

ISO
Conducting the game



Regional
Sponsor

188BET FORMULA 1 REGIONAL PARTNERSHIP LAUNCH

TUESDAY 3RD MARCH, 2020



Partnership Overview

Formula 1 officially unveiled 188BET as its first ever Betting Partner. 188BET have been named as 'Official Asian Sponsor of Formula 1' with a five-season agreement in a deal brokered by Interregional Sports Group (ISG) that will see 188BET featured exclusively throughout the Asian broadcast market for each Formula 1 season.

This ground-breaking agreement was the first of its kind in Formula 1 history.



Event Summary

At a special launch day at the home of British Motor Racing, Silverstone Circuit, Formula 1 and 188BET officially signed their agreement. Formula 1 Managing Director of Motorsports, Ross Brawn, 188BET Representatives Tom Earl and Eugenia Jones and ISG's Chris Buckley were joined by former F1 driver Paul Di Resta to present the deal to the world's media.

The event's activities took place in a custom 188BET garage which featured a lounge area for guests to enjoy catering and a view of the F1 cars. Two 188BET liveried F1 cars, one of which was an adapted 2-seater car, were present on the day for passenger rides and filming purposes.



Objectives

- » Officially launch the F1 partnership to key sports and trade media
- » Engage media with 188BET business and partnership announcement
- » Generate awareness of 188BET
- » Strengthen relationships with key media
- » Capture branded content for promotional purposes

VIP Guests



Ros Bawn

Formula 1 Managing Director
of Motorsport



Peter Schmeidel

188BET Asia Ambassador



Paul Di Resta

F1 Driver (2011-2013)



Chris Buckley

ISG



Tom Earl

188BET

Event Branding

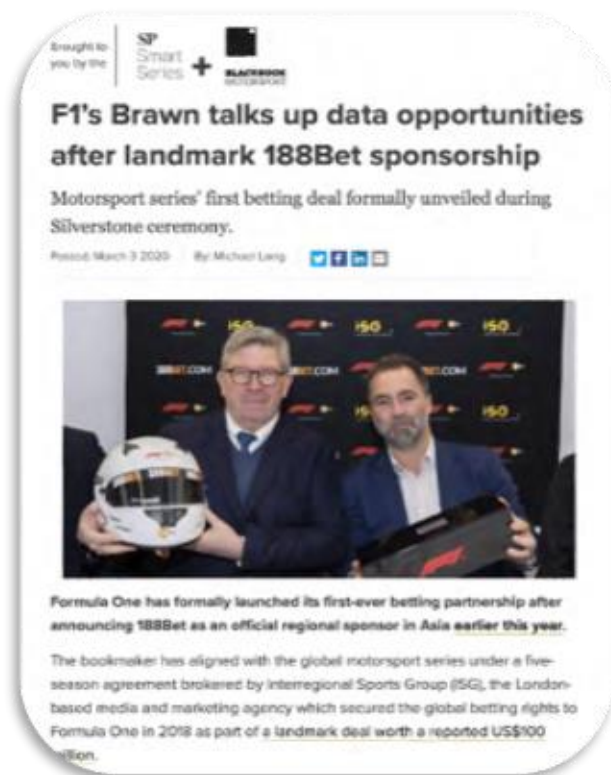
Custom race suits | Bespoke branded garage panelling | Branded podium | Interview boarding | Table cloths



Event Branding

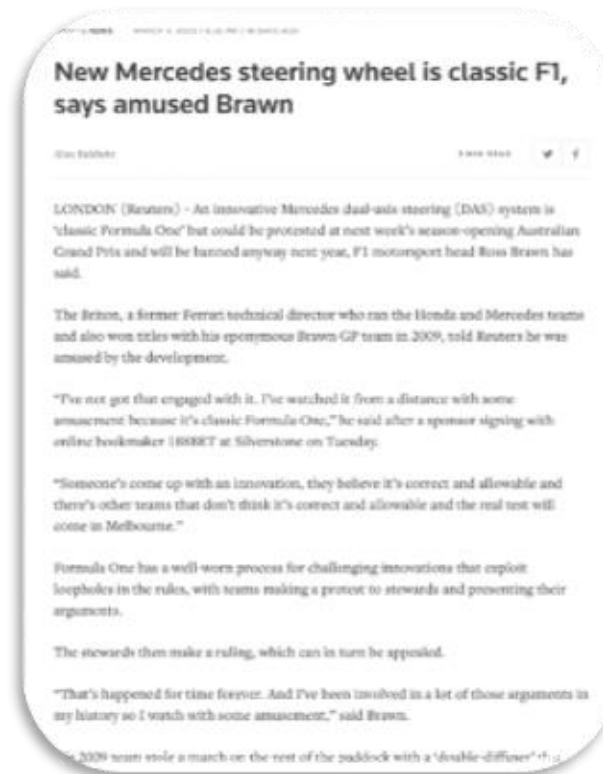
F1 and 2-seater cars | Race Helmets | Earplugs | Mechanic overalls | Guest lanyards and name holder | Crew jackets





