

**KEMPSTER** 

[www.nicksandersonracing.com](http://www.nicksandersonracing.com)



**Let's Go Racing!**

**Nick Sanderson, Nick Sanderson Racing (NSR) Ltd**

Competition Car Insurance Ford Fiesta Championship

Class C – Ford Fiesta ST



**Ian Fletcher, Kempster Ford Director**

Competition Car Insurance Ford Fiesta Championship

Class C – Ford Fiesta ST



**Introduction / Background**

Nick Sanderson Racing Ltd was established in 1999 when starting out in motorsport with Nick Sanderson (Director) taking part in the Scottish XR2 Championship. After developing our racecraft and motorsport mechanics, we progressed in the series, dominating the 2005 season to become XR2 Champions with two rounds remaining. Whilst taking a year out of motorsport in 2006 due to work commitments, NSR built a brand new Ford Fiesta ST and raced in the national [www.dees.co.uk](http://www.dees.co.uk) Ford Fiesta Championship in 2007, eventually finishing 3<sup>rd</sup> overall in the Fiesta ST class.

A second season in 2008 resulted in more impressive finishes but was marred by accident damage although we still achieved 3<sup>rd</sup> overall in the Fiesta ST class.

2009 brought consistent podium finishes, resulting in an excellent 2<sup>nd</sup> overall in the championship standings.

Ian Fletcher became a Director of Kempster Ford in January 2006, and struck-up a friendship with Nick soon after. Nick's friendly yet persuasive nature meant that Kempster Ford became the teams' title sponsor for the inaugural year of Fiesta ST racing in 2007, and by December of that year, Ian had a race licence and was ready to take to the track in a Ford Fiesta ST at the newly designed Anglesey circuit. It was a dream start – in the 2 races entered Ian finished 3<sup>rd</sup> and 1<sup>st</sup>, and was well and truly bitten by the racing bug!

Ian then competed in the National Championship at Lydden Hill and Anglesey in 2008, and then raced the Fiesta again in 2009 at Oulton Park, Lydden Hill and Brands Hatch.

For 2010, Ian intends to be a regular and consistent performer in the National Ford Fiesta Championship, further developing his skills and honing his race craft to suit him perfectly.

## **Competition Car Insurance Ford Fiesta Championship Details**

The Competition Car Insurance Ford Fiesta Championship is run by Ford Racing UK in association with the British Racing & Sports Car Club (BRSCC). The series incorporates three models of Fiesta, all running on slick and wet Dunlop control tyres – Class A for 1800cc Si cars, Class B for 1400cc Zetec cars and Class C for 2000cc Fiesta STs.

For 2010, it is hoped the Class C ST machines will have their own separate races including separate qualifying sessions at every round. This was the case for the majority of rounds in the 2009 Championship, and with more STs scheduled to compete in 2010, this can only be good news for the Championship.

There are eight meetings over the course of the season consisting of 16 championship rounds. All rounds score points with the best 14 results out of the 16 rounds counting towards the overall championship points tally.

The Ford Fiesta Championship gives very good value for money, due to the low cost of body parts and engines and the fact that performance modifications are not permitted. Television coverage has been confirmed for 2010, giving a huge incentive for sponsorship.

### **2010 Race Calendar**

The calendar below shows the race dates for the 2010 championship.

<b>Round No.</b>	<b>Date</b>	<b>Venue</b>
Round 1 & 2	27-28 March	Lydden Hill
Rounds 3 & 4	24-25 April	Snetterton
Rounds 5 & 6	5-6 June	Cadwell Park
Rounds 7 & 8	26-27 June	Silverstone
Rounds 9 & 10	31 July-1 August	Castle Combe
Rounds 11 & 12	21-22 August	Brands Hatch
Rounds 13 & 14	25-26 September	Anglesey
Rounds 15 & 16	16-17 October	Brands Hatch

### **Sponsorship Opportunities – What can Kempster Ford / NSR offer your company?**

In return for any sponsorship received, a sponsorship package can be agreed that will typically include the following: -

- Company decals in prominent positions on the Kempster Ford / NSR Fiesta STs.
- Availability of the Kempster Ford / NSR Fiesta ST for any corporate / open days.
- Full television coverage on Sky Sports (Motors TV & Men & Motors). Races are featured on the Race & Rally UK programme with the episodes repeated numerous times at different times of the day throughout the week.
- In-car footage when we carry the Sky Sports camera in the Kempster Ford / NSR Fiesta STs.
- Hospitality at the race weekends.
- Press releases, race results / race reports issued throughout the season.

- Professional photographs of the Kempster Ford / NSR Fiesta STs in action.
- Advertising on the Kempster Ford **AND** NSR websites– [www.nicksandersonracing.com](http://www.nicksandersonracing.com).
- Reward staff by inviting them to one of the race meetings.
- Competitions to win tickets to a race meeting or for a passenger ride etc.
- The racing is reported on numerous motorsports websites and professional photographers attend each meeting so pictures of the car are distributed across the internet.

