

Welcome to day
one
of the sponsorship blueprint.
I'm
really
excited to have
you on board and having you
started to invest in
creating
more
sponsorship,
which gives you more funds,
which gives you more
options, which gives you
more
choices
, which makes
you more competitive.

So
absolutely
fantastic to have
you on board and I'm
really
pleased to have you here.

So the
first
thing we've
got to do is
stop the video
maybe
and go
and get a notepad and pen.

It's
massively
important
that we make lots of notes.

We're going to be
brainstorming,
we're going
to be coming up with
new
concepts, we're going to be
doing things that are going
to be, you know,
questioning
in your area,
in your sector, in your,
location,
you know, how are
you going to implement
this
?

So the more notes that you're making about the information that we're getting in the video is really important. But then also you might think about a company all of a sudden or you might think about somebody that works at a company or your next door neighbour and what they do and all of these things need to be noted down at the time because if you're relying on memory, you'll definitely miss a trick.

So if you need to stop the video, go and get yourself a notepad and pen. If you can actually dedicate a whole book to it, that would be great because then you've got everything in the same place.

And then from that point onwards you're always going to

be
able
to have those notes.
And in the coaching calls
that we, we're
also
going
to be
looking
at your
notes and looking at where
we are and the
progress.
So really important that
you're happy making notes,
using
your
own
information,
applying it to your location,
to your race
series,
to the
level that you're at,
because
that's what we're looking to
do here.
We're
looking
to make.
It's
not
a cookie cutter
that just fits everybody.
It's a case of we're going to
look at
principles
and we're
going to look at routes,
different
paths that you can
use and
then
we're going to
choose what's
best
for you in
your situation, in your race
series,
in
your
,

what

you've
got to offer.
Because what it
really
comes
down to is we've got
to change our way of
thinking.

In the
olden
days, it used
to be, I've got a
rich
guy who likes what I do
and he's got a sticker
on the side of the bike
that doesn't apply anymore.
Or doesn't apply very often.

So what
we've
got to do is
we've got to change
ourselves
into a service provider.
We've got to think of ourselves
as
actually
offering something
that
, to the people
that want to get involved.

And what
we're
going to do
in this course is create more
of that offer,
understand
it

,

understand what you can offer.
You're there to race,
but you're
also
there
to help
people
do what they
want to do by being
involved
with your racing.
So that's what we're going

to cover in the course.
But as I say, the notes that you make are vitally important for you.
Now, before I go any further,
I better introduce myself as well,
because some people might be thinking, who is Craig Muirhead?
So let me just introduce myself.
I'm a flow performance coach
and I work with riders on their performance
to help them increase their performance.
And I've been working with a rider,
Sam Wilford,
who's based in the UK
for a number of years now.
At the end of 2019,
Sam was looking to move across and race full time in Spain,
racing Motor2 in the CEV European, championship.
And he was at a sort of impasse.
He was working in the UK full time, racing in the

British
Super Sport
class and had done a couple
of wildcards in
Spain.

And
obviously
the life that he
was currently leading wasn't
going to allow him to be able
to be full time in
Spain.

So we looked at what we
could do regarding
getting
him sponsorship to be able
to
then
go and relocate,
train with the riders in
Spain,
be there for the
full season.

My
background
before I went
into coaching is
a business
background.

So I
brought
some of the tools
that I know from the business
world and what
businesses
will be looking for in
trying to partner and
sponsor.

And
then
we went to work on,
basically creating the
environment that we were able
to
then
have him racing in
2020 full time in
Spain
and
then also in
2021
and

returning again next year.
So what we were
able
to manage
in the process that
we developed was in
2020,
Sam,
generated £15,000
in 2021, €30,000.
And the plan for
2022
is
to generate
€50,000,
keeping
the sponsors that he's already
got and bringing in some
new sponsors as
well.
So that's the
sort
of game
plan and that's the
sort
of
results that we are, aiming
to
achieve
in
,

in the
course by literally using
the
same
proven processes
that allow
this
to be able
to get those sort of
results for
Sam.
What we need to do on the
very
first
day, so this is
our
first
day, but we've got
actions that we need to take
right
from the word go, is

that we need to build your audience.

Okay, now we're looking now, there's lots of ways to build an audience.

There's lots of email lists and buying, you know , various bits and pieces of software to help you build, an audience.