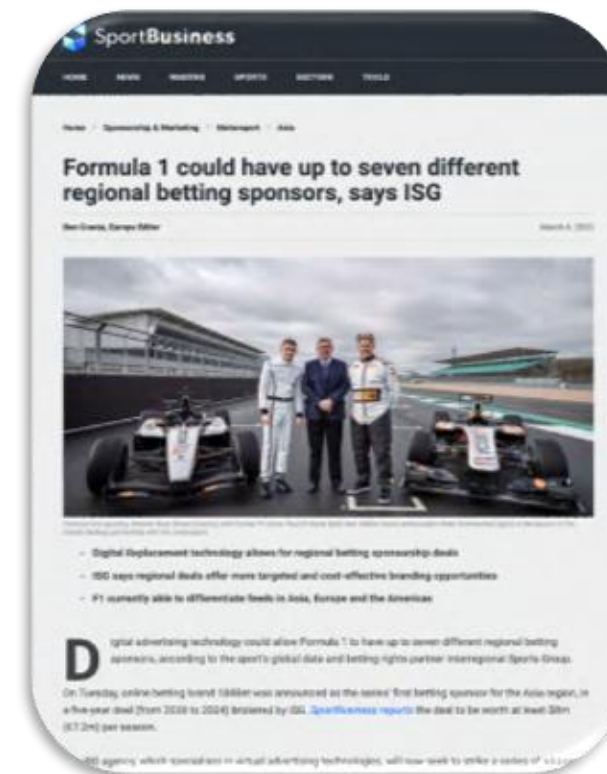
Outlet: SportsPro Media

Date: Tuesday 3 March, 2020 Author: Michael Long



Outlet: Reuters

Date: Wednesday 4 March, 2020 Author: Alan Baldwin

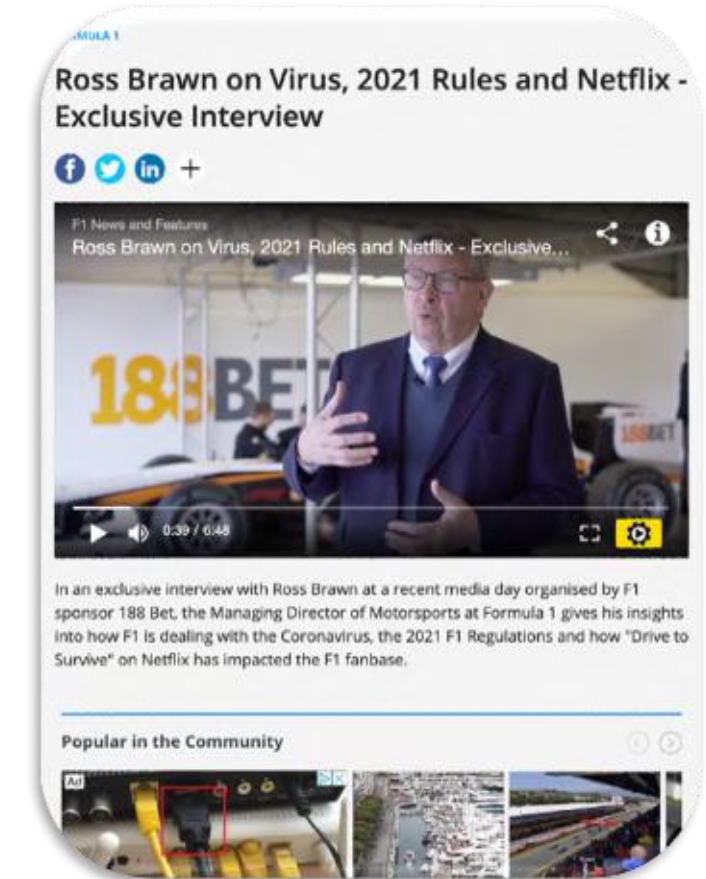
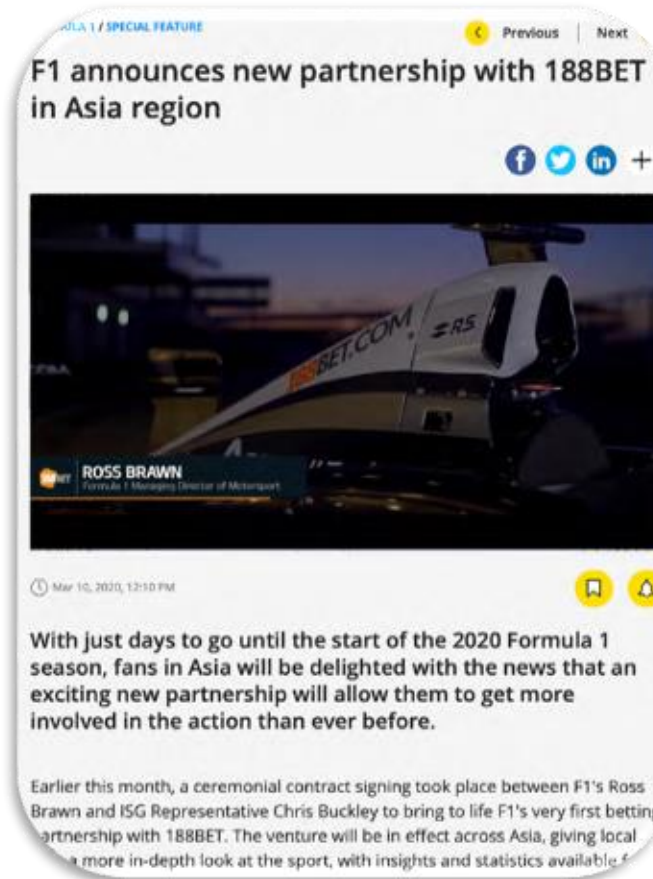


Outlet: Sports Business

Date: Friday 6 March, 2020 Author: Ben Cronin

Motorsport Network Partnership

- » To enhance coverage from the event a syndicated partnership with Motorsport Network was established to distribute content across selected Asian regions.
- » A dedicated press article announcing the Formula 1 partnership was released on the Tuesday before the opening round of the Formula 1 World Championship in Melbourne, Australia.
- » The article featured on motorsport.com website and included a summary video from the event.
- » Coverage: Europe, Vietnam, Thailand, Indonesia, Korea, Cambodia, and Malaysia
- » Article hosted on motorsport.com homepages. Total impressions of 1.5 million readers. Average time on page: 2m 18s.

