



K1 Cup Can Pay for Itself – Here's How!

With Pan European, LIVE TV coverage; Celebrity and charity connections; Networking and team building opportunities, K1 Cup is a forward thinking company's playground. Here are a few ways to ensure you maximise the return on your investment in a K1 Cup team so that it more than pays for itself.

- Develop an in-house sales or service reward incentive, from which your team of four drivers and one team manager will be picked. Your increase in sales, productivity and/or motivation will help to fund your entry
- Run further incentives for employees to come and watch your team race live, meet the celebrities and be shown the scenes behind K1 Cup and live TV
- In large workforces, run a raffle, with a relatively low entry fee to pick drivers/ team manager at random, with an element going to “Fund your race team” and an element of it already going to your chosen charity, giving everyone the chance to be the company's next Fernando Alonso
- K1 Cup intends to run the Championship with the very highest levels of professionalism, both operationally and in terms of presentation. We want to make your employees feel like F1 drivers - this will push motivation sky high
- Join forces with a key customer or supplier and enter a combined, co-branded team. This helps you to cement your relationships and cost share
- Pay for a key customer to be the main entrant and attach your co-branding, to help develop your commercial relationship
- Take the networking opportunities with other brands and corporates within K1 Cup and seal new, or improved commercial arrangements. Another way to contribute to or even pay for your entry indirectly; this will have the effect of providing everything else K1 has to offer practically for free. K1 Cup's Brand and Business Development team will actively assist you in this where possible
- If you would like to buy into part of a team, please let us know and we will seek to marry you to another suitable brand, with whom you have synergy, thus enabling you to build a mutually beneficial relationship
- Take maximum advantage of the PR opportunities as you demonstrate your Corporate and Social responsibilities to charities
- Take maximum PR advantage of the indirect celebrity endorsements
- Build the feeling of team spirit within your employees behind your race team and host “after work” parties, or brainstorming and problem solving sessions, prior to watching the races together live on Motors TV