And the way we're going to build your audience is making it easy, fast and free.

Okay ?

That's the best way that we can build your audience right now.

So how we're going to do that is through social media.

There's an assessment underneath this video, which is for you to just put in the details of your Facebook and your LinkedIn.

If you haven't got a LinkedIn account yet, there is a how to below the assessment in

what you need to do to be able to open a LinkedIn account.

Again , it's free.

And what
we're
going to do is
we're going to use these
two
as our staple diet of being
able
to build the audience.
One, because
Facebook
has got the
widest
range
of people on it.
And LinkedIn we're using
because
of the business
connection
and
it's a
professional
service provider
and that's where we
want to talk to people
about
business.
So those
two
are going
to be our stable diet.
You may be on
Tik
Tok,
you may be on Instagram,
you may be on
YouTube.
Those can be used if
you've
got a
good
enough audience
and
a good enough following.
But these are the
two
that
we're going to
really
focus on
to grow and use as our vehicle
to start to look for
sponsors.

So what we're going to do
with
Facebook,
if you haven't
already, looked at how you
build your
audience

,

it actually does it for you.

Once
you've got a bit
of a network, it will
then,
show you connected people.
If you go to the friends and,
suggested
friends or find
friends in your
Facebook,
homepage, you will
then see

,

like this page for me has got
recommended
people to add as
friends.

So we're
going
to add
those
people
to your
network
and we're going to add
them at a rate
of
50
new contacts per day.

Okay.
If you go over
50,
you actually
get blocked by
Facebook.

So try and
not
do that.

Try and use that
40

to 50 per day.

Okay?

You

literally
will take you
a couple of minutes
just
to go
on, go to that page and click
through the add
friends.

So Obviously
, as we start
to do this on a daily
basis, we start to grow our
audience with

Linked

In.

It's a
similar
situation
in the fact that
once
you've
got your account,
there is a real sort of holy
grail with

Linked

In.

If you see my profile here,
there's a real
holy
grail which is this
500

plus
connections below that.
You haven't really got
a lot of credibility.

So we
want
to get
500
connections
really, really quickly.
So again, if you're already
on

Linked

In and you look down
and you're over
500,
perfect.

If you're at
250,
we need
to start to build you up.

It doesn't say that you're
at
501
or 5,000, it just says
you're over
500
and that's
really the holy grail.
So what we want to do is
again
go to your network which is
again
on the homepage at
the top it's got my
network.
You
then
scroll down and you
can see
the
, that it feels
that you are more than
likely
going
to be connected with.
Now if you're brand new joining
Linked
In, you're going to have
to start from
somewhere.
So start with race teams,
start with
other
riders
because that
then
means
that you're in a like
minded group and we can
start with that and
then
work our way out.
But if you
just
start with,
you know, friends from
school and friends from
work, then we're
not
going
to get into that
wider

group that we want to get
into that are
really
motorcycle related.
And
then
we're going
to get more specific as well.
We're going to get
more
specific.
So just start with
a few
of
those teams and
manufacturers, that type of
thing to begin with and
then
we'll start to see
people that like those
teams, like those
manufacturers
and we'll
start to grow our
network
that way.
And
again
we're going
to do it at a pace
of
50
new contacts per day.
This won't block you if you
go more, but it will
just
say
that's enough, you've
contacted enough people today.
So it
politely
stops you.
But really is
50
per day.
I think if you
consistently
go over, try to go over,
that warning gets a little
bit
more
severe and they

probably do
you
know, stop
you for
a
week or
something.
So again,
40
to 50,
is more than enough.
Again if we do that
50
a
day, we're in 10 days.
If you're
brand
new joining
today, we're going to be
at those
500
contacts, which
is where we want to be.
And
then
when you go back
into
that page
, you're
looking at more people.
There are
also
groups
in there as
well
, so
you can look at groups.
This is on my page
there
you can see
Motorsport
Professionals group.
So
again
you can get like
minded groups that
you
might
want to join
that are going to help.
It's just exactly
the same as

Facebook.
It's
just
more professional
people that are showing their
business activity
rather
than their
personal
activity.

Okay.
So
setting
up your page, you're
a motorcycle racer,
okay.

Rather than
Bob Beckett,
who, you know, might,
might be, you know, a
joiner
during
that,

during the day.
But we're doing this
in your
motorcycle,
you know,
profession,
arena, if you like.

