

ASIA FORMULA RENAULT SEASON 2013
SPONSOR VALUATION REPORT
For SIDEWAYS DRIVING CLUB re PETE OLSON



VIP ENTERTAINMENT PROGRAM:

March, June Pan Delta AFR races:

- **Total 34,000rmb/42,300hkd/5,500USD**

PRINT AND ONLINE COVERAGE AND VALUATION:

- HK MAGAZINE article x1 = 30,800hkd= 4,000usd
 - SINA.COM 1 PAGE 1 MONTH: \$2115usdx4= 8,460usd
 - EFORMULACARNEWS.COM 1 PAGE 1 MONTH: 400x 4= 1,600usd
 - ESPNSTAR.COM 1 PAGE x4 = 1530eurox4= 2,115usdx4= 8,460usd
 - PRLOG ONE PAGE : 1057usdx7= 7,400usd
 - PIT TALK ASIA 1 PAGE 1 MONTH: 765Eurox4 = 3,060Euro = 4,230usd
 - MONTGOMERY COUNTY SENTINEL [USA] 1/2 PAGE 1 ISSUE = 377usd
 - CAR PLUS MAGAZINE 2 PAGES x 4 ARTICLES: 2,560usdx4= 5,120 usd
 - CAR PLUS MAGAZINE product article re Sideways : 10,000hkd = 1,290usd
 - MACAU DAILY 1 PAGE x4 = 6172usdx4= 24,688USD
- Total 65,625USD** *valuations source: Porsche AG

ADDITIONAL ARTICLES MENTIONING SIDEWAYS DRIVING CLUB:

- Zhuhai International Circuit Websitex4
- FRDSports.com x5
- Asia Motorsports Network x5
- CITS.com [Macau] x5

ADDITIONAL ARTICLES:

- THE STANDARD [Hong Kong] x1
- CHILDFUND.ORG x4

FACEBOOK FAN PAGE EXPOSURE: Pete Olson [Formula Renault]

- Feb 1-Dec 31, 2013: 99,386 unique user visits

WEBSITE:

www.peteolson.com : featuring Sideways Driving Club large banner advert:

- over 18,000 page views from Feb 1st-Dec 31st, 2013

TELEVISION EXPOSURE:

2013 Pan Delta Asia Formula Renault Rounds 1&2, 5&6, 7&8 Television broadcast information

CHANNEL	BROADCAST DATES	CHANNEL VIEWERSHIP [TOTAL SUBSCRIBERS]
ZHUHAI TELEVISION (ZHTV-2) 珠海电视台	March 16-17, 2013 June 15-16, 2013 September 14-15, 2013	2.2 million
GUANXI SATELLITE CHANNEL (GXTV) 广西电视台	March 16-17, 2013 June 15-16, 2013 September 14-15, 2013	40+ million
GUANGDONG TV SPORTS CHANNEL Guangdong Television (GDTV) 广东电视台	March 16-17, 2013 June 15-16, 2013 September 14-15, 2013	7+ million
MACAU TV SPORTS CHANNEL (MCTV) 澳門有線電視	March 16-17, 2013 June 15-16, 2013 September 14-15, 2013	3+ million

- SOURCE: Zhuhai International Circuit – Media Department 8 April, 2014



TOTAL ADVERTISING VALUE:

- *in 2013, over 550,000hkd/71,000usd in advertising value generated for Sideways Driving Club,*

Not including:

- *Valuation of over 30 print & online media article mentions through Sept 2013 reaching additional 500,000+ readership*
- *Television exposure value*
- *Social media & website exposure value*

VIP room photos, Zhuhai International Circuit



Racer finds helping kids a sure winner



Pete Olson calls the combination of car racing and charity just perfect, and describes his December trip to Vietnam to see Trang, below, as one of his most memorable experiences.

Nectar Gan

"It is one of the great ironies of the world that there are so many [people] that struggle just for basic necessities, often times encircled by wealth."

That thought flashed across the mind of Pete Olson, then a US college motorcycle racer, after he watched a 30-second TV advertisement of ChildFund International 10 years ago. It made him decide to sponsor children in need.

Adopted and raised by a traditional family under the influence of his foster father—a self-made man—Olson has always understood the importance of educational and other opportunities for a child.

"I figured I had no excuse not to spend what was the price of a single meal out to change a child's life through a monthly contribution," he told *The Standard*.

A decade later, the thought has grown even stronger as the achievements of the now racing car driver have made him feel even more blessed.

