3
DSW Kart Cup Liedolsheim P2
DSW Kart Cup Hahn P5
DSW Kart Cup Wittgenborn P3
DSW Kart Cup Overall P3

2011

DMV² Kartchampionship Wackersdorf P12
DMV Kartchampionship Oppenrod P10
DMV Kartchampionship Hahn P8
RMKC³ Wittgeborn P2
RMKC Hahn P2
RMKC Oppenrod P1
RMKC Liedolsheim P1
RMKC Wittgenborn P2 RMKC Overall P2

2012

SAKC Gerolzhofen P2
SAKC Bopfingen P2
SAKC Garching P1
SAKC Ampfing P1
SAKC Wackersdorf P1
Grand Champion SAKC
ADAC Kartmasters⁴ Kerpen P12
ADAC Kartmasters Wackersdorf P1
ADAC Kartmasters Oschersleben P6
ADAC Kartmasters Liedolsheim P10
ADAC Kartmasters Overall P4

1 SAKC = Southern Germany ADAC Kart Cup (Süddeutscher ADAC Kart Cup)

2 DMV Kart Championship
= unofficially German Masters

3 RMKC = Rhein Main Kart Cup

4 ADAC Kartmasters
= unofficially German Masters

Background

Career Highlights: My Best Finishes in Motorsports

2013

ADAC Kartmasters Kerpen P2
ADAC Kartmasters Hahn P8
ADAC Kartmasters Wackersdorf P6
ADAC Kartmasters Ampfing P2
ADAC Kartmasters Gesamt P5
ADAC Kart Bundesendlauf⁵ Winner (German Championship)
Kart European Masters P10 (Top German)

2014

Bavarian 24-Hour Kart Rave (Overall Champion)
Mach 1 Kart Driver
Formula Renault 1.6 NEC Junior Zandvoort P9 und P5

2015

Mach 1 Kart Driver
Formula Renault 1.6 Nordic Overall P5
Formula Renault 1.6 Nordic Anderstorp Winner
Formula Renault 1.6 Nordic Skövde P3
Formula Renault 1.6 Nordic Falkenberg P5

2016

Mach 1 Kart Driver
Formula Renault 2.0 NEC Overall P20

2017

Competed in the V de V Monoplace in Formula Renault 2.0
V de V Monoplace Barcelona Winner
Overall P2 / 1st Runner-Up



⁵ ADAC Kart Bundesendlauf
= German Championship
⁶ NEC = Northern European
Championship



Profile

Vita

My name is Laurents Hörr, and I am 20 years old and live in Gerlingen just outside of Stuttgart, Germany.

I have been participating in motorsports since I was 5 years old, and I already competed in my first race seating behind the wheel of a youth kart when I was 11.

For the next three years, I completed my driving instruction training in the Bambini class and gained my first wins in racing. In 2012, it was the right moment for me to advance to the X30-Junior class. Here, I was extremely motivated to quickly move up the ranks and finished many races in first place.

In the 2013 season, along side many other triumphs I had in various karting races, I was seized the winner's title at the ADAC German Masters. In the same season at the European Masters, I captured the Top German title and landed in 10th place.

In the 2014 season, I switched to car racing with the Formula Renault 1.6. It was huge and exciting challenge for me, which ended in me taking 9th and 5th place, and consequently was named Top German in that competition as well.

Then, 2015 continued with another year of racing in the Formula 1.6 Nordic in Sweden. That year ended with many accomplishments, including numerous placings on the winners' podium and one outright win. The 2016 season brought me the greatest challenge of my career, so far: the move to the Formula Renault 2.0 NEC.

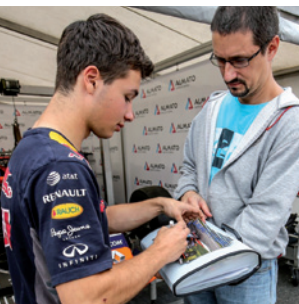
More recently, 2017 started my racing season off with a triple win in Barcelona and finished off with the title of Runner-Up in the V de V Challenge Monoplace championships.

Strengths

Talent for driving, goal-oriented determination, confidence, commanding presence, close rapport with my customers and fans, and great communication are all key components of my professional ethic.

Goals

Next steps include competing in the Michelin Le Mans Cup (LMP3), finishing my degree in 3D Design and Animation
Mid-term goal: becoming a factory driver in the World Endurance Championship (LMP1)





LE MANS CUP

2018 – the next step



The LeMans Prototype (LMP) is a custom-built prototype made especially for auto racing. Vehicles in the LMP1 class are considered to be the fastest, closed-wheel racing cars used in circuit racing. The costs and technology used to construct LMP1 cars make them comparable to Formula 1 cars.

