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## Motorsport sponsorship proposal example

2011team racingsparship proposalsurism . Becoming a NASCAR team sponsor is a big step for any company, regardless of size or budget. Faith Motorsports is very proud to ensure that each sponsor's expectations are very high. Our team becomes an extension of the marketing department of our sponsor corporations. Our participation may be as broad asour sponsors wish and everything can include from intellivision, print and radio advertising campaigns, to show car appearances, and driver and team appearances to sponsor promotions and other marketing services. While faith is picky about Motorsports who accepts it from it, people who share the team's vision and philosophy will receive a non-stop business effort from the driver, crew and office staff. We guarantee that we will work hard and represent the suffix with dedication, devotion and integrity, regardless of the size of their sponsorship contract. Our mission.... While Faith Motorsports has a lot like other race teams on the surface, our true mission is to entertain NASCAR fans from all over the world for each weekend. The team, driver and crew spend much of their raceweekends promoting events on the track and surrounding complexities, and we take track from our performance as important as our on-track success. Speaking engagements, show car appearances, bible school camps and other events are a regular part of the weekly routine for the Faith Motorsports team. While all come from diverse Christian backgrounds, all agree on one thing — that Jesus Christ is God and savior, and that faith Motorsports mission is to share that good news by promoting sponsorship from good ethical stand companies and providing a positive example of sportsmanship for all who are watching. Our driver.... Morgan Shepherd is an avid race car driver, but unlike today's professional athletes his number one priority in life isn't all about racing. It's about being Christian's role model and giving back to your Lord and the community. Currently Shepherd is NASCAR's oldest regular controller at the age of 69 and the third oldest driver to ever start a Sprint Cup race. He also holds the record as the oldest driver ever to race in the Camping World Truck Series. With more than 800 starts in NASCAR's three touring divisions, Shepherd has recorded several wins and Poles, and has earned more than \$11,0,00 in prize wins. Remarkably, the top 20 for his entire career has average finishing position, which is one of the highest discount averages in the history of any form of racing. Our team.... Faith Motorsports is most proud of an asset that plays a big role in its continued success. You guessed it, our people! Hailing from Connecticut, West Virginia, North Carolina, Virginia, Tennessee and beyond, the Faith Motorsports staff and Crew converge on the racetrack each To create one of the closest-knit groups in professional racing. From a professional window cleaner to a stone mason. From an electrician to a printer, Faith Motorsports crew comes from all walks of life and diverse backgrounds to help promote Jesus Christ in the racing community. Whether the result is successful or not, former two-time NASCAR Sprint Cup champion Tony Stewart said it's best when he describes the pit crew of Morgan Shepherd Chevrolet — those guys have their heads up and smiles on their faces, regardless of the situation.... our 2010 performance.... Finishing the season finale at Homestead — Miami Speed — shep the way on the lead lap at 26th position — allowed Herd to tie his high in 27 of a possible 35 races during qualifying nationwide in 2010. His season's finishing position was 31.2. Jesus Racing earned \$563,777 in winning races for 2010's team wins. Finishing the season on a high note is always important. Shepherd ran the last three races for which he qualified to finish an average of 25, completing 593 of 600 total laps, including 18 that finished a high of Gateway International Speedway. Shepherd and the team showed that there are consequences when the money is there. In 11 races, in which the team finally crossed the checkered flag, Shepherd's Com — pleted 1,942 of a possible 1,964 laps, or 98.9 percent of laps. Shepherd had seven top-25 finishes in 2010 and recorded two top 20 runs, leading a lap at the Talladega Superspeedway on the way. Nationwide Series Our Sponsorship Program... The 2011 schedule believes Motorsports considers that becoming a successful NASCAR team sponsor means more than just Habmenstab. 19-Daytona your logo Harfab splashed into the hood of a race car. 26 - Phoenix Weekend. March 5 — Las Vegas March 19 — Bristol We understand that on-track recognition gets a sponsor March 26 — California from its participation is just an introduction to April 8 — Texas can include a sponsorship package with potential benefit Faith April 16-Talladega Motorsports. April 23 -Nashville April 29 -Richmond may join our professional marketing program: May 6-Darlington May 14-Dover Race Car Sponsorship 22-Iowa May 28-Charlotte Faith Motorsports Offers several primary and ally June 4 -Chicago sponsorship packages in NASCAR 35-Race 2011 Nation-June 18-Michigan Wide Series. June 25 - Road America July 1- Daytona prices vary widely depending on the volume of July 8-Kentucky July 16-New Hampshire July 23-Nashville July 30-Indianapolis. 6-Iowa. 13-Watkins Glenough. 20-Montreallog. 26-Bristolcept. 3-Atlantacept. 