



CGRC News – 03/2020

Media News

This season we are increasing our media focus with activity centred on four key areas.

Photography - Snappyracers

In addition to the Club's longstanding photographer Hazel Ford, the Club has retained the services of Jon Bryant's Snappyracers to provide a professional photography offering to all Club members.

Jon has been involved with motorsport since he was 16 and given that he has just reached the ripe old age of 40, that's quite a few years! He has been a professional motorsport photographer since 2006 and the official photographer for Caterham since 2014. So we know we will be in safe hands.

Jon and his team will be covering all of our meetings, including our overseas round at Zandvoort GP and our recent track day. They will also be covering the Caterham Motorsport and Toyo Tires 7 Championships. So, for our members, who have one of these as their main Championship, or are doing guest drives, you will be able to have a consistency of service across all of your races.

Snappyracers will be making sure that we get photographs of all of you, both on and off track. They take about 4,000 photographs in a weekend, so there is bound to be one that has your "good side"!

As a Club, we will be using the photography to promote and advertise what we do through our website and also on our social media platforms. Technology permitting, we are hoping to increase the photography gallery on the website to make sure everyone can see some great coverage throughout the year.

We have negotiated some significant discounts on Jon's standard prices, and if you would like to take advantage of his services, you will be getting a better deal than either of his other Championships!

Jon can offer:-

- Photo packages for the full season (£265), the Trophy (£135) or a single meeting (£50).
- Ad hoc one-off or multiple images (£12 per high-res image, with prints of all sizes available. For 4+ images, a single meeting price would provide a complete set).
- Photobooks, which are soft or hard backed with dust-jacket, covering your season, approximately 200 pages for the full Championship and 60 pages for the Trophy. They can be customised to your requirements with photos personalised to an individual Driver (Prices to suit your Championship, book size and bespoke requirements, starting in softback from £90 for the Trophy and £180 for a full Championship).
- A1 and A2 sized season posters individually tailored to a driver featuring images from each round.
- Framed pencil charcoal drawings of a specific image.
- Bespoke clothing (polos, t-shirts and hoodies) in individual driver livery colours.
- Plus, a whole host of other photo products such as mugs, jigsaws, canvas prints, prints on aluminium and even wallpaper!

For those of you who take out a photo package with Jon, you will receive approximately 40 high-resolution images per meeting, covering the test day and the race day/weekend, supplied via "dropbox" the week after each event or by CD or USB stick.

For those who don't want a package but may wish to have the odd image or two, a selection of photos will be available on Jon's website and Facebook page:

- www.SnappyRacers.com
- www.facebook.com/SnappyRacers/

Have a browse through work and see what you think.

Jon can be contacted at jon@snappyracers.com or on 07720 441456.

The full set of pre-season track day photographs are here –

<http://www.snappyracers.com/galleries/caterham-graduates-track-day/>

The service provided by Snappyracers is in addition to circuit photography offered by Hazel Ford and paddock photography by Suzie Black.

Live Streaming - MySuperCar

The Club has appointed **MySuperCar** to provide live streaming of our races this year. They will be broadcasting live on social media (CGRC, MySuperCar, Club Racing UK, and ASGUK). Ian Waterhouse and his team will be conducting driver interviews, filming on-track action, and taking a closer look at the cars and what the Club offers.

Ian and his team produced some excellent coverage of our pre-season track day and is looking forward to meeting all Club members this season.

PR / Social Media

The Club has appointed Leanne Fahy of **3 Phase Media** www.3phasemedia.co.uk to provide professional coverage across all social media platforms.

3 Phase Media specialise in digital and print publicity within the motorsport and automotive industry.

Race Reports

We are pleased to report that Mark Carter (Classic 85) has kindly offered to produce race reports for the Club this season. Mark will be working with Leanne at the circuit to capture news of the race weekend.

More News

We will be sending you another note before the first meeting at Silverstone National on 21/22 March.

CGRC Executive Directors

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