Okay.
So if that
all
makes sense.

Any
questions
?
Send me a
quick
message below
on the
platform
that will
ping through to me if you've
got any
questions
about it.
But we're
literally
going
to carry on from
this point

onwards.
If you're
not
on join today,
if you are on, start
adding
50
people per day.

Okay.

And that's going to build
our
audience
and we're
going
to
, we're
going
to be
using that audience as we go
forward in the group.

Okay
?

So that's the end of the,
video
today and we
will catch up
tomorrow.

Cheers.

So welcome
back.
And today we're going to
talk about
mindset
and how
that mindset can be the
opener
of lots of doors for
you, or it can be the
restrictor,
it can be the
limiter,
it can be what
holds you back.

Now, mindset is key because
moving
forward,
mindset
is
literally
going to decide
the level that you

believe
that you can work at.
So what
you've
got to look at
is that if we had a rider
that's finished
20th
in the
championship, so he's raced
all year, has finished
20th
in the
championship
, and they
are looking forward to the
new season.
The mindset could be
a
two
times rider, a two
times development, a
two
times
growth, a rider could
be a
10
times and a rider
could be 100 times.
And let's have a look
at each of
these.
The
same
rider but with
different mindsets.
So the
first
one is the rider
and he's got a
two
or she
has got a two times growth.
Look
towards
this year.
So they're looking for
sponsorship
because they're on
this
course
, but their goal is

to get out of the
20s
and try
and get into the teens.
That's their goal
for the
season.
If I can just get out of
the top
20s
and stop running
with these guys and get
into that
faster
group
ahead
of me, need some money
to help me do that.

Okay.

Their mindset is
limited.
It's based on their
limiting
beliefs that it
isn't really possible.

Okay.

I don't feel like many
actions are possible and no
one
would really be interested
in me in this level.

Okay.

To
sponsor
me.

And my
possible
actions are
going to be they're small
and
they're
few between
the actions that they take.

Maybe
I pay for
more track days.
I try and skip that
up a
little
bit.
So I do
more

track days, get a
little bit
sharper
on the
bike and I'll try and get
either
somebody
to pay or a
gym to give me a
free
gym
membership so I can work on
my fitness.

And that's really the level
of the time

2
rider.

That's
really
where they are.

And, they don't believe that.
It's going to be
interesting
for a sponsor
to be
attracted
to that.

Okay.

Deep
down that's
what they believe.

The next
one
is
the ten times rider.

Now they're
already
still the
same running in the top
20,
but they have seen and
looked at the data
over
the
last few seasons that the
people that are running top
six
in this championship go
on to do
bigger
and better
things.

They
go on to ride
in a
faster
championship or
ride a bigger bike.
And
, so what their goal
is is to consistently
get to the top
six.
So they're going to have to,
you
know
, reinvent
themselves a little bit.
They're going to have to
look for
sponsorship
to help them compete
regularly
in
the top
six.
So their mindset is
different.
Based on their
belief
of trying
to get to the top
six,
their
actions feel possible, okay?
And they feel that people will
be
interested
in their story
of being able to move from
top
20s
up to that top
six
where all the attention is.
So they've got
more
belief
in that whole proposition.
Their possible actions are
bigger and, they're
more
often and they are looking to
get

good
quality people
around them, get a
competitive bike set up
regularly,
get the bike
refreshed
so it's by a top
tuner.

So they're,
competitive
on track and they want to,
for the very first time, go
down to
Spain
in the
preseason
and do some testing.

So they're
sharp
when
the season starts.
So that person's got
a
completely
different
intention from their times
two
version of themselves.

Different
intention.
They want to create
more,
they
want to
do more
, and they're
looking for sponsorship
to come on and involve them
in that,
journey.

And then the last one's
the
Hundred Times
Rider.
And the
Hundred Times
riders goal is, I want
to get to
Moto
GP.
And they see themselves as

just
being a part of that
timeline.

This is where I am
right
now.

I've joined
the
series

and I'm running
in the
20th,

but my goal is
where

I want to get to.

So they see
sponsorship
as the route to allow
themselves to be funded
enough

for that journey.

Because without the right
support,

the
right
team,
the right environments,
they're never going

to
fulfil
their goal.

