

Sponsorship levels for drag car racing sponsorship proposal

This slide showcases different levels of sponsoring packages available for drag car racing sponsors. It showcases benefits of sponsoring and investment required for different type of packages.



Bronze Level

- o Initial press release about partnership agreement
- o Posting on company website
- o 2 free tickets and pit passes per event
- o Company logo on :
 - Team gear/apparel
 - Race cards
 - Materials installed
 - Add text here
 - Add text here

Investment level : \$3,500

Sliver Level

- o Posting on company social media
- o Initial press release about partnership agreement
- o Add text here
- o Company logo on :
 - Racing suit
 - Product/Materials installed
 - Add text here
 - Add text here
 - Add text here

Investment level : \$5,500

Motorsport Sponsorship Proposal Template

**E. J. Le Beau, University of Manchester
Institute of Science and Technology.
School of Management**

Motorsport Sponsorship Proposal Template:

How to Get Race Car Sponsorships Jon Roetman, 2014-02-18 How to Find Sponsors for Your Race Car By reading this book you will discover all the proven methods on What is a Sponsorship 3 different types of sponsorships Why you don't have sponsors 10 TRUE reasons you don't have sponsors Finding Potential Sponsors Where to look for your sponsors Preparing for Contact How to prepare yourself to contact a sponsor Presentation Preparation 4 helpful tips to prepare for your presentation 6 Things a Sponsor Wants to Hear These 6 tips will help you get new sponsors and keep the ones you already have Your Race Team Needs a Website Advantages to having a website and 2 ways to setup a website The Proposal Preparing your sponsorship proposal What to Include in Your Proposal An outline for you to put together a winning sponsorship proposal Proposal Creation Tips 4 great tips how to present your proposal Getting Sponsored Tips 8 additional tips on getting sponsors And Much Much More Easy to read and understand Get your copy right now and start getting that sponsorship money coming in *Sponsor Search* Shari Minter, 2019-06-14 Simple and straight forward techniques to pursue a corporate sponsor This book focuses on stock car racing and the strategies used to locate and promote a team sponsor However the same techniques can be used for virtually any type of professional sport Motorsports marketing is extremely competitive both on and off the track Without sufficient sponsorship investments most teams simply can't be competitive Hiring a professional marketing firm can cost thousands of dollars And when you're just starting out it can be impossible to even find a firm that's willing to work with you This book explains how you can do your own team marketing These are the very same techniques I used to obtain a sponsor for my NASCAR Sportsman Division Team I explain step by step how to develop a plan and then promote what you have as an advertising opportunity to corporate marketing departments The book includes sample worksheets for you to use in developing a team budget there's an outline for you to use as what to put in a marketing kit and finally a sample sponsor contract All the things that were so hard to find when my career started

Sponsorship Proposal, 1991* Sports Sponsorship, 2011-12-06 Sports Sponsorship A Professional's Guide offers long overdue advice on every aspect of the tough and often daunting task of seeking sports sponsorship Written by one of international sport's most experienced and successful sponsorship sales exponents the book is intended for sponsorship seekers at all levels from grass roots sport up to the highest echelons of professional sports organizations Sports Sponsorship A Professional's Guide offers long overdue advice on every aspect of the tough and often daunting task of seeking sports sponsorship Written by one of international sport's most experienced and successful sponsorship sales exponents the book is intended for sponsorship seekers at all levels from grass roots sport up to the highest echelons of professional sports organizations Brian Sims has been involved in motor sports from Formula Ford through to Formula 1 been the marketing director of two Formula 1 teams and been involved in US Indycar Racing with Lola and brought companies such as FedEx Marconi and Gillette into Formula One when marketing director of the Benetton F1 Team Brian is now on the Advisory Board

of Oxford Brookes University a Guest Lecturer for the World Academy of Sport and is also working with a talented young British racing driver competing in the 2013 European F3 Championship The advice and guidance contained in Sports Sponsorship is relevant to many professional sports and has several case studies illustrating how to identify present and win support from potential partners it is a must read for individuals teams or organizations seeking to secure sponsorship in an ever competitive world

Submitting Your Sponsorship Proposal Online Robert Villegas,2016-09-09 If you are involved in sponsor search for your team activity or project you have probably come across those companies that require you to fill out and submit an online form through the Internet Now you don t have to give up the effort of pursuing these companies This book takes the mystery out of online proposal submissions by providing you with 53 links to top companies that accept sponsorship proposals online Additionally you can also log on to a website that provides these links so you can use them while on your desktop

Motorsports Marketing and Sponsorships Alexander Striler,2016 *How to Get Sponsorship for Motorsport* June Laird,1986

Writing the Perfect Sponsorship Proposal Liam Abramson,2008

How to Write a Sponsorship Proposal Robert Villegas,2015-09-02 Have you learned from experience that poorly produced sponsorship proposals lead to an under funded team or company If you have this chapter from my book Finding Sponsors is for you My goal is to provide you with some basic guidelines on what to communicate in order to produce a winning sponsorship proposal These guidelines will focus on what you should be presenting to your potential sponsor to make the best business case for involvement with your team or entertainment company

The Athlete's Guide to Sponsorship Jennifer E. Drury,Cheri Elliot,1998 An informative step by step guide for anyone considering pursuing sponsorship The Athlete s Guide to Sponsorship includes worksheets and simple management contracts that will help the reader untangle the complicated contractual webs that professional sponsorships can often weave 40 photos