Facts

For my first season in this series, I plan to compete in the Entry-Level Class known as LMP3.

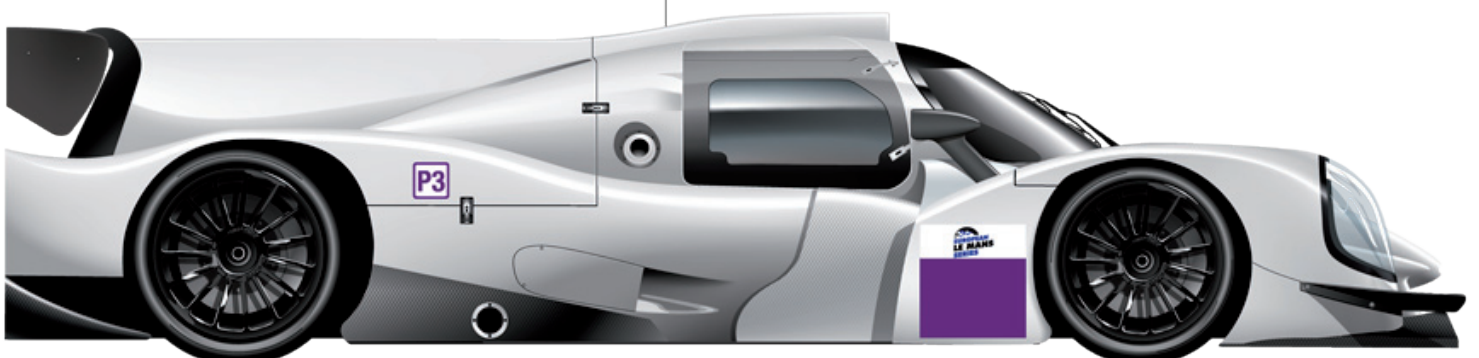
Fahrzeug: Norma P30
Karosserie: carbon / HP COMPOSITES
Gewicht: 900 kg
Motor: NISSAN VK50, V8, 5000 cc, 420 hp

Schedule

| | | |
|--------------|-------------------|----------------------|
| 13 April | Le Castellet | Le Castellet, France |
| 11 May | Monza | Milan, Italy |
| 14 June | Road To Le Mans | Le Mans, France |
| 20 July | Red Bull Ring | Spielberg, Austria |
| 21 September | Spa-Francorchamps | Stavelot, Belgium |
| 26 October | Portimão | Portimão, Portugal |

The spectacular racing series is well-known to huge, international audiences, and competing in this series will be both athletically and economically challenging for me. So I am kindly seeking your financial support through your sponsorship!

Along with highly-visible placement on the car, driver, team and pit box, we're offering you and your business an attractive donor gift bag as added value for your contribution.



Sponsorship Packages 2018

Put your business in the pole position and grab the public's attention. Offer your customers the same enthusiasm and emotional experience of racing. Take the opportunity to transfer this fascination to your enterprise today!

Would you like to support me in the next steps at the Michelin Le Mans Cup? I would like to invite any interested businesses and private people to explore the following individualized **sponsorship packages**:

PREMIUM

Visibility and Placement on race car

- Premium placement on car exterior (large areas, both sides)

Visibility and Placement on driver

- Premium placement on racing suit
- helmet + cap

Visibility and Placement on Trailer/Team/Pit Box

- Premium area on trailer (20 qm)
- Premium area on teamwear/ VIP area

VIP Status

- exclusive VIP event for up to 10 people at all 6 races in season

Race Track Incentives

- co-pilot rides (max. 5 people)
- Karting event for your customers

Company event on your premises

- Presentation of car
- Meet and greet Event with Laurents Hörr

Media Presence

- attractive section on sponsors' wall during press events/ in pit box
- press releases
- Premium placement on homepage
- 20 Posts on Facebook, Instagram, Twitter, Youtube etc.

Cash back chance*

- 5 % share in winnings

€ 100.000.-

POLE

Visibility and Placement on race car

- Pole placement on car exterior (large areas, both sides)

Visibility and Placement on driver

- Pole placement on racing suit
- helmet
- cap

Visibility and Placement on Trailer/Team/Pit Box

- Pole area on trailer (10 qm)
- Pole area on teamwear/ VIP area

VIP Status

- exclusive VIP event for up to 10 people at 3 races in season

Race Track Incentives

- Karting event for your customers

Company event on your premises

- Presentation of car
- Meet and greet Event with Laurents Hörr

Media Presence

- attractive section on sponsors' wall during press events/ in pit box
- press releases
- Pole placement on homepage
- 12 Posts on Facebook, Instagram, Twitter, Youtube etc.