So they
just
see it as
a necessary part of their
whole
development

.
So they're telling
everybody,
you know, and
they're acting in a
different
way because they
see that sponsorship will
help them
fulfil
their
goal and help them be the
person
they want to be.
So their mindset

is
not
limited.
They believe that
anything is
possible.
Their actions, are,
that whatever is needed to be
able
to
create
the world
that they want to be in.
So their
possible
actions are huge.
And they take
all
of their
actions and they decide
that they need to join
one
of the top teams in the
paddock to be
able
to give
themselves
everything to go
on and win that
championship and
then
move
on to the next level.
So that
Hundred Times
Rider
is absolutely
looking at
,

everything that they need.
They're
just
basically
saying, this is what I want
to
achieve
and I'm going to
start to put the
pieces
in
place and talk to the right
people

to allow me to be in
that space.
And let's look at another
Hundred Times
mindset
in a
different
field now.
So let's have a look
at a
Hundred Times
mindset.
Now you might
not
recognise
this chap because it's
a
little
bit young when
it was taken, but this is
Arnold Schwarzenegger.
So Arnold Schwarzenegger was
born in
Austria
and he spoke
German, didn't speak English
as his native language and
obviously
as a young man
decided that bodybuilding was
his
vocation
and that he
wanted to become the
best
bodybuilder in the world.
So he started
to
obviously
train and work
on his body
and
he
succeeded.
He
succeeded.
He became
Mr.
Universe, he became
Mr.
Olympia, you know,
and

obviously
a lot of work
has gone in and that
could
be the end of the
Arnold
Schwarzenegger
story.
There are
plenty
of people
that grew up wanting to be
Mr.
Universe, achieve
Mr.
Mr.
Universe
, and that's
the end of the story.

You
know
, they've been
in the fitness world.
They probably own a gym or
five,
they probably have
a supplement
, line that they
sell and they're making a
very
good living and they're
happy with their lot.
That would be maybe
the
two
times mindset.
Arnold Schwarzenegger
decided
that where he really wanted
to be was to follow his idol
who was playing
Tarzan
in
America
in the,
in the movies, at the time.
And so he wanted
to move to
America.
So he decided to do whatever
he could at sort of,
you

know, late teens to be able
to get himself to
America.
So he moved to
America
and he
started working in
construction and he started
learning
English
and he
started repairing houses and
building houses and
then
he
started moving on to do
apartment
blocks and he would
live in the
apartment
block
and be the
maintenance
man and
rent out whatever other
apartments that, that he
started
to own.
And he
then
built up an empire
of property that
turned
him into a millionaire.
So in his 20s and 30s
he was
Mr.
Olympia
, a millionaire in
his own right with a property
development
company.
And again, that could
maybe be your
10
times.
That could
maybe
be.
I've
, now made a successful
business and I'm now,

you know,
very
wealthy.
But as we all know, he
then
wanted to get into acting
and he got pushed
back
so
often
that nobody will
understand your accent.
You're never, you know,
you're
too
big, you're
too muscly, nobody's gonna
want you in
Hollywood

.
So he got pushed
back
so many times in being told
it was never gonna
happen.
And he landed
Conan the Barbarian,
a movie in the
80s.
He landed that part which
really
made his whole career
from that point
onwards.
And more famously, he
became the
Terminator

.
So in the
1980s
again,
Terminator becomes
a massive
6,700 million
pound blockbuster.
And he has got
the
starring
role.
He's
definitely
the most

visible actor.
He's now, you know,
literally
decades on.
People are
still
using
lines from those films
now you might say, you
know, that's
fantastic.
He's now gone into acting and
made even
more
money and he's
still
got his bodybuilding and
he's
obviously
still in great
shape and he's got
his
businesses as
well
with, the
property.
But he
then
went into politics.
He went into
politics
and became the governor of,
of
California.
So as the governor
of
California,
he's got
a
completely
new life.
He's
reinvented
himself.
And, he has gone from this
young
Austrian
dreaming about
being the
best
bodybuilder in
the world to actually getting

to be governor of
California.

A
, multimillionaire estimated
to be in the hundreds
of
millions
of dollars
that he's actually worth.

You
know
, got countless
movies behind next to his name
and, you know,
a
absolute
100%
mindset
that has made that happen.

