

# **Bavarian Endurance Battle**

## **BMW-Only 12 Hour Endurance Race**

Buttonwillow Raceway — December 2026

Grassroots endurance. Real teams. Real builds.

# What is Bavarian Endurance Battle?

- BMW-only 12 hour endurance race based in California.
- Grassroots-focused but serious about safety and execution.
- Built for real builders, shops, and committed track drivers.
- No slicks. No gimmicks. Real endurance racing culture.

# The Audience

- BMW owners who actively build and maintain their cars.
- Track drivers, not casual spectators.
- Fabricators, tuners, and performance shops.
- High spending on tools, safety gear, tires, oil, and parts.

## Why Sponsor BEB?

- Direct exposure to active buyers.
- Trackside marketing with real product interaction.
- Brand presence inside a focused BMW racing community.
- Meaningful integration instead of passive advertising.

# Sponsor Opportunities

- Title Partner — Primary brand integration across event media.
- Class Partner — Branding aligned with specific competition class.
- Vendor / Expo Partner — Booth presence and paddock integration.
- Awards Partner — Trophy, contingency, and prize support.
- Media Partner — Photo, video, and content collaboration.

## What Sponsors Receive

- Logo placement on website and rulebook.
- Inclusion in event communications and updates.
- On-site signage and paddock exposure.
- Vendor booth opportunity (if applicable).

## Projected Event Scale

- 40–100 teams projected.
  - 4–6 drivers per team.
  - 200–500 active participants and crew.
- Focused audience of committed buyers.

# Why Early Sponsors Matter

- First-mover brand positioning.
- Category exclusivity potential.
- Deeper integration into event identity.



## Next Steps

Interested in sponsoring Bavarian Endurance Battle?

Email: [info@bavarianendurancebattle.com](mailto:info@bavarianendurancebattle.com)

Website: [bavarianendurancebattle.com/sponsors.html](http://bavarianendurancebattle.com/sponsors.html)