Olson, who is currently competing in Zhuhai in the Asia Formula Renault 2013 Championship, is now sponsoring his third child—Trang, a 12-year-old girl who lives in Vietnam.

"[I] keep in touch with her via letters, which are always a pleasure to read, to see her progress in school and read how ChildFund is putting the donations of myself and others to work in the project in Vietnam," Olson said.

Last December, he was able to pay Trang a visit—describing it as "one of the most memorable experiences" he has ever had.

"It gave all these years of sponsorship a human factor that you can't get through photos and letters. To walk around her school and the com-



munity to witness daily life there, compared to the privileges so many of us take for granted, it was extremely humbling and I can't wait to go back in August," Zhuhai resident Olson said.

Besides donating, he founded Racing for Children, a campaign aimed at raising awareness of ChildFund's mission through the popularity of motor racing, especially finding more sponsors for the kids through media coverage.

"It was very difficult and frustrating at first, as I wasn't well established and it was far more difficult to obtain media coverage," Olson recalled. "There were a lot of nos. But I knew that every no would bring me closer to a yes, and no matter how many cold calls and how much rejection I had to take, it was well worth it for the end result—for the kids like Trang."

For Olson, the combination of racing and charity is just perfect. "It's such an amazing feeling to be able to do what you love professionally, and at the same time use that very same thing to really give something back." staff.reporter@singtaonevscorp.com



Race for Impact

You don't have to haul yourself to the Singapore Grand Prix to watch some real motor racing. Go to Zhuhai next weekend and do it for free, says Adam White

Getting Some Track Time

While it's free to get in to the grandstand, RM180 gets you entry into the racing paddock and occasional access to the pit lane. Want to upgrade again? For just RM900 you've got a VIP pass and pretty much free-roaming rights across the circuit. The crowd floods on to the starting grid itself just before the race. You weave between cars on a baking hot grid, as all around you the business of racing goes on: tire pressures are checked. Last-minute adjustments made to wings and surfaces. In one corner, a whole spool of orange wire is yanked from around the gold-plated rims of a touring car. I have no idea why. And a whole load of umbrella girls pose for photos in their implausibly small, implausibly leather outfits, in implausibly vertical heels. I wonder what's harder, throwing a race car around a circuit, or staying upright in a leather miniskirt in spite of the sun, the heat, and the flash bulbs. But then a five-minute warning goes up and you're chivvied off the circuit as engines light up and racers block you out of their minds. Get off, get off. It's time to race.

Doing it for the Money

You always assume it's a glamorous sport full of lucrative deals, of cash exploding out of private jets as champagne sprays from the winner's podium. But the truth, of course, is that running a racecar is expensive. At this level, all the drivers are paying for their high-octane thrills. These enthusiasts, many Hong-Kong-based, do it because racing is in their blood. As Pekka Saarinen, head of Zhuhai-based team PS Racing, tells me: "You don't get into racing for the money. You get into it for the heart."

The racing is fast (of course), frenetic (naturally). I'm torn between watching the cars explode past the pit wall, and craning my neck

Getting there

The Ferry: Ferries run every two hours or so from the Macau Ferry Terminal in Sheung Wan or the China Ferry Terminal in Tsim Sha Tsui, to Zhuhai Jiuzhou Port. Tickets start at \$210 one-way; visit www.c.ksp.com.hk for ferry times.

The Visa: If you're only visiting Zhuhai and you need a visa to enter China, you can apply for a three-day local area visa when you arrive at the port. Prices vary by nationality, between RM180-500.

Getting to the Circuit: Hop in a taxi. It's about a 20-minute, RM80 drive from the pier, most of it stretching along the lovely palm-tree-lined "Lovers' Road" which lines the coast.

Getting in: Entry to the public stands is free. The shaded portion fills up fast, and that's where you want to be unless you like roasting in the sun. Alternatively, VIP passes cost RM850, and allow you to roam free all over the circuit, as well as giving access to a VIP suite.