All the above items offer maximum exposure for your company. We can offer large packages for company decals on the main panels of the Kempster Ford / NSR Fiesta STs or alternative packages in prominent positions for smaller budgets.

Our ethos is that once a company commits to supporting us, they become part of the Kempster Ford / NSR team and join us in our goal of becoming the 2010 Ford Fiesta ST Champions.

### **Typical Sponsorship Packages**

Although sponsorship packages can be tailored to individual company needs, the table below highlights some of the typical packages available.

<b>Package Type</b>	<b>Cost</b>
Complete car re-sprayed in full company livery	£5000 + re-spray cost
Race Tyres (Slicks & Wets at £160 x 18)	£2880
Race Entry Fees (1 race at £150 x 16)	£2400
Major decal coverage on car	£1000
Large decals on wings	£500
Large decals on bonnet	£300
Small company / personal name on car	£50

As previously mentioned, Kempster Ford NSR can offer sponsorship opportunities for any company, irrespective of the level of sponsorship that budgets will allow.

### **Kempster Ford / NSR - Our Commitment**

After building a Fiesta ST for the championship in 2007, Kempster Ford / NSR built a brand new Fiesta ST for 2009 which was raced by Nick Sanderson, finishing 2<sup>nd</sup> overall. For 2010 we have underlined our commitment to the Championship and to our sponsors by building another car, utilising our growing experience. The 2010 car will be raced by Nick dependant on business commitments, with the 2009 car being handed-down to Ian. The 2007 car will be available for race-hire. The 2009 & brand-new 2010 Fiesta ST have cost between £15000-£17000 to build, which demonstrates the commitment Kempster Ford / NSR has to the Competition Car Insurance Ford Fiesta Championship.

### 2009 Final Championship Standings for Fiesta ST Class (Top 10)

The table below shows the final championship standings with the two 'dropped scores' incorporated for the Fiesta ST Class. A solid 2<sup>nd</sup> place was achieved after challenging eventual winner, David Ellesley, hard throughout the season.

Position	Name	Points
1	David Ellesley	193
<b>2</b>	<b>Nick Sanderson</b>	<b>165</b>
3	Mark Tilbury	145
4	Richard Kemp	136
5	Rory Bryant	117
6	David Abbott	96
7	Terence Clark	86
8	Stewart Scott	83
9	Terence Upton	77
10	Steve Papworth	71

In 2010, Kempster Ford / NSR will be running a three car team in the Competition Car Insurance Ford Fiesta Championship.

### 2009 Championship Achievements Summary

The following is a summary of the 2008 championship achievements:

Overall Position	2nd	Fiesta ST (Class C)
1 <sup>st</sup> Place	Two	Brands hatch x2
2 <sup>nd</sup> Place	Five	Snetterton x2, Silverstone, Brands Hatch, Oulton Park
3 <sup>rd</sup> Place	One	Castle Combe
Total Podiums	8	As above
Pole Positions	Four	Brands Hatch x3, Snetterton
Fastest Race Lap	Five	Brands Hatch x2, Oulton Park, Castle Combe x2

### Sample Photos from 2009



Ian & Nick during qualifying for the race at the picturesque Oulton Park circuit in Cheshire

Ian at the exit of the Cascades chicane, Oulton Park, July 2009



### **2010 Season Latest News**

After backing the NSR team in the 2007, 2008 & 2009 seasons, Specialist ST & RS dealership, Kempster Ford has confirmed their continued backing for the 2010 championship campaign. This is a major boost, as Kempster Ford will also be taking over the day-to-day running of the team and the cars.

We are also speaking with other potential sponsors and hope to make new announcements shortly.

### **NSR Contact Information**

Director:	Nick Sanderson
Address:	Nick Sanderson Racing (NSR) Ltd, 179 Centrium, Station Approach, Woking, Surrey GU22 7PE
Website:	<a href="http://www.nicksandersonracing.com">www.nicksandersonracing.com</a>
E-Mail:	<a href="mailto:nick@nicksandersonracing.com">nick@nicksandersonracing.com</a>
Operations Manager:	Ian Fletcher
Address:	Kempster Ford, Hardfield Garage, Hardfield Street, Heywood, Lancashire, OL10 1DL
Website:	<a href="http://www.kempster-ford.co.uk">www.kempster-ford.co.uk</a>
E-Mail:	<a href="mailto:ian@nicksandersonracing.com">ian@nicksandersonracing.com</a> <a href="mailto:kempsterford1@btconnect.com">kempsterford1@btconnect.com</a>
Telephone:	07814 723 204 / 01706 369 817
Follow us on: Facebook	<a href="http://www.facebook.com/NickSandersonRacing.com">www.facebook.com/NickSandersonRacing.com</a>
Twitter	<a href="http://www.twitter.com.NSRacing_com">www.twitter.com.NSRacing_com</a>

Get involved with Kempster Ford / NSR and you can  
take full advantage of: -

2010 Customer Marketing Opportunities!

Full television coverage for the 2010 championship!

Get your company involved in one of the UKs best  
supported motorsport championships!



*Be part of the winning team!*