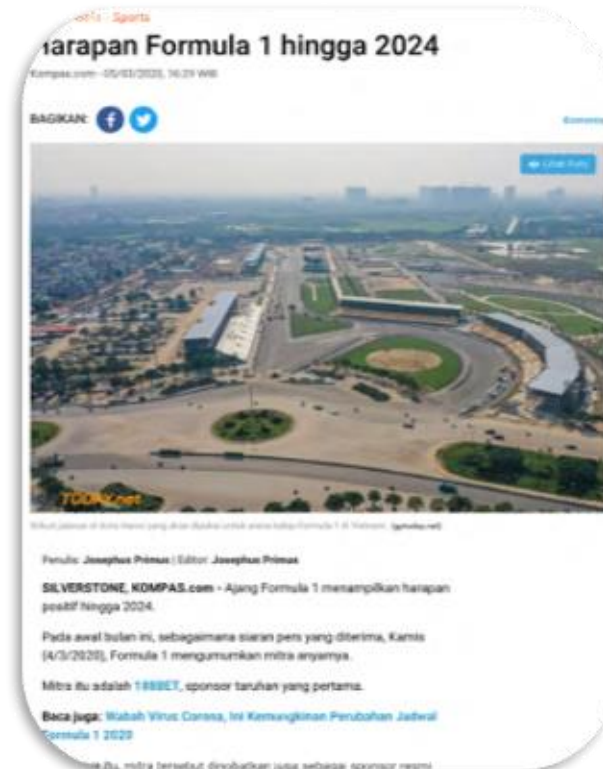


Asian Media Coverage



Outlet: Dap-News

Date: Wednesday 4 March, 2020 Author: N/A



Outlet: Kompas

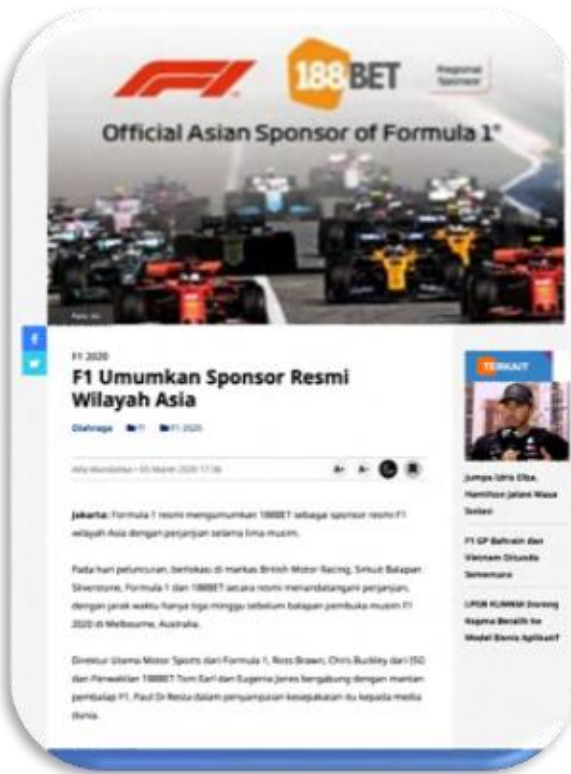
Date: Thursday 5 March, 2020 Author: N/A



Outlet: Tribun News

Date: Friday 6 March, 2020
Author: N/A

Asian Media Coverage



Outlet: Medcom

Date: Thursday 5 March, 2020 Author: N/A



Outlet: Taipei Times

Date: Friday 6 March, 2020 Author: N/A



Outlet: Warta Ekonomi

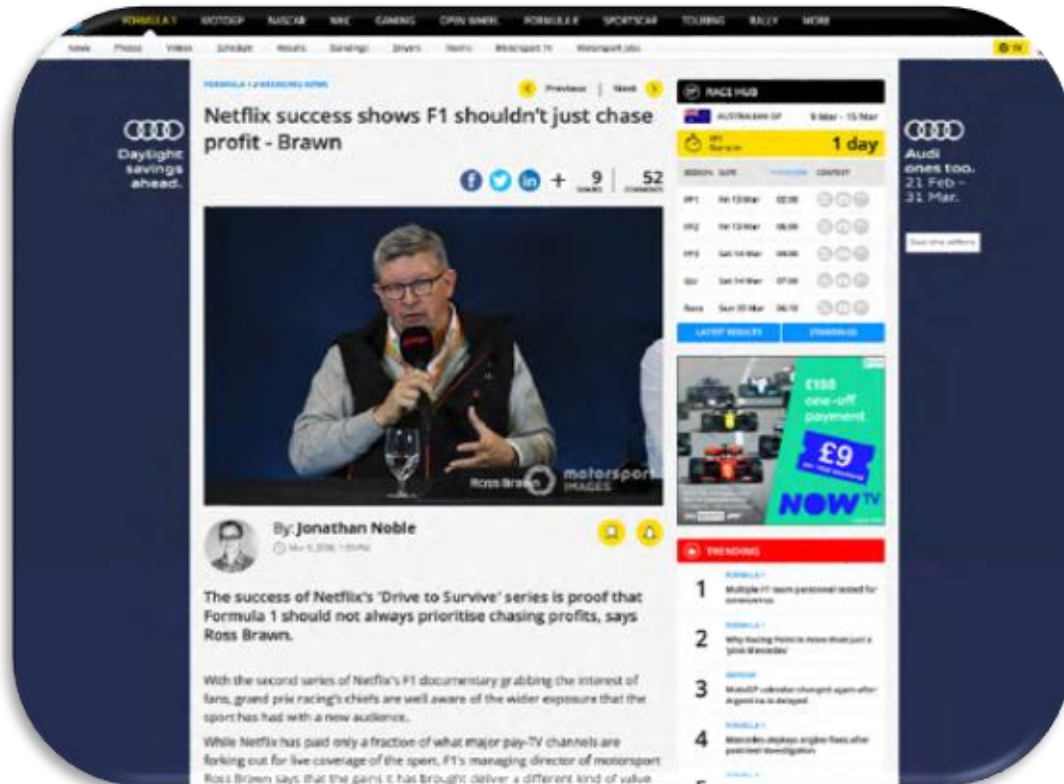
Date: Thursday 5 March, 2020 Author: N/A