Racing for Children

My trip here was at the invitation of racing driver and instructor Pete Olson. Pete does what he does for two reasons: for the speed, and for the kids. Olson races for Zhuhai-based team PS Racing ([facebook.com/PSRacing](https://www.facebook.com/PSRacing); he implies) and the weekend I visit, Pete grabs two podium finishes to boost him to 3rd in this year's series. He's also the founder of Racing for Children, a organization dedicated to raising awareness of ChildFund International. The charity sponsors children in need across the globe, encouraging one-to-one sponsorship of children in need. Olson himself is now sponsoring his third child, Trang, a 12-year-old girl who lives in a ChildFund community project north of Hanoi. Last summer he went to visit. "It was a bit surreal to finally meet in person the girl that I'd been sponsoring for a half-dozen years," he tells me. "It really put things in perspective, especially being involved in the most expensive part in the world. It especially made me realize how little it really takes, relatively, to make a real difference in the world to those less fortunate than ourselves." Pete's planning to head back when the racing season ends to talk at the local school. Perhaps he'll talk some of them into becoming racing drivers.

Sponsor a child for just \$29 a month. You can exchange letters and photos, and even visit.
www.childfund.org



MEDIA 2013 - PETE OLSON



Press Releases by Olson Motorsports, LLC:







2016年上海国际赛车场

2016年上海国际赛车场

2016年上海国际赛车场

2016年上海国际赛车场

2016年上海国际赛车场

2016年上海国际赛车场





China's New Year Celebrations

Chinese New Year is celebrated with great fanfare across the country. People are seen setting off fireworks and lighting traditional lanterns. The festival is a time of family reunions and feasting.

China Aids Heavy Race Promotion Children's Club

The Children's Club is organizing a go-karting event to raise funds for children's welfare. The event is open to all children and their families.

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China's New Year Celebrations

The banner is a symbol of hope and unity for the new year. It was held by a group of children and their parents during the celebrations.

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This collage captures the vibrant atmosphere of the festival. It shows people in traditional attire, colorful lanterns, and the excitement of the fireworks.

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China Car Times

The go-karting event is a popular activity for children. It provides a fun and exciting way to spend time with family and friends.

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China's New Year Celebrations

This page features a detailed report on the go-karting event. It includes photos and text describing the excitement of the race.

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China's New Year Celebrations

This page shows another view of the go-karting event, highlighting the participation of children and their families.

PaddockTalk

News and updates from the racing world. This page features a list of recent articles and news items.

RACERS INC

Official website for racing events. This page provides information about upcoming races, results, and team profiles.

Pit Talk Asia
GRAND PRIX
2011



GRAND PRIX
2011

GRAND PRIX
 2011

Pit Talk Asia
GRAND PRIX
2011

GRAND PRIX
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AFIN
Asia Motorsports Network

**Victory of America's Roloff in 16th
 Racing Promoting Children's
 International**



Victory of America's Roloff in 16th
 Racing Promoting Children's
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China Car Times

China Car Times
 China Car Times

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Asia Motorsports Network

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AFIN Asia Motorsports Network

**Pete Olson seals overall 3rd place finish in AFR
 International Class**

Pete Olson
 General Manager of Grand Prix Americas
 Top Contender



Pete Olson seals overall 3rd place finish in AFR
 International Class

PaddockTalk

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Pit Talk Asia
CATERHAM

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Like

Pete Olson takes to podium once again- and seals 3rd overall in Drivers Standings for PS Racing.

In what can only be called an inspired drive today, Pete Olson set his fastest lap time ever this morning in qualifying at blistering 1.37.7, half a second behind former AFR Champion Jim Kato of Hong Kong. In the afternoon, Olson took 3rd in AFR's highest-level International Class in the Round 9 race, which earned him 20 points, enough to seal 3rd overall in the 2013 Asia Formula Renault Championship for PS Racing Team in the driver's titles.



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JONAS GELZINIS



RACING DRIVER

PIETRO FITTIPALDI



OPEN WHEEL

PETE OLSON

DRIFT TEAMS UP WITH FORMULA RENAULT PILOT PETE OLSON

Drift Innovation are proud to announce that we are teaming up with Asia Formula Renault competitor and Champ Motorsports driver, Pete Olson.

Pete has had a successful career in karting and F2000 cars in North America, including two championship wins...



[LEAVE COMMENT >>](#)



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Drift Innovation are proud to announce that we are teaming up with Asia Formula Renault competitor and Champ Motorsports driver, Pete Olson.

Pete has had a successful career in karting and F2000 cars in North America, including two championship wins in Canada. Currently he is competing in Asia Formula Renault, the highest-level formula racing series in Asia. Events include the Zhuhai International Circuit and Shanghai International F1 Circuit.

Pete seeks to become the first American to win the series – and in doing so to earn the distinction of becoming the first American to win a racing championship in China! His proven determination, focus and drive to succeed in all the other sports he's been involved in, makes this ambition a definite possibility.



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