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MARRIOTT HOTEL EXTENDS SPONSORSHIP DEAL WITH FIA WTCC

Eurosport Events, promoter of the WTCC via its subsidiary KSO, is happy to announce that Marriott hotel group has renewed its sponsorship agreement with the FIA World Touring Car Championship for 2010, with an option for the 2011 season.

This loyal sponsorship deal, which was first signed in 2007, will see Marriott continue as Official Hotel Partner of the WTCC and receive increased visibility as part of this endorsement, including event title sponsorship of the Race of UK in Brands Hatch (18 July), on-track signage at all events and on website, as well as advertising, promotions and hospitality.

As part of this year's partnership package, the brand "Courtyard by Marriott" - one of Marriott's largest brands and the world's 12th largest lodging chain – will get sponsorship visibility during the first half of the season, while the Marriott umbrella brand will be predominantly displayed in the second half of 2010.

Speaking on the partnership, Jacques Raynaud, Vice-Chairman of Eurosport Group and Eurosport Events, said: *"Marriott has been a faithful series partner of the WTCC for the past three years and we are very excited about continuing our relationship with such a prestigious Hotel group.*

With the WTCC, we are able to provide our partners with a unique 360° multi-territory communication and marketing platform and we look forward to generating even more brand leadership recognition for Marriott and its brands. In addition to being named the Official Hotel Partner of the WTCC, Marriott hotel group is also now the preferred hotel group of the Eurosport company all around the world".

"We value the strong relationship we have established with Eurosport Group and Eurosport Events through the sponsorship of the WTCC series around the world. This relationship provides Marriott Group through its main iconic brands 'Courtyard by Marriott' and 'Marriott Hotels & Resorts' the desired reach to further raise the level of awareness and distribution of both brands globally." added Osama Hirzalla, Vice President Brand Marketing & eCommerce Europe - Marriott Hotels Limited.



On-track sponsorship visibility of "Courtyard by Marriott" and "Marriott", Official Hotel Partner of the WTCC

The second race meeting of the 2010 WTCC season will take place on May 1-2 on the street circuit of Marrakech (Morocco).