

***Candid Badger Creations***

***Auto Racing Sponsorships***

**A guide to landing  
sponsors for your  
racing team.**

# Candid Badger Creations Racer Sponsorship Guide 2022



**Race car sponsorships can be a tough sell.** Today's business owner is looking for ROI—return on investment. They want to know how spending money with you can make them money or solve a problem. This is where you need to get creative. If you have a website and social media presence, you are on your way to providing that ROI, but those are simply tools to leverage a better deal.

Follow our guide below to develop a logical plan and proposal that will help you sell bigger sponsorships.

## **Make a list and check it twice (hopefully more!)**

- What do you have to offer?
- What skills, outside of racing does your crew or driver have?
- What kind of time are you willing to commit to a sponsor?
- What connections does the team have that might be valuable?
- What digital assets do you have to showcase a sponsor?

## **Make a list of potential sponsors**

- Are they somehow affiliated with motorsports already?
- What are their key demographics?
- Are they in a growing or shrinking industry?
- Do they appear to be healthy or struggling?
- Where and how do they advertise? Do they advertise?

## **Plan your approach**

- Who is the decision maker for your potential sponsor?
- How do you get in front of that person?
- Who is the best person on your team to make the approach?
- Develop a sponsorship package in writing that is tailored to that sponsor.

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## What do you have to offer?

Often, this is where people get stuck. Think beyond the stickers, logos, and car displays and ask yourself these questions:

- What happens at a racetrack that is unique, fun, and shareable?
- What unique experience could I offer to a potential sponsor?
- What unique experience would be cool for a potential sponsor that I can't currently provide, but could with a small change?

## What problems could you solve for a sponsor?

It varies, but here are some ideas to investigate:

- They want to know how spending money with you will result in more dollars for them.
- B2B or B2C opportunities. Not everyone golfs these days but networking still needs to take place. Deals can be made in the pit area of a local track. Providing your sponsor with a place to entertain clients and customers could facilitate their deal making.
- Content creation for social media can be time consuming while also difficult to make it stand out from other competitors. You could make it easier and give it a unique look, which provides efficiency and value.
- They want to market to a specific demographic. If that demographic corresponds to your local track attendance, the door opens for you and the sponsor to collaborate on way to reach them.

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## What does this process look like?

Potential Sponsor #1 does a lot of social media. You meet with them and learn that they have a person who creates content for their social media each week as one of their duties. You find out that this person spends 5-10 hours per week in producing content and working with social media.

Your pitch: Our race team spends 15 weeks at the local track. I propose that each week we create social media content (images and storyline) that we provide to you. This allows your employee tasked with social media duties to shift more of their time into other duties, as at least once per week, we will be delivering content to them. All they have to do is polish it up to make it specific to your marketing goals and publish it.

### The Value Proposition:

- Each hour spent on something else is money saved by PS#1 (hrs saved x wage = direct benefit).
- Your unique content will increase the quality and value of their social media (more engagement = better chance of realizing marketing goals).
- Employee time shifted to other tasks creates opportunity for higher value tasks to receive more attention. (More time do other things right, or to do additional tasks)

The Deal: If you are saving them 2 hours of work each week plus providing added value, for a 15 week race season, this deal is worth at least \$500.

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## Sponsorship Proposal Checklist

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### My Proposal:

- Is a unique idea, experience, access, or opportunity.
- Is flexible as I learn more about the potential sponsor's needs and business
- Is written in a way that provides a solution to problem
- Clearly presents an increased ROI opportunity
- Looks nice

## Now Make the Approach!

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Race teams often have more to offer a potential sponsor than they know. Once you have your inventory of things you can offer, it begins to open up who you can approach.

Treat the process like the business deal it is. Look for ways to get people who want to be part of your race team involved even if they don't have mechanical skills. You might find that they are great content creators, networkers, or salespeople. They might hang around and not "do much" on race night, but if one of them fulfills a sponsor commitment or brings in sponsorship money, they have earned the right to be on your race team!

If you need an outside set of ears and eyes to help you figure out what you can "sell" contact Candid Badger Creations and let us help you with your overall sponsorship strategy.