He has
built
and built
and built and built
from that
point.
So when we look at that
situation
of how somebody
could put their
own
glass ceiling, they
could go, that's
enough.

That's
, that's what I really
believe is possible.
Just to get to
America
and take part in Mr.
Universe and have a couple
of
properties
might
be what somebody
just
believed was possible.
But
look
how much he'd left
on the table if he
stopped
digging at that point.

So let's
really
dig deep,
see what we really believe
we can do and we want to do
and
start
to put in place
the
elements
of that story.
Today we're going
to
have
a look at some
myths.
There are
a few
myths about
sponsorship and we just want
to have a look at those
right
now and
sort
of, you know,
bust those myths apart.
Because the
first
one is
people are
only
interested
in sponsoring you if
you're racing at the front
of a
championship.
If you look down any pit
lane,
you will see, a logo
of a
builder,
a logo of a
joiner, a logo of a
plummet
sitting on the
side of a bike in any
championship
that you want
to take a look at.
And that might be
somebody's
uncle, it might be somebody's

next
door neighbour, but what
they've done is they've taken
an industry and a business
that's
outside
of racing
and,
and they put it onto the side
of
their
bike to advertise
that business and that is
sponsorship.
So it's a
service.
You are the
fastest
billboard around.
That's how you've got
to think of
yourself
as.
It's a service that
you're
offering
to give a set of
eyes.
Whether there's
10
people
in the pit lane or there's
a
thousand
people in
a grandstand, they are seeing
that logo and that company
for the very
first
time.
So that is a
new
set of
eyes that would
not
have seen
that company even existed
before you put it
on the side of your
bike.
And the fact that they're
interested

in coming
to
the racing
, they then
see that as a byproduct.
So it isn't about somebody.

It's
easier
if you want
a championship, if
you've got pole
position
if you want a race.
But it isn't about that, it's
about the
overall
exposure.
So it isn't true that
people are only interested
at the front runners
of a
championship.

The next
one
is that
sponsors are
only
rich people
that are, race fans.
That
maybe
used to be the
case where in the olden
days you used to have a
rich
guy at the end of the
street
who liked his bikes
and
sort
of supported the
local rider.

Now you're into
companies,
you're into
marketing managers
, you're
into accountants.
They don't know, care or
have any interest
in,
in

the race series that you're
in, they're looking at the
mileage,
what's the bang
for the
buck,
what's in it
for us?
And when you can start to turn
around
your thought pattern
from I wonder if
somebody
can help me go
racing,
they're
all me, me, me, me, me.
I hear that
a
lot from riders
that it's who can
Support
me
to go racing and turn your
view into what can I give a
company
that's going to
benefit them from them being
involved with
me
?
Soon
as we start thinking in
that way you start to have
a
more
meaningful
conversation and a
more
meaningful proposition to a
would be sponsor because
it's
actually
what you can
do for them.
And we
are
through
the
cook,
through
the, through

this course, we're
actually
going
to explore
that an awful lot
more.
What can we give
them,
what
can we do, what can we create
that they would
not
get if
they weren't part of being
a sponsor with your riding?
So it isn't just a rich bike
fan that is your
potential
prospect as a sponsor.
There are a variety of areas
and
companies
and sectors
that are going to benefit
from being
involved
with you.
Impossible to find a sponsor
is a
really
common thing
that you get from people that
is
somehow
trying to
validate the fact that they've
paid for it
themselves.
You know
, I'm self funded
by
because it's just too much
hassle and it's
impossible
to find a sponsor.
But that's
not
true.
Again
you look at all
levels of racing
and people are

involved.
Even
the organiser of the race
series needs a sponsor
to be
able
to get things
rolling and help them out.
So you know the sponsorship
at
all
different levels
and we've got to tap into that
and
not
have that
limiting
belief that it's impossible.
Only
interested in being
involved in a team,
not
the individual rider.
Again
a limiting belief.
We've
got to look at what we
can bring as an
individual.
People deal with
people.
They don't really want
to be just another sticker
on another
50
stickers.
They want to be
in a
situation
where they are
working
with a person.
That's my rider, that's
Bob
who
I support,
you know
, that's
where they want to be
rather
than almost lost in the noise.
One

of many if you like.
People want to feel
like
they,
they matter and so dealing
with an
individual
rider
is just as important.
Yes, there are team
sponsors,
there are even
sponsors
that
want to sponsor the event.
You know they want to spend,
sponsor
the
actual
you know,
shell oils, MotoGP that
shell oils wanting to attach
themselves
to their events.
So it
all
depends on the client
size and the
product
size.
You know the
product
that we
can offer is
smaller
and we're
looking for a smaller client
to
match that
, a smaller
sponsor to match that.
Or we've got a big proposition,
we've
actually
got an
Opportunity
for
them to sponsor a whole
event and would they want
to get
involved
?

