

Sponsorship Marketing Formula One 2005

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The first report on Formula One's sponsorship marketing

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Formula One and sponsorship marketing specialists

Contents

- » 1. Size of Formula One in the key markets
- » 2. Key brands and sectors involved with Formula One
- » 3. Investment levels and counterparts in terms of rights and personality usage
- » 4. Possible brand leverage in each market
- » 5. Advise for marketing differentiation
- » 6. Additional leverage and involvement for brands with Formula One



Features

- » **The latest key figures on the sector**
- » A comprehensive description of Formula One's marketing tools in the light of changes to come

Benefits

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- » **Adopt a winning sponsorship marketing strategy thanks to the most accurate market information**

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