

*'The world's largest one-design powerboat class.
Free to view motorsport does not get any better than this!'*

ZAPCAT RACING

PROFILE

Zapcat racing started in the UK in 2001 and has grown to become the largest offshore one-design powerboat class in the world. Zapcats are extremely agile, fast, inflatable catamaran powerboats.

Zapcat racing is all about performance, individuals or teams overcoming the conditions and beating fellow competitors. It is exhilarating and an extreme mixture of karting, motocross, sidecar racing, but all on water.

Spills and thrills are guaranteed with a family beach lifestyle atmosphere, where young and old, male and female compete together, against each other and against the elements. The season runs from April to October each year with races in surf, on lakes, docks and rivers and close to the shore at busy beach resorts throughout the UK. The racing is up close and personal, often dramatic and always exciting!

Racing is on the edge, often insane and highly competitive – great fun to watch!



DEMOGRAPHICS

- A,B & C audience & competitors
- Men and women from 16-60 compete on equal terms
- Family friendly



- **Opportunities**
- **Sponsorship**
- **Client entertainment**
- **Hospitality**

EXPOSURE

- Live TV streaming on the internet
- Channel 4 & BBC TV Highlights
- PR and communications through various media, regional & national