You know
, maybe you're
doing an endurance event.
So, you know, and it's
a
one
weekend and you're
looking for a sponsor
to get
involved
in that.
So there's lots of
different
angles and different areas
where you can match
the level of exposure,
the
level of
interest
to the size of the sponsor.
And then the last
one
that
we've got here is
only
interested in people
in major championships.
A sponsor would
only
be interested
in
major
championships.
Again
, I would challenge you
to go down any pit lane,
local
clubman races,
different types of events,
go and
have
a look at them
and see how
many
stickers,
names, logos are, on
people's kits,
team wear
,

whatever it might be.
We're in a
situation

where this is a
really
common way for companies.

What you've
also
got
to remember are there
are companies
with people sitting in offices
in the marketing
and
advertising
department
going, how do I
get the name
out
?

You know
, we've got this new
product that's coming out.

What's the
most
effective way
for me to be able
to get a set of eyes on
this
?

They're
actually
looking
for opportunities.
We're sitting there
always
thinking, oh, it's hard
to find sponsors and nobody

will
be
interested.

And there's
actually
people
sitting there going, I
wish I had
a new

,

innovative way that I
could get this product out
to lots of
people
and lots
of sets of eyes.
So we've got to

recognise
you're offering
a service

,
you're offering
a
opportunity
to people who are looking
for that
opportunity.

It isn't just give me some
money so I can go racing.

As

soon as we start to change
our view on that and move to
your
supplying
a service, you
start to feel
better,

you
start to talk better and you
start to work in a
better
way
with the people that
you're,
trying to connect with,
because you're showing them a
service
rather
than the
begging bowls out.

Would you be
able
to help me and, help me go
racing this
season
?

Which isn't the same thing.

You're
not
offering anything,
then you're just saying, help
me out so I can go
racing.

And that's a
different
thing.

So
that's
the myths

and we need to
definitely
crack those myths.
But when those,
you
know,
impossible
to find people
are
only
interested
in people at the front,
those
thoughts
creep in.
We've got to
remember
that it's a numbers game.
And if you look at this
analogy here,
where
the guy
at the bottom has
Given
up.
He's
given
up.
I've been digging for
too
long and, I'm going
to call it
a
day.
There's
nothing in this mine.
And.
And the guy above is going,
you know, I'm
just
going
to keep
going
until
I hit what I want to hit.
You know
, that's the approach
we've got to have.
Because this guy is
only
. The bottom is only

three
feet
away from striking the seam
and striking gold and he's
turning
away,
giving up.

And
, we've got to recognise
that it is a numbers game.

If
it's.

We don't know which one's
going to say yes, but if
you've spoken to
five
people, 10 people,
15

people, 20 people, 25
people, and you're starting
to feel a bit
discouraged,
you're getting excuses.

Oh
, it's the wrong time
of the year for us.

We've
actually
supported
a football team.

So we've spent our
budget.

This isn't the type of,
environment that we want our
company to be
associated
with.

We
always
do our budgets
in the
previous,
you know, quarter.

So you've.
You've mistimed it,
bringing us your
proposal.

Now you're going to hear
these types of
things.

And if you go, I've spoken
to

25

people and I'm just
getting deflated by this
and it's
not
worth it.

Like
, the guy at the bottom
and you don't know
that the guy who's
31st
is sitting there waiting
for an
opportunity.

He's sitting there waiting
for
somebody
to show him
where to spend his
budget.

And you give up
six
people early.

You go, oh, no, I'm just
going to call it
a
day.

I
tried
it.

Couldn't get any sponsorship.

And this is the
level
I'm at.

So you can
imagine
that we're
at that space

where
we've got to keep
going.