Outlet: Bola

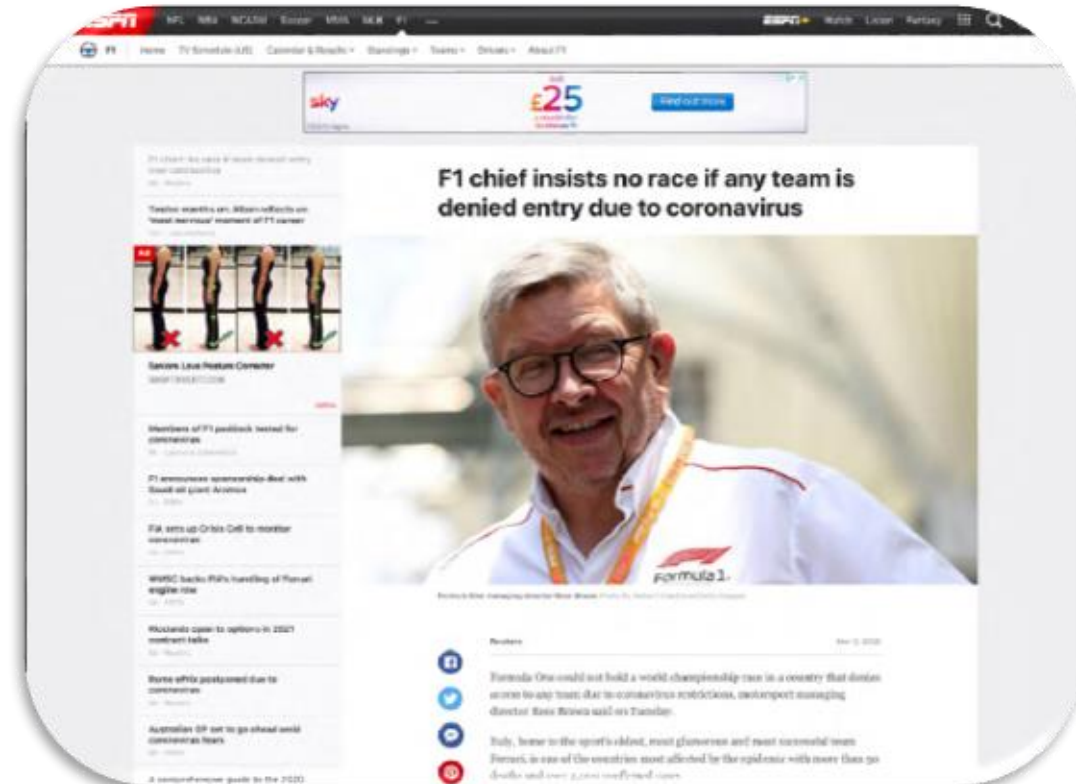
Date: Thursday 5 March, 2020 Author: N/A

Additional Coverage



Outlet: Motorsport

Date: Monday 9 March, 2020 **Author:**
Jonathan Noble



Outlet: ESPN

Date: Tuesday 3 March, 2020 **Author:**
Reuters

Content

ISG were onsite, utilising tracking vehicles and drones to capture all activity during the event.

Content produced includes;

- » **Wrap-up video for used on 188BET digital and social channels**
- » **Wrap-up video for Motorsport Network syndicated partnership in Asia**
- » **2 x Social Teasers**
- » **Video News Release distributed to Right Formula global mailing list**
- » **Video rushes of on-tracking filming and full Ross Brawn interview**





THANK YOU