Cash back chance*

- 1 % share in winnings

€ 50.000.-

Sponsorship Packages 2018

TOP

Visibility and Placement on race car

- Top placement on car exterior (large areas, both sides)

Visibility and Placement on driver

- placement on racing suit
- helmet

Company event on your premises

- Meet and Greet event with Laurents Hörr

Visibility and Placement on Trailer/Team/Pit Box

- Pole area on trailer (5 qm)
- Top area on teamwear/VIP area

VIP Status

- exclusive VIP event for up to 10 people at 2 races in season

Media Presence

- well-placed section on sponsors' wall during press events/in pit box
- Top placement on homepage
- 10 posts on Facebook, Instagram, Twitter, YouTube, etc.

€ 25.000.-

SPEED

Visibility and Placement on race car

- logo on car

Visibility and Placement on driver

- logo patch on racing suit

Visibility and Placement on Trailer/Team/Pit Box

- Logo on trailer (3 qm)
- Logo in VIP area

VIP Status

- exclusive VIP event for up to 10 people at a race in season

Media Presence

- Logo on sponsors' wall during press events/in pit box
- Logo placement on homepage
- 10 social media posts

€ 10.000.-

BASIC

Visibility and Placement on race car

- logo on car

Visibility and Placement on Trailer/Team/Pit Box

- Logo on trailer (2 qm)
- Logo in VIP area

Media Presence

- Logo on sponsors' wall
- Logo placement on homepage
- 6 social media posts

€ 5.000.-

ENTRY

Visibility and Placement on race car

- small logo on car

Visibility and Placement on Trailer/Team/Pit Box

- Logo on trailer (1 qm)
- Logo in VIP area

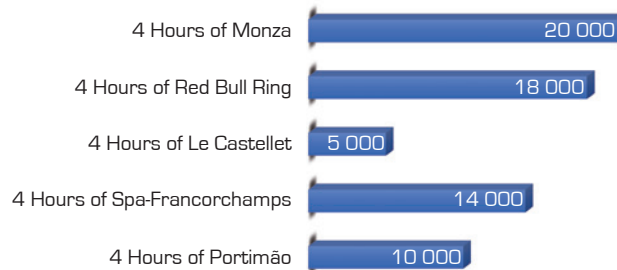
Media Presence

- Logo on sponsors' wall
- Logo placement on homepage
- 3 social media posts

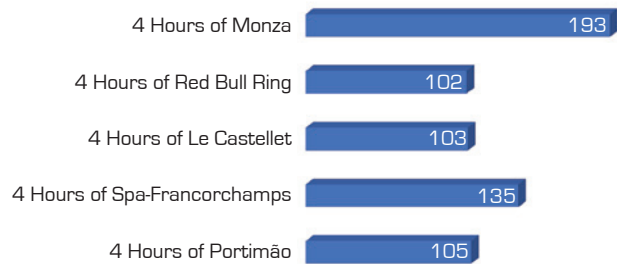
€ 2.500.-

Market Reach *

Spectators at the Track

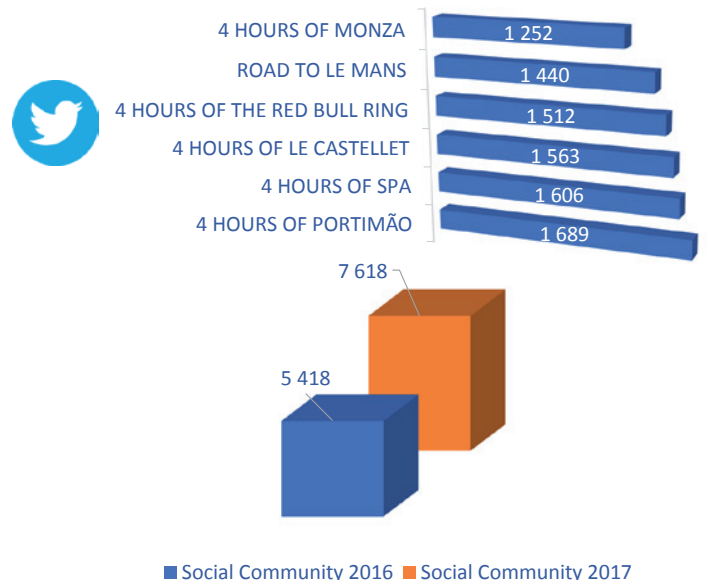
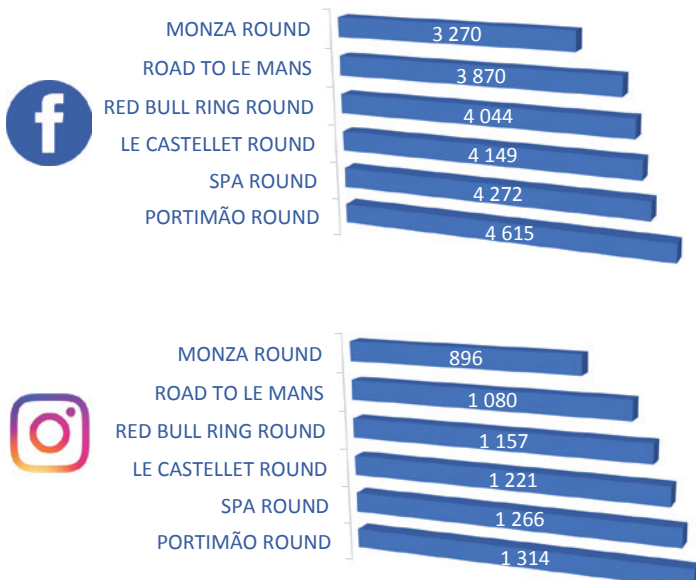


