

PROXIMITY

RACING

About

Founded November 10th, 2016. Proximity Racing is a competitive iRacing sanctioned motorsport team competing in the iRacing Road to Pro Series and eNASCAR Ignite Series.

Objective

Our mission is to give passionate racers an opportunity to expand their network, develop professionally and ultimately, become a better racecar driver.

Achievements

2017 6 Hours of the Glen GT3 Winner

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2018 24 Hours of Daytona GT3 Winner

2019 eNASCAR Ignite Series Regular Season Champion

iSCAR JTP Graphix Series Season 1 Champion

iSCAR Baseline Late Model Series Season 1 Champion

iSCAR Street Stock Series 6 Champion

iSCAR Tolsma Designs Truck Series Season 2 Champion

iSCAR Street Stock Series Season 8 Champion

iSCAR Modified Tour Presented by SR Designs Season 1 Champion

Why Sponsor?

Acquiring sponsorship will allow our drivers access to the equipment necessary to develop their racing careers. In exchange, we display all sponsors on our vehicles which will be displayed to the community through livestreams, forums, our website, social media, leagues, hosted events and official races. Every announcement on social media includes sponsor shoutouts along with post-race interviews.

A sponsorship with Proximity Racing is not just a direct connection into the exponentially growing sim racing community, but it's to help fund a passionate race team with extraneous costs such as website costs, membership costs, equipment costs, iRacing content and more. Furthermore, many of our drivers are college students who come from the top universities across the country, allowing us to have a diverse administration team who come from engineering, business or computer science backgrounds. Your logo will be showcased by tomorrows leaders who have the highest sense of professionalism in the community, guaranteeing a positive outlook after every race. Additionally, we are a full-hearted race team looking to give back to the community. Any exceeded contributions will not go in our pockets, but to fundraisers, charities, children's hospitals and more. We keep everything well documented and ensure that your company gets full credit.

Current Sponsors

Silver Sponsors



Bronze Sponsors



Target Market

The current target market serves across a diverse population on the simulator, along with any additional viewers on the livestreams. All iRacing leagues, official, hosted or charity events are all recorded and livestreamed via. YouTube, Twitch and Facebook.

Statically, there are 100,000 active members currently on iRacing and growing rapidly. Alongside, there are engaged users on the livestream who look to these races for entertainment. With iRacing development team continuing to improve the physics engine and graphic quality on the simulator, many professional racecar drivers utilize this simulator as a tool for their real-life events.

iRacing Statistics:

- 1.14 million viewers on average from the iRacing Pro Invitational on Fox Sports
- 193 countries hold iRacing members
- 100,000+ active members

Proximity Racing Statistics:

- 1732 members on average race with our vehicles each month
- 16 active drivers on our race team
- Featured in iRacing produced articles
- 108 average unique website users per month
- 307 total Facebook page likes
- 251 Instagram followers

Types of Sponsorship & Cost

We offer three types of sponsorship. Each vary by amount of exposure on our vehicles, social media, website, blogging platforms, forums, livestream, and promotions.

Bronze (\$5 monthly)

Small logo on quarter panels and side panels of vehicles, included in some social media posts. Shoutouts in interviews, branding included on most graphics and promotions. Logo displayed on sponsor page on website.

Silver (\$15 monthly)

Bigger logos on quarter panels, back of vehicles and on hood. Branding included in most social media posts. Shoutouts in all interviews, branding included on most graphics and promotions. Logo displayed on sponsor page on website.

Gold (\$30 monthly)

The most exclusive package. Biggest sponsor on our vehicles. Included on hood, side panels, rear of vehicle. Vehicles will be wrapped and themed around your brand. Included in most social media posts. Major logos on all promotions, graphics, live streams. Logo included on main page of our website and on all blog posts. Complementary stickers delivered to business residence.



Success Story

Since acquiring our first sponsor, many of the races and leagues we have ran have positively impacted the companies, whether it be from increase page likes on social media, increased analytical user sessions on their website or product purchase. We make it a goal to aid market spread and diversification of audiences across the globe with our professionalism and daily posts of success and achievements for the continued deliverance of results on the track.

“Proximity Racing has done a lot to help attract new customers to our Facebook page and grow our small business. Being a local business, we were surprised to be getting a few calls that were saying they found us off Proximity Racing.” – Dawn Norman, Allserv Garage Door & Openers

“We design paint schemes at Splash N’ Go Graphics. We are in the motorsport industry specifically, so we have wrapped many of the vehicles that Proximity Racing drives. Their exposure on the track has brought in quite a few new customers, I was uh—not expecting that many. They have definitely helped our exposure on the simulator.” -Cosmin Ioaniesiu, Splash N’ Go Graphics

Next Step

If you have any questions, want more information regarding the proposal, or are interested in becoming a sponsor with Proximity Racing, please do not hesitate to call or email us. In addition, I will follow up via. phone call within a week or two to answer any questions about the proposal or our team in general. We greatly appreciate you taking the time to review our sponsorship proposal. Thank you.

Chris Nosowsky

Vice President

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