9-Richmondcept. 17-Chicagolandoct. 1-Doveract. 8-Kansas. 14- Charlottenov. 5- Texas. 12- Phoenixnov. 19- Homestead Nationwide series wishes the potential sponsor and what split it chooses in the Single Race/Race. race.\$25,000 to \$50,000 Single race/race Such sponsorship includes all the the single races/benefits and opportunities that allow this associate participant sponsor to submit their product or service from \$1,200 to \$5,000 regularly to more than 80 million Americans who regularly claim to be NASCAR fans. Full Season Sponsorships If a sponsor isn't sure about committing to a full race for \$525,000 and up season, Faith Motorsports also offers half-season, multi-race and single-race sponsorship opportunities at various prices based on sponsorship periods. However, marketing data strongly shows that sponsors who are serious about promoting their products to the full are best served by establishing a long-term relationship with a team and driver. Many of the reasons for choosing full-year primaries are additional marketing efforts with long-term relationships. The primary sponsorship package could include: Drivers, show car and team appearances mustafa motorsports will agree to their driver schedule on an agreed on the number of appearances for the sponsor's scheduled events, fairs, festivals, corporate outings and other events. The team will also produce a show car (an exact replica of the race car) which can be used to topromote the sponsor's products and services off the track at scheduled events. In addition, team members will be made available for sponsor for marketing purposes. Web Advertising The sponsor may have a custom-designed racing website that can be directly linked to the sponsor's own website. This may allow for Resfan to click its way onto the sponsor's storefront. Web Advertising Trust Motorsports is also similar to its website and visits a sample for the team's website to promote the image of the sponsor visiting thousands of fans who visit the team's sites every month please ( www.racewithfaith.com and www.morganshe will .com. www.racewithfaith.com regular Radio Show and Trust motorsports produces and broadcasts a bi-monthly www.morganshepherd.com radio show which is distributed worldwide through FM/Video. In addition, a separate sponsor website can be built on the show, thousands listened to and stored on and managed on: listening later by fans to the team's websites, a tool which is used to promote team and sponsors aw.yourcompanyname racing.com dedicated audience on a regular basis. Radio Show The team could name the bimonthly radio show can sponsor and include radio ads for the sponsor, guest appearances on the show by the sponsor and special competition supported by the mover sponsor. Apparel Line Apparel Line The team could jointly create an AP, with direct participation from the sponsor, with parel and merchandise line, and market a full product line with a complete product line to sponsor Shats, bracelets, license plates, major names and image recognition among fans could be widespread. Sponsor, dying cast cars and more. Also the team can acquire joint marketing rights, create its own line of combined marketing arrangements for its images, logos and similarities to be able to reduce the sponsor directly to profits through its team sponsorship agreement. Custom uniform apparel or goods. TV, radio and print advertising support As part of a primary sponsorship agreement, Faith Motorsports could use the images available to its driver, cars, team and sponsor in television, radio and print advertising campaigns in an effort to help raise awareness of the sponsor's products and services. Custom cars and custom pit crew and driver Unisler paint schemes the team and driver may also be fitted with custom team uniforms that will boost the sponsor's message to all fans on the track and watch through television on race day. The uniform sponsor can carry logos, colors, designs and includes their website address, phone number or other identity marks. The custom haulier paint scheme could feature a sponsor design paint scheme in the team's tractor trailer and another sponsor could become a traveling billboard for the sponsor's products or services as it travels to the National Bemofits racing circuit 10 months out of the year. Complimentary pit race track and garage area race ticketing passes access as a primary sponsor for hospitality events, your company and its guests can be granted access to the garage and pit area on race week- company spokespersons allow your employees and corporate guests to see a inclusion at the NASCAR event that decides from inside. Participation in marketing plans complex team apparel If you would like to know more about how a Faith increased product awareness motorsports sponsorship package might benefit you from corporate image company we hope you will contact us with toll free atom staff competitions and imm proved employee ethical www.racewithfaith.com through our website via Fig-1-877-736-7303 or e-mail! If your name is to be linked with a company that exemplifies high ethical standards and ancient public image of how you want to market your product or service then trust motorsports can be the right fit! For more information on NASCAR fan demographics travel www.greenflagmarketing.com additional information about Morgan Shepherd is available on www.kingdomwinners.com www.kingdomwinners.com

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