Media Interest



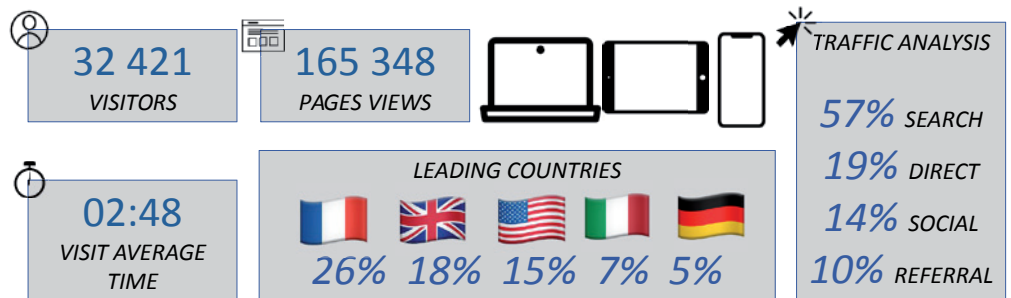
738 Accredited Media • **21** TV Crews • **327** Photographers • **65** Press Officers • **182** Journalists

Social Media Communities

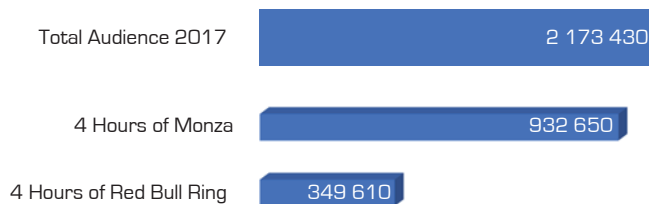


Market Reach *

Homepage www.lemanscup.com



Television-Viewing Audience



*Source: LMC 2017

Laurents Hörr's Direct Media Sites

Additional personal media presence through other channels:

- Public Events/Personal Appearances
- TV
- Newspaper and Print Media
- Radio
- Podcasts and Streams

| | |
|------------------|---|
| Facebook | Laurents Hörr official <ul style="list-style-type: none"> • over 1.600 Followers • Reach per post: ~ 2.000 people reached • multiple posts each week |
| Instagram | hoerrlaurents <ul style="list-style-type: none"> • over 1.700 Followers • Reach per post: ~ 500 people reached • multiple posts each week |
| Snapchat | hoerrlaurents <ul style="list-style-type: none"> • up to 200 views per post • multiple updates each day |
| Twitter | hoerrlaurents <ul style="list-style-type: none"> • currently under construction |
| Youtube | Laurents Hörr <ul style="list-style-type: none"> • 234 subscribers • up to 2.600 video clicks • multiple updates and uploads per event/VLogs |
| Homepage | www.laurents-hoerr.de <ul style="list-style-type: none"> • up to 3.000 visits per month |

Become a part of the fascination with racing ...



...I'll take you along for the ride!



LAURENTS HÖRR

faster to the top



**I am looking forward
to our partnership!**

Laurents Hörr
Finkenweg 37
D-70839 Gerlingen

Phone +49 151 43241556

www.laurents-hoerr.de
www.youtube.com/user/LauZzZn
www.twitter.com/hoerrlaurents
www.facebook.com/hoerrlaurents
www.instagram.com/hoerrlaurents

Management
modus_vm GmbH & Co. KG
Unternehmensberatung für
modulares Marketing
Gartenstraße 47
D-70563 Stuttgart

Phone +49 711 3418383
email hallo@modus-vm.de
www.modus-vm.de
www.facebook.com/modusvm