

# How To Get Racing Sponsorship

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## **1. Introduction**

This eBook is intended to help racers who are looking for sponsorship. Everyday, I receive countless inquiries from all kinds of racers asking me for help and advice on obtaining sponsorship. Unfortunately, the sponsorship process is not something that can be explained in a short email or phone call. I wrote this eBook to address all those inquiries and to help racers everywhere who don't have a fortune to spend on professional sponsorship consulting.

Obtaining sponsorship is often a long and complicated process that intimidates and confounds many racers. Understanding the sponsorship process is absolutely necessary in order to obtain sponsorship. The fact that you are reading this eBook means you are committed to educating yourself on the topic and this will greatly improve your chances of getting sponsorship.

It has been said that finding sponsorship for anything, whether it's an event, a charity, or a cause, is extremely difficult. Finding sponsorship for motorsports is even more so. With that being said, the greatest tool you can employ when it comes to finding sponsorship is persistence. What separates the racers who have sponsors from the ones who don't is the amount of time and energy they put into the process. Finding sponsorship is a full-time job but if you really want it, you'll put in the work necessary and get it.

In the following pages, you are going to learn more about the critical elements of the sponsorship process. With this knowledge, you'll be better prepared to tackle the job of getting sponsors for your own racing efforts.

## **2. Research and Evaluation of Prospects**

You should target prospects (potential sponsors) that match your demographic. Demographic is simply a fancy marketing term derived from the word demography. Demography means the study of characteristics of human populations such as age, gender, income, education, etc...

As a racer, you need to know the characteristics of the people you race in front of because this is something that any potential sponsor you approach will want to know. It is also important for you to use demographics when targeting potential sponsors so you don't waste your own time and energy.

To help illustrate this point, take the following into consideration. In motorsports, the majority of fans are male. So it would be very difficult to get sponsorship from a company that sells perfume and has mostly female customers. The people you race in front do not match the consumers that the perfume company is trying to sell to. Don't make finding sponsorship harder than it already is, make sure you target appropriately.

Additionally, before approaching any company for sponsorship, you should know as much as you can about them. Not only will this impress a potential sponsor but it will also help you to determine what benefits to offer them. An important part of searching for sponsors is eliminating companies that would not be a good fit for you or your type of racing. This comes from doing research. There are plenty of resources on the Internet that can give you the information you need on just about any company. I recommend using Hoovers.com as a starting point. Your local library is also full of free resources if you need information on a company.

### **3. Preparation of a Sponsorship Proposal**

Finding motorsports sponsors and partners is a business. There is no other way around it. You must act like a business and present yourself professionally if you are serious about obtaining sponsorship. One of the key elements to obtaining sponsorship is the proposal.

If you should be lucky enough to have a potential sponsor request a proposal, you better have one that looks as professional as possible. If you have never created a sponsorship proposal, pay someone to do it for you. This is one of the most critical elements to obtaining sponsorship and you cannot take any chances. Your proposal can make or break the deal for you.

Make sure to provide the proposal in the format that your potential sponsor prefers (just ask them). The most common formats for proposals are PDF (portable document format), PowerPoint, and the old-fashioned printed and bound proposal. Although a printed and bound proposal used to be the industry standard, it has become less popular due to concerns for the environment and the advent of the Internet, which allows immediate delivery of the same content in digital format.

In your proposal, be sure to include the elements you discussed with your prospect. You did thoroughly discuss what they wanted, right? A well-written proposal should include the information your prospect wants to see. A common and fatal mistake many racers make is...

**If you would like to read the rest of this eBook, you can buy it now at:**

<http://www.topspeedracer.com/how-to-get-racing-sponsorship.html>