

THE NEXT LEWIS HAMILTON



A BRAND NEW TV SERIES FOR

sky SPORTS HD

sky SPORTS F1 HD

6 x 60-minute episodes

An in-depth look at 6 super-talented young Brits looking to emulate Lewis Hamilton and become a Formula 1 driver...

... and hopefully a British world champion

THE SERIES

In "The Next Lewis" we've identified six young Brits who are already in the slipstream of Britain's most exciting young Formula 1 driver, Lewis Hamilton. The question is can they make it? We've been following them and their families - up close and very personal.

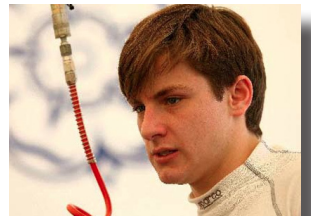
ALICE POWELL (18) Alice is supported by dad but he's fast running out of money. Despite that, she was able to accept an invitation to drive at the inaugural Indian Grand Prix meeting and we followed her there. Plus, the USA's top racer **Danica Patrick** tells Alice how a girl can get ahead in motorsport!



JOSH HILL (18) Josh is the son of ex-world champion **Damon Hill** and grandson of the legendary Graham Hill. He's got every contact you could ever need and he's not short of money - but has he got what it takes? And do F1 drivers really live in a student flat like this?



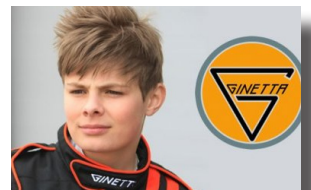
JORDAN KING (17) this hot young prospect's dad is Sainsbury's boss Justin King who has sunk £750k into Jordan's career. Jordan is so committed he can only afford the time to do 3 days a week at his private school. Jordan and Justin enlist the help of **Ian Botham** and walk with him for the cancer charity that has such a personal meaning to Jordan.



DEAN SMITH (23) works in his dad's babywear shop in Walsall but he's won more races and championships than all the others put together. We joined him on his stag night and at his wedding to his long suffering childhood sweetheart. Current F1 driver **Paul di Resta** spends time giving Dean some tips on getting into the big league. He's got bags of natural talent but has he got the dosh?



SEB MORRIS (15) Ginetta Champion with his own full scale simulator, his rich property developer dad and his doting Cheshire-set mum are always there to help. Exclusively seven times F1 World Champion, **Michael Schumacher** appears in the show to give Seb the guidance that a young racer can only dream of.



ALEX BRUNDLE (21) supported and guided by his father, the SKY F1 HD commentator and ex-F1 driver, **Martin Brundle**. Alex is driving at the highest level of the group and with his connections should be able to make the next step. Crazy about the drums he swaps roles with Paul Stewart, drummer with top group The Feeling in the studio and at Brands Hatch.



We get right behind the scenes with friends and families at home, at work and even at school. **The series includes each driver running our test track and this opportunity is available to brand partners in a whole track day for client entertaining or team building.**

DISTRIBUTION AND PROMOTION

BROADCAST

“The Next Lewis Hamilton” will be broadcast on the new home of Formula 1™.



Sky Sports has launched a dedicated channel for its new in-depth Formula 1™ coverage, taking viewers under the skin of the sport.

Sky Sports F1 HD gets F1 fans closer than ever, with more action, analysis and information - on their TV, online and mobile devices - throughout the season. This new home of Formula 1™ is the only place to enjoy live coverage of the whole Grand Prix season including all practice and qualifying sessions and every race in the calendar and is the perfect broadcast partner for this exciting new series.

The series will also receive multiple plays across the wider Sky Sports / Sky Sports HD portfolio of channels.



PROMOS

The programme series will be supported with a run of promotional trailers maximising tune-in.

VIDEO ON DEMAND (VOD)

Sky Sports will also make “The Next Lewis Hamilton” available to view on demand via on-demand to TV platform, Sky Anytime, and its on-demand to PC and mobile devices platform, Sky Go.



Sky Go



Sky Anytime+

ONLINE

Sky Sports will build and host a microsite to support the show offering additional video, episode clips, photos and competitions. The microsite will be promoted on air and via key channels within Skysports.com.



