

# YES-GENERATING MOTORSPORT SPONSORSHIP PROPOSAL

## Championship-Level Template (Pure Motorsport Edition)

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### 1. Executive Summary (The One-Page Sell)

**Purpose:** Let a sponsor understand the entire opportunity in 60 seconds.

**Include:**

- Driver/Rider name, category, team
- Championship/series
- What you are seeking (funding, product, support)
- What the sponsor gets in return (reach, exposure, activation)
- Why this partnership makes commercial sense

**Example prompt:**

This proposal outlines a commercial partnership opportunity with [Driver Name], competing in the [Championship] for the [Season]. The partnership offers brand exposure across live motorsport events, digital media, hospitality experiences, and direct brand activation with a highly engaged motorsport audience.

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### 2. Athlete Profile (Why You're Worth Backing)

**Purpose:** Make them invest in *you* as a person and an asset.

**Core Info**

- Full Name

- Racing Name / Number
- Age
- Location
- Racing Category & Team

### **Personal Story (300–500 words)**

- How you started
- Key struggles and breakthroughs
- Why you race
- What drives you to win

### **Mission Statement**

Clear, professional, ambitious.

### **3–5 Year Vision**

Where this career is going and why this sponsor is part of that journey.

### **Team & Support Network**

Manager, engineer, coach, team principal, PR.

Sponsors back systems, not lone wolves.

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## **3. Performance & Competitive Value**

**Purpose:** Prove you are not just “passionate”, you are commercially viable.

### **Career Highlights**

Timeline format:

- 2022 – [Result]
- 2023 – [Result]
- 2024 – [Result]

## Key Performance Metrics

Use real data:

- Podium rate
- Championship position
- Average race finish
- Improvement trajectory
- Qualifying vs race pace

This is where credibility is built.

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## 4. Championship & Platform Value

**Purpose:** Show the size of the stage you are performing on.

### Championship Overview

- What series is it
- Why it matters
- Level of competition

### Media & Exposure

- TV broadcasters

- Countries reached
- Live audience numbers
- Event attendance

Sponsors don't sponsor *you*.

They sponsor **the platform you stand on**.

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## 5. Audience & Fan Demographics

**Purpose:** Show exactly who sees the sponsor.

### Audience Profile

Break down by:

- Age
- Gender
- Income
- Interests
- Buying behaviour

### Digital Reach (Real Only)

Platforms:

- Instagram
- YouTube
- TikTok
- Facebook

- Website

Include:

- Followers
- Engagement rate
- Monthly impressions

No fake metrics. No inflated numbers.

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## **6. Brand Value Proposition (Why This Makes Them Money)**

**Purpose:** Translate motorsport into business outcomes.

### **What the Sponsor Gets**

- Brand visibility
- Brand association
- Lead generation
- Customer loyalty
- Corporate hospitality
- Content rights
- B2B networking

This is the commercial heart of the proposal.

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## **7. Deliverables & Activation**

**Purpose:** Show exactly how the sponsor will be activated.

## **Brand Visibility**

- Car/bike livery
- Race suit
- Helmet
- Team apparel
- Garage branding

## **Media & Content**

- Interviews
- Press releases
- Social content
- YouTube features
- Website features

## **Events & Hospitality**

- VIP passes
- Paddock access
- Grid walks
- Meet & greets
- Corporate days

## **Community & PR**

- School visits
- Charity events
- Sponsor open days
- Product launches

This section should feel like a **marketing campaign**, not a racing hobby.

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## 8. Sustainability & ESG (Modern Requirement)

Only real-world ESG:

- Carbon offset
- Sustainable transport
- Community work
- Youth programs
- Road safety advocacy

Keep it authentic and minimal. No corporate nonsense.

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## 9. Sponsorship Packages

**Purpose:** Make it easy to say yes.

### Example Structure

#### Platinum Partner – £XX,000

- Primary logo placement
- Naming rights

- Full hospitality
- Content integration

#### **Gold Partner – £XX,000**

- Secondary placement
- Regular content
- Event access

#### **Silver Partner – £XX,000**

- Logo placement
- Social features

#### **Support Partner – £X,000**

- Entry-level exposure

Always leave room for **custom deals**.

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## **10. ROI & Media Value**

**Purpose:** Justify the spend.

Show:

- Estimated impressions
- Media value equivalent
- Hospitality value
- Content production value



Even simple maths beats vague claims.

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## 11. Visual Proof (This Is Critical)

You must include:

- Car/bike mockups with sponsor logos
- Race suit mockups
- Helmet mockups
- Team apparel mockups

This alone can double conversion rates.

Sponsors need to *see themselves in the partnership*.

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## 12. Partnership Statement & Next Steps

**Purpose:** Close the deal.

Short, confident, professional.

Include:

- What you are seeking
- Why this sponsor fits
- How to proceed
- Contact details