We start
, we're committed
and we've got to keep going
to get to the people that
we're having the
discussions
with who are sitting, waiting
for the
opportunity.
So that's
really

important
for you to recognise.
This guy at the bottom was
only
three
feet away
from
striking
gold and,
Or diamonds in this case.
I don't know why it's
diamonds, but anyway.
And
, he turned away and gave
up because he listened to
his
little
inner voice going,
this is a waste of time.
The truth is, we don't know.
It's a waste of time.
You don't know that somebody
you speak to today or
tomorrow
from doing the course
and you have
a
Meaningful
conversation.
But they go,
yeah,
leave it
with me
, I'll think about it.
You know
, I need to speak
to my business partner
and it
all
seems
a little bit wishy washy.
You don't know that they
don't ring you back in
three
months time and go,
we've just been seeing how
you're getting on and you
know,
we're
really
interested in can we have
another conversation.

So you don't know what's
worthwhile and what
isn't worthwhile.

All
you've got to do is
keep the momentum going,
keep the work going, keep
the
conversations
going.

From
conversations
come activity,
from no conversation.

I'm
not
going to bother
doing this anymore.
I've sent
a few
emails out,
I didn't get any response.

I'm
too
busy, I'm too busy
doing what I'm doing.

Guess
what
?
There's no
conversations,
there's no
activity

,
there's no possibility.

You've got to keep
that
momentum
going.

An hour a day, you
know,
an hour a week,
whatever
it might be, whatever
you can allocate to this
activity

, you've got to keep
that momentum going.

And as soon as you start to
see momentum like

Sam
Wilford

did, you start to
get
a few
yeses, you start
to get
somebody
saying, I
want to take your visor, I
want to take your
helmet,
I
want to take, I want to do a
cap, I want to do
this,
I
want to do that.
All
of a sudden you start to
see momentum and you start to
feel an
awful
lot better
about
the work that you put in.
So that's something
to
really
keep in mind
when we're dealing with
these
little
myths.
And you'll get it
from
other
people.
Sponsorship's
hard.
You'll
struggle
to get anybody
interested
at your level.
That's
what you'll
hear all the time.
But it's
not
true.
It's not true.
You don't know that there's
somebody that's absolutely.

Now if you were going, if
you were
racing,
Clubman
racing and you went to
Vodafone
and knocked on the
door and
said,
you know,
hi, I go to the
racing

,

every other weekend I turn
up in my caravan
with
my
dad and my mum
and
we do
some racing, are you
interested in getting
involved
?

Chances
are you're going
to get a no because the size
of that proposal doesn't
match the size of the client.
But if you went to your
local
caravan dealer and
you went, hi, I'm
living
down the road, I race in
ABC
Championship and I'm
looking to be able to,
upgrade the caravan that we
take every,
round.

We
will
happy
to have your logo
on it and a bit of an
offer.
We can hand out some
flyers
and I'll try and bring
some
other

riders who are
looking for caravans
to come and see you
first.

That's a
worthwhile
proposition.
You get an
upgraded
caravan
and he gets an opportunity
of some
new
business.

So that's meeting the
right
client with the
right
size of scale of your
racing and the scale
of the
proposition.

So
that's
what we've got
to work out for you.

Okay
, so that's it for today.

So we're going to carry
on and do the
contacts.

Carry on
creating
your audience
and getting those
contacts
out
and get those people
connected
and we'll catch up tomorrow.

Foreign My name is
Jess Shanahan
and I
run
Racing
Mentor.
I give
sponsorship
tips and
tools and frameworks to
racers
, from all forms of

motorsport to help them

get and keep sponsorship,

but

also

keep their head

in the game while

they're

doing it.

You can find the

majority

of our content over

on

Racing

Mental.

We've got tonnes of free

content,

including

articles, downloadables

and ebooks, as

well

as some

premium content as

well.

And I

advise

you sign up

to the newsletter if

you want to get

sponsorship

tips and advice

straight

to your inbox.

Now

, let me get on to answering

some of your questions.

So when it comes to looking for

and,

securing

sponsorship, who

are the best people to

target

?

So,

first

off, you want to look

for businesses that you

can provide

real

value to.

So this means

businesses

where

you can make some kind of impact on their bottom line.

So usually this means helping them make sales or reach a new audience in some way.

Once you've found those businesses that are a good fit for you and that you could really provide some kind of value to, you need to think about who is the decision maker.

So , so who is the person within the business that is going to be able to say, yes, we want to do this activity with this person.

