F1 activation for supporting sponsors and official suppliers

GroupWhistle™



With 45% more sponsors than five years ago, Formula 1 has never been more popular.

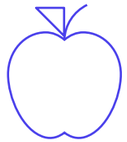
How will your partnership story cut through the noise?



As F1 insiders, we know how to extract maximum value from any level of sponsorship entitlement

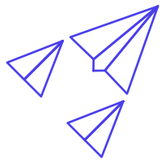
How we add value

We have all the bases covered to ensure your success in the F1 sponsorship space – from project kick-off to final delivery



Knowledge

We know the industry tricks that make smaller partnerships deliver more



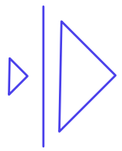
Leadership

We guide your internal teams, manage projects and maintain momentum



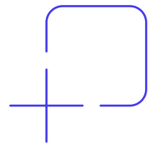
Strategy

We design and implement a model that is tailored to suit you



Price

Our activation costs are manageable and in step with your sponsorship fee



Delivery

We provide all the creative assets required to tell your story

In the past five years, Whistle has developed more than 200 F1 sponsor propositions totalling in excess of $520m

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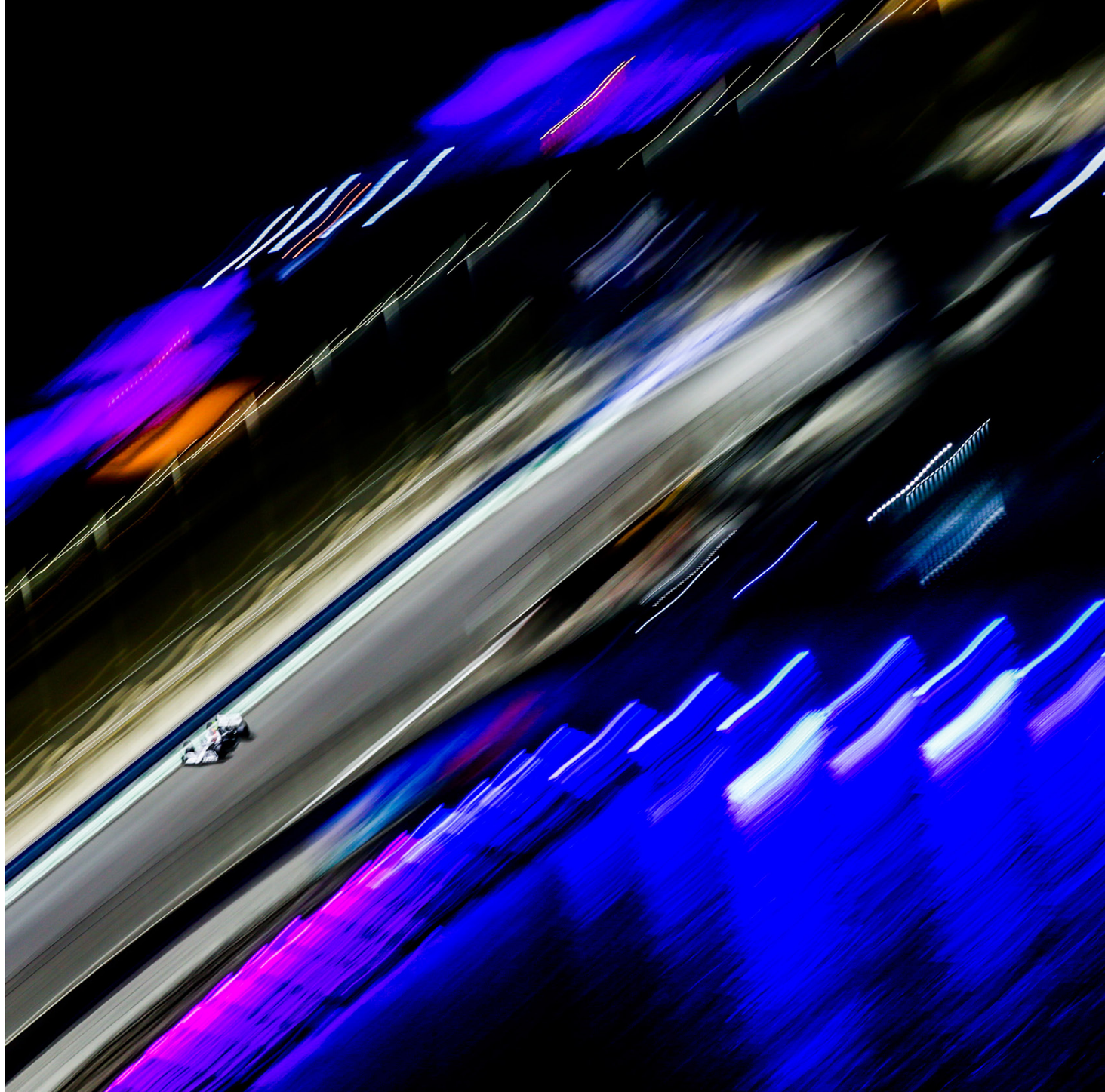
Driving results for sponsors in F1 for over two decades

Whistle is a trusted name in motorsport sponsorship activation at driver, team, partner and championship level.

We have worked with Williams, Mercedes, Ferrari, Sauber, HAAS, Renault and Aston Martin, and have been shaping brands, building audiences and driving results for global businesses in Formula 1 for over two decades.

As paddock insiders, we understand the technologies that drive success on track, and help our clients to use these themes to drive powerful marketing campaigns.

Above all, we achieve more from less. We extract maximum value, whatever your sponsorship entitlements, and deliver results more competitively than any other activation agency.



“Formula 1 partnerships are a specialised form of marketing investment that can deliver exceptional results if managed correctly. It’s crucial to have the right knowledge and experience to make them work”

Liam Clogger
Former Director of Communications, Williams F1 and
Head of Partnership Communications, Mercedes F1



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The Whistle difference

We have developed a straightforward approach that enables all sponsors – even those with limited entitlements and modest activation budgets – to punch above their weight and get the value they deserve.

At the heart of our offer is DMA; our trademarked Discovery, Messaging and Audience process that allows us to understand your business, your market and your stakeholders and how to drive engagement with a motorsport communications platform.

We will support your internal teams by designing a strategy and exploitation platform that delivers against your objectives.

We will achieve more from less and extract maximum benefit from your sponsorship entitlements. Our approach allows us to deliver more value that any other activation agency.



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We can make your F1 partnership deliver more than you think.
Get in touch and we'll tell you how.

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GroupWhistle™

Automotive Technology and Motorsport Communications
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