

## Partners

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If your company would like to become one of Leonardo's personal sponsors, please contact us via e-mail or on the phone/fax (check the Contact section).

Sponsor's placement:

The car and the overall can be any color and can have stickers almost anywhere!

And of course we offer the placement for the sponsors on our web site, too. TV coverage:

Detailed info about the TV coverage of German F3 Championship is to see below. Main Partners:

Fantastic TV presence for the ATS Formula 3 Cup

In 2007, the ATS Formula 3 Cup will come up with a TV presence unique in the series' history, regarding both form and extent. In addition to Premiere and DMAX, the urban centre TV also will be included in the package. The ATS Formula 3 Cup will be covered in an exclusive 30-minute magazine.

Pay-TV station Premiere, commercial TV station DMAX and numerous urban-centre stations all over Germany are going to broadcast seven 30-minute magazines, with WIGE Media AG being the project's professional partner responsible for the complete production and realisation. One of the reasons why the Formula 3 Association succeeded in realising this extensive TV presence is the new cooperation with MLX, a subsidiary of the Meyer-Lissendorf Group. With the slogan 'Reifen, Räder und Mehr' (Tyres, Wheels and More), MLX will act as the magazine's presenter.

The first showing of the magazine will be carried out by Germany's leading pay-TV station Premiere, received in up to 3.5 million German households. The first showing of the ATS Formula 3 Cup Magazine will be broadcasted on Saturdays around noon and is scheduled for the weekends following the respective event. Afterwards, DMAX - a Commercial German TV station that can be received for free via cable or satellite and features a reach of 27 million TV households, will broadcast several re-runs of the magazine. Furthermore, numerous regional stations - from Berlin to Hamburg and from Munich to Cologne - also will incorporate the magazine in their programmes. These 28 TV stations possess a technical reach of 25 million households. Binding broadcast commitments have been made by the likes of FAB (Berlin), center tv (Cologne) center tv (Düsseldorf), Saar TV, Oberpfalz TV, RF Harz, RTF.1 (Breisgau) und AVUS TV (Eastern Germany). All the stations involved, Premiere, DMAX and the urban centre stations, will broadcast several re-runs of the magazine.

With this TV presence in 2007, the ATS Formula 3 Cup holds an exclusive and outstanding position: no other comparable young-gun series can produce a similar media package. (source: [www.formel3.com](http://www.formel3.com))