

Motorsports Event Sponsorship

Creating Results Through Partnership

There are more ways to increase revenue than just raising event prices or increasing event participation. One of those ways is sponsorship.

It's important to understand that it needs to be a mutually beneficial relationship. Take the time to create a plan EARLY -- usually in the fall prior to your event.

PS - slapping sponsor logos on stuff and to build "awareness" isn't enough these days. You have to be a partner and work together to create results.

Build a Plan



Securing sponsorship is a process that can take a significant amount of time to map out and pursue. Start the process early! Usually the summer/fall before the next event year when companies are starting to set budgets for the next fiscal year.



Compile Stats/Data

Gather data from your event entries, email subscribers, social media followers, website visitors, etc. Use averages for multiple years.



Summary/Informational Letter

Provide background information about your organization. How long you've been established, how it's operated, the type and number of events that you hold, regions you serve, event stats, marketing efforts, etc.



Heather Wilson

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Outline Potential Deliverables



Have options of things you can actually fulfill for the sponsor, but also be flexible if they have other ideas in mind.

This could be email blasts to your riders, social media posts that they partner with you on, vendor display at events, being named the official “oil, gear, tire” of your event, press releases, coupons, race reports, signage at the event and on apparel.

Research Potential Sponsors



Educate yourself on the company that you’re wanting to reach out to. What can you realistically do to help them sell more products/services? Who is the best contact person there? Utilize LinkedIn and social media to determine people’s roles.

Outreach/Relationship Building



This process can take time. Sometimes years. You should approach it as a partnership, not a handout. Start with an email that introduces yourself, the organization and asks how you can support their company.

Outline a few ideas, but let them know that you’re willing to build a customized marketing plan for them as well.

Follow-Up



Everyone likes to be contacted in different ways. I generally start with an email and follow up with a call a few days or a week later to confirm they received it. Ask if you can answer any questions for them.



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Utilize an Online Form/Have a Contract



Make the process easy for people. Create a form online to fill out and select options on their own or write up a more formal contract for them to sign. While we love for everyone to be their word, it's best to have something documented that outlines the terms of the sponsorship.

Fulfill Obligations



It's critical that you do what you agreed to. Create a schedule/calendar of the tasks so that you don't let weeks slip by without checking items off of your list. It's also not a bad idea to over-deliver a time or two.

Maintain the Relationship



Don't create radio silence. It's your job to keep lines of communication open. It's important to keep the companies updated throughout the year and also showcase what you're doing for them.



Strategy Call

\$97

Want to develop a personalized plan with Heather's guidance? Book a call.



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