AN INTEGRATED CONTENT PARTNERSHIP

Sky Sports have developed an integrated and comprehensive bespoke package of content, media, creative assets and rights that will include:

EDITORIAL CONSIDERATION OF BRAND OBJECTIVES

USP Content will give due consideration to the partner brand's positioning and tone of voice within the editorial body of the show. The producers will develop the narrative around each young driver, with a view to maximising viewer connection and interest in their sporting progress.

PRODUCT PLACEMENT

There will be scope for Brand partner product placement within the programme series. For example, segments filmed with the protagonists using or wearing relevant partner brand products. The producers could also include on-going use of partner brand products / services by some of the drivers and other series contributors.

Product / brand integration would be at the discretion of USP Content and Sky Sports in order to maintain the editorial integrity and quality of the series and would also be subject to Ofcom guidelines.

EXCLUSIVE CONTENT

USP Content will produce additional pieces of extra short-form content for exclusive use by the brand partner. Non-broadcast content could feature more prominent / promotional integration and product placement.

Example content:

1. During the series, there will be a Radical SportsCars track day at Brands Hatch. Additional extras and behind the scenes footage could be produced exclusively for the Brand partner's digital platforms. The Brand partner would be granted rights and access to invite customers to win a chance to take part in a similar track day adding a fun and unique reward to a customer loyalty programme or staff incentive scheme.
2. A business to consumer competition could be promoted on both the Sky Sports and Brand partner platforms.

BROADCAST SPONSORSHIP

The Brand partner would receive sponsorship accreditation on all UK transmissions of "The Next Lewis Hamilton" across all Sky broadcast channels as follows:

- 15" opening sponsorship credit
- 6 X 5" break bumper sponsorship credits
- 15" closing credit

PROMOTIONAL TRAILERS

Brand partner logo and verbal accreditation on all programme trails for the series.

ON DEMAND SPONSORSHIP

The Brand partner will receive sponsorship credits on Sky Anytime (on-demand to TV) and Sky Go (on-demand to PC, smartphone and tablet devices) as follows:

- Brand partner logo on the Sky Go “The Next Lewis Hamilton” home page
- Sky Go: 15” sponsorship pre roll credit, 10” sponsorship mid roll credit
- Sky Anytime: 15” sponsorship pre roll credit

ONLINE SPONSORSHIP

Brand partner will receive exclusive branding on “The Next Lewis Hamilton” Skysports.com microsite as follows:

- Brand partner logo branding on masthead of all microsite pages
- Additional branded exclusive video content hosted on the Skysports.com/ “The Next Lewis Hamilton” microsite (as detailed above)
- Competition page and entry mechanic (see below)
- Competitor ad exclusion

COMPETITION

The Brand partner will also benefit from a sponsored competition. USP Content will include a segment in the final part of each episode promoting a branded competition with visual and verbal Brand partner reference and direction to series microsite to find out more and enter.

Example prize:

Win tickets to the British Grand Prix or to the McLaren Technology Centre.

USE OF SERIES IP

The Brand partner will also be granted the rights to use the series IP (logos, artwork, episode clips etc.) for marketing, publicity and promotions and consumer, trade and internal and external communications alike.

INTERNATIONAL

There is the potential to distribute “The Next Lewis Hamilton” as a Brand partner series to targeted broadcasters internationally with interest already flagged with broadcasters in the following territories: USA (Speed TV), Australia (SBS One), Japan (Fuji TV), India (Zee Sports) and Malaysia. USP Content would be open to working with the Brand partner to distribute in key international markets.



USP Content are at the forefront of live sports, producing award-winning multi-platform programming.

Productions include:

Absolute Radio's coverage of the Barclays Premier League – the most high profile league in world football – with live commentary every Saturday afternoon; BBC Radio 5 Live's commentary and coverage of what's been a golden age for Formula One.

USP Content is currently covering The Volvo Ocean Race worldwide in over 40 countries.

The World Twenty20 cricket championships in Barbados demonstrated the company's ability to efficiently outside broadcast providing video content for Yahoo and the International Cricket Council.

USP have also branched out into the world of minority sports, with live TV coverage of British Basketball for Setanta Sports, and sponsor-funded coverage of the Barclaycard World Free-Running Championship for Sky Sports.

American sports also represent an area of expertise for USP, having covered eight Superbowls and three complete seasons of NFL for the BBC, as well as Major League Baseball and Ice Hockey.

In 2009 ITV aired "Life Behind Lewis" a one hour documentary tracking Lewis Hamilton's rise in F1. The programme went successfully to DVD.



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