You Can Have a Sponsor Jeff Lambert,2020-01-06 I m Jeff Lambert the President of Armed Forces Racing and Founder of racingsponsorships net I spend a lot of my time working with fellow grassroots racers in hopes of helping them find sponsors while also helping them unlock their truest potential I will serve as your guide through each step of the way when it comes to finding and keeping sponsors I strongly believe sponsorships can extensively grow both a racer and their program Just like I ve helped other racers find their footing in the past I d like to extend that knowledge to any racer that is interested in pursuing a strong and rewarding sponsorship

Motorsport Sponsorship Exploitation Review and Analysis William Chu,2000

An Investigation Into Motorsport Sponsorship Bruce Grant-Braham,2009 The prime objective of the research is to establish why commercial sponsors use motor sport as an element of their marketing communications A comparison has been undertaken between car and bike racing as represented by Formula One and MotoGP to establish any differences in approach The initial historical element of the research revealed that motor sport had been sponsored by vehicle manufacturers since the origins of the petrol combustion engine in the late 19th century Any suggestion that sponsorship of motor sport is a recent late 20th

century science has been dispelled The investigation found that the sponsors of top level car racing place major importance on achieving awareness for their brands through media exposure particularly television This aim is shared by motorcycle racing sponsors too and a common model is identified Where motor cycle racing is specifically concerned the research established that there is an almost identical approach to the usage and application of sponsorship to that in car racing The only difference being that the wider commercialisation of F1 in which brands outside those intimately involved with automotive industries have made use of motor sport sponsorship has been around for longer than that in motorcycle racing The motorcycle sponsors have therefore taken slightly longer to reach the same level of marketing sophistication in a sport which is recognized as having less money overall The research reveals that the most important element of the business plan for both types of motor sport relies largely on a business model linked to global television audiences Such audiences are seen as vital in generating awareness of sponsors and their products Such plans provide an entirely relevant platform for the initial steps of the AIDA theory Awareness Interest Desire Action of product adoption The research also identifies that this commonality of approach is not entirely accidental as similar promoters have been involved at the top level of both sports The research advises that the future of motor sport should continue to involve the application of the latest technologies appropriate to passenger vehicles if it is to continue unhindered It is suggested that motor sport should become the definitive technological test bed for vehicle propulsion systems that are sustainable and kind to the environment

The Great Money Hunt Andrew J. Waite,1994-10 Unveiling the Motorsport Sponsorship Deal E. J. Le Beau,University of Manchester Institute of Science and Technology. School of Management,2001 *Sports Sponsorship and Brand Development* M. Beck-Burridge,J. Walton,2001-11-07 Subaru and Jaguar provide outstanding examples of what can be achieved when brand development and relationship marketing are combined to create a world class brand Subaru achieved victory in the World Rally Championship Jaguar are now an important new player in Grand Prix racing This book tells the inside stories behind these campaigns and brand building strategies and will be of interest as compelling case studies of sports sponsorship and brand development *The Great Money Hunt* Andrew Waite,1998-01-01 **How to Get a Racing Sponsorship** Carl Goodwin,1985 Developing Successful Sport Sponsorship Plans David K. Stotlar,2009 The third edition of *Developing Successful Sport Sponsorship Plans* has evolved through several years of developing reviewing and critiquing sport sponsorships and draws on internationally renowned sport marketing professor and author David Stotlara s experience in academia and the sport industry *Developing Successful Sport Sponsorship Plans* 3rd Edition examines sport sponsorship theory from the perspective of the sponsored property rather than as a marketing tactic It provides an overview of the theoretical underpinnings of the topic followed by examples from actual sport sponsorships The chapters in *Developing Successful Sport Sponsorship Plans* 3rd Edition are presented in a sequential process that will provide readers with the opportunity to build a quality sponsorship proposal that ensures success *Understanding Sport Sponsorship Prospecting for*

Sponsors Identifying Sponsor Needs Olympic Sponsorship Opportunities Individual Athlete Sponsorships Financial Implications Developing Successful Sport Sponsorship Proposals Securing Sponsorship Agreements Managing Sport Sponsorships Many of the chapters in this edition also provide worksheets for use in constructing quality sponsorship proposals The intent of this book is simple provide a workbook that assists individuals in creating a sponsorship proposal through well defined industry proven protocol that has been demonstrated to be successful **Get Corporate Sponsorship**,2015-02-22 If you want to get or increase your fundraising this e book is a roadmap of pertinent steps for raising money from corporations Some of the secrets you ll learn inside include 11 types of benefits you can offer corporations beyond logo recognitionThe list of 22 retailers in your neighborhood that want to help your organization raise money and steps to secure sponsorship with those retailers in the next few weeksThe 4 questions you must ask and answer before seeking funding from corporationsHow sending unsolicited proposals to corporations can destroy your organizations ability to earn a corporate funders respectWhy we need the money and we are good cause are not the answers to getting corporate funding I ll tell you what is How to structure the one hour meeting that can help raise thousands of dollars through your board or advisorsAfter reading this material you will Have a sophisticated approach to creating and implementing your organization s corporate sponsorship programBe ready to develop a corporate prospect listBe able to authentically align your organization s deliverables with the goals of your corporate prospectsBe prepared to have a productive face to face meeting with prospective sponsorsKnow how to stand apart from the hundreds of proposals corporations receive every day and get the support you need PLUS 5 time saving bonus samples materialsSample Sponsorship Proposals and FormsGuide for conducting a Prospect Research Meeting sample email invitation letter and grid to record results Sample Sponsorship Policy and ProceduresSample Cause Marketing AgreementSample Letter of Sponsorship Confirmation Get the secure instant download for 27 00

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