

ELEVATE

MOTORSPORT MARKETING

The Sponsors guide to Motorsport Marketing

Step 1: The Results

Yes, we want to talk about the results first. The reason is it makes all the other questions so much easier! When you know what you are expecting the results to be, you know what you can afford to budget, how to track and determine if the sponsorship was successful and what activity is needed to reach that goal. If you are sponsoring without a goal for results, you may succeed and you may fail. But you will never know with any certainty either way.

Some examples for your results goals may be:

Add XXX new social media followers

Increase sales of xxx product by 20%

Increase web site traffic

But some goals are a bit more difficult to quantify. For instance, many companies believe the goal behind sponsorship is simply to increase brand awareness. Or they may want a perk that comes along with sponsorship like VIP access at the race and a behind the scenes tour of the teams paddock. We will discuss how to track this coming up.



For many businesses, sponsorship gives them the ability to demonstrate stability and earn trust in the market. As corporate giants such as Google, Oracle, Wells Fargo, Marriott and Bank of America are all involved in

sponsorships. And retailers like Kroger, Whole Foods and Dicks Sporting Goods are as well. Some of our clients just want to be involved in a sponsorship to give them more goodwill in the marketplace. And the Road to F1 in the United States through a 3junior series provides a bigger bang for the dollar at a much smaller scale than any other sponsorship out there.

Step 2: Where / Who / What to Sponsor

Almost more difficult than deciding to sponsor someone, is to figure out what person, in what series and in what way.

Who - The Driver: Most of our focus goes into the driver themselves. The reason is simple. The driver either attract the attention or they don't. At Elevate, our drivers start building a following that is engaged way before we ever pitch them to a sponsor.

Why? Because these are junior drivers. Many have not even had a job before and may not understand how to provide value to a sponsor. We take the time to teach them how to build a following, integrate a product into social media in a authentic way, be a trusted professional and act with integrity. Because our marketing staff does a lot of the back-end work for these drivers, we can both educate them on the how and the why, while making certain that the marketing is done in a consistent and professional way.

Where – Race Cars: Yes, we put logos on racecars. We love them and so do our sponsor partners. But, our most coveted places to put your logo aren't where you might think. Partner logos on the drivers suits and helmets actually tend to receive the most impressions for our companies. And it makes a lot of sense



when you think of it. The cars on track might be zipping past at over 100 mph, but a photo of a driver in a helmet with a logo, or on the podium with a company on their suit is the photo that is shared and reshared thousands of times.

What- The Series: There are hundreds of different series you could end up sponsoring a driver in. We are focused on two series that we feel have the most “bang for the buck” for our target sponsors. The first is the USF Pro Championship which previously went by the Road to Indy. These are USF 2000 and Indy Pro 2000 cars. They run under Anderson Promotions and follow the IndyCar ladder into the Indy NXT and Indy racing league in the United States. They get good race viewership being tied to IndyCar and have really strong race day crowds as a lead into an IndyCar race. The second is the F4 United States Championship and FR Americas Championship. These are FIA sanctioned (Yes, Formula One FIA) and are considered the Road to F1. They tend to have smaller race day crowds than the IndyCar events but are often times a headliner of the event. They also tend to have a larger following internationally both in terms of the drivers and the coverage they receive. As Formula One increases its popularity in the United States, we believe F4 / FR will follow. This is a series to watch and provides a great return on investment.



Tracking your Results: Tracking is the secret to the entire sponsorship formula. Without this, you will never know if you are making a difference in the bottom line and eventually, you will no longer be a sponsor.

In our opening section, we showed some ways you might track the success of your sponsorship. But we also identified some pitfalls that make that difficult.

Because we work with drivers as young as 14, we understand that we cannot get the type of meaningful tracking that we all need to ensure we are successful. The Elevate team does all of this on behalf of the drivers so they know what impact they are making for companies, and to help them understand that sponsorships are not a gift and must be earned. The tracking opportunity allows us to proactively ask ourselves if we are meeting the sponsorship objectives and then make strategic adjustments monthly so that we are successful. This same tracking is sent to our sponsor partners, so they always know what has happened on their behalf. Things greater accountability allows for us to track some of those intangible goals by using the activity we know will get results.



Who are your drivers?: Our drivers are generally 14-24 years old. They almost all race full time in 1 or more series. All our drivers are required to be enrolled in a development package with Elevate prior to being included in any sponsorship opportunities. This allows us to maximize the value they can bring to sponsors by helping them grow their reach in social media and observing their behavior both on and off the track. It is imperative to us that drivers follow a well-defined code of conduct both on and off the track. While nothing is ever certain, this allows our sponsors to be assured that they are investing in someone that will hold their brand to higher standards.

What results can I expect?: That is a great question and one that is really difficult to answer. What we know from experience is that our system for driving value in social media, press and traditional media, online video and accountability is unmatched in the business at this level. The results are largely based on the goals for your business and budget. This is something we discuss in detail in your personal sponsorship consultation.

How much does it cost?: Sponsorships are available at levels to fit every budget. *No, really, we mean it!* Our drivers work hard to bring a return on any investment.

But the cost of the sponsorship often is tied to the results we are looking for. So if you are looking for primary sponsorship on the side of an F4 car, remember what the drivers are faced with for a yearly budget. This is a professional series of racing, with almost every driver arriving to the track with multiple mechanics, driving coach, semi-trucks (and drivers), hospitality, fuel for cars and LOTS of tires. And then there are the broken parts. All these costs are shared by the drivers on a team and end up costing a considerable amount of money. Not to mention photographers, entry fees, safety equipment and the car itself.

Our sponsor goal is to pair sponsors with drivers that really work well together and support each other's goals. Then we grow that relationship forward as the driver continues up the ladder.

Why use an agency for sponsorship? We get it, you can go right to any driver and partner direct with them. And that is always an option. We add value in making

your dollars go further by preparing the driver to be a great ambassador and arming them with the reach (and marketing staff) to do it. We plan and execute complex marketing strategies that most driver don't have the time or ability to do. And we provide you with peace of mind and accountability in making sure your dollars are spent responsibly and under the terms of the contract for your driver. Finally our tracking makes it simple to see the results of your investment.

What tactics do you use to promote our sponsorship? There are some tactics that are part of every sponsorship, regardless of the strategy. These include social media posts specific to your company, press releases with specific targets to your industry and of course, the logo placement on the car / driver. But, the first question we must always begin with is what is our goal in the sponsorship? Are we increasing brand awareness? Driving sales of a product? Increasing social media followers? Building trust in the brand? Without a specific goal in place, your sponsorship will not have the success that it could.

Our most successful partnerships are those where the sponsor engages their audience (social media, print advertising, web sites, in store promotions, ticket give aways) in the sponsorship as well. If you have dedicated marketing staff, they should be part of the strategy as well.

Proven ways to promote you as a sponsor:

- VIP Race tickets giveaways
- VIP dinners after races
- Promoting a new product / product placement and influence
- At the track product demonstrations / Company giveaways
- Branded merchandise give aways at track or social media promotions
- Employee team building events at a track or go kart facility – Beat the driver in a lap time contest or have your driver provide coaching
- Facility visits from your driver that are promoted online through videos
- Paddock Tours for you VIP customers or employees
- Specific Sponsor helmet design with a replica for give aways
- Driver demonstrations of your product shared online
- Trade show appearances by your driver
- Race and test day media provided for your use in promoting the sponsorship

Still have questions? We love questions.

Can we interest you in a one on one call?

Scan our QR code below to schedule now