So typically that's, if you're going for a smaller business , that's the owner or maybe managing director.

But if you're going for a larger business, typically you'll be looking for the marketing director, head of partnerships, maybe even head of brand, someone like that.

So someone in a

higher

position, who has
the
authority
to make that
kind of decision.

When you are contacting
these businesses though,
don't
just
go for
a generic email address.
Try and find the email address
or
even
the phone number
of that
specific
decision
maker within a
business
that

you can provide value to.
So if you're looking to make
an
approach
to a business that
you don't have any connection
with, you're
essentially
going

for what's called a cold lead.
So there are a
number
of ways
that you can go
about
this.

So you can go in with a
very
formal cold pitch, which is
basically
, hey, you have no
idea who I am, but
this
is why
you want to work with me and
this is the value that I can
provide.

Or another option is to
maybe
look and see if there is

someone
that you, that does
have a connection to the
business that you
already
know
that you could
maybe
get an
introduction from.
This
essentially
warms up
your approach, which
makes it much,
much
easier for you to kind of
get your foot in the door
and get speaking to the
right
person.
Failing that
, what you need
to do is go in with
a bit
more
of a soft pitch
and nurture that lead.
And this might take some time,
but
you're
going to have
a
higher
success rate, from
doing this than if you
just
went in with a cold pitch.
Because you
probably
know
what it's like to receive
an email that you're
not
interested in from someone
that you don't know.
Often
it just kind of gets
chucked in the bin, whether,
in reality or
virtually.
So in nurturing a lead, you

can get them from
cold.

So you've had no
contact
with them.

They don't know who you are,
they don't know what value
you could provide.

Two,
they already
know and like you.

So they're
more
willing
to listen when
you do
pitch
to them.

So the way that you go
about
kind
of connecting
with someone and nurturing
that
relationship
is
find
where
they hang out.

So it could be on
social
media.

I like to use
Linked
In for this.

But you can do it in person
as

well
if you know that
they hang out at
certain
events or go to
maybe
certain
networking meetings.

So from there,
once
you've
found out where these people
are, go and
just
make contact

with them, but don't pitch.

So.

So I

always

like to go in with
a question and a
compliment

.

So this makes it
quite
clear
that you're approaching them
personally,
but it also,
gives them a reason to
reply
to you and it kind of
flatters them
maybe
a little
bit as well.
So you might talk about
something
amazing that
you've seen the
business
do, or you might talk about
a
product
that you love, or
a post that you saw on
their
social
channels,
anything like that.
And
then
maybe follow up
with like a bit about,
you know, what you
thought
of
that thing

,

and then ask them a question.
In asking them a question,
hopefully
they will reply.
And that's how you
then
start
this relationship that you

can
then
nurture until
they're at a point where you
are
able
to pitch to them
and it feels
right
to pitch
to them.

So if
you're
racing in a series
where media coverage is
limited,
you need to look for
other
ways to provide value.
Now, there are
so
many ways
to do this, and I could
list them
all,
but let me
kind of give you some
advice on how to find
what's
valuable
for a
specific business.

So
a
lot of what this comes
down to is when you're
doing your research, looking
for a
business's
goals.

So if you know that a
business
is
maybe
doing a lot
of magazine advertising.
Knowing the
audience
of that magazine will tell
you who the
business
is trying to target.

So for example, let's say it's
young men aged

18

to 30.

If the

business

is trying

to target that demographic,

you need to think,

well,

okay, well is my social media

audience that

demographic

?

Are those the

people

that I'm

reaching with my social

posts

?

Or you can think about,

okay,

well

how do I get

that business as a

potential

sponsor front of more

people like

that

?

So it could be that you could

do

something

with that

business,

maybe

a big event or

something like that that would

get them

more

press coverage.

So let's say

for

example

they're in like a

high

end glossy men's magazine

that's going to cost

potentially

thousands

of pounds to advertise in.

And do we really pay

attention to
ads
?
Do we really trust
them
?
Maybe, but maybe
not
as
much as we once did.
So
certainly
so if you could
get a business editorial
coverage, so
actually
within
the pages of a magazine,
that's
not
an ad that's going
to have way more authority
than placing an ad in that
same
magazine.
So think about in this, this
scenario,
is there something
that you could do with
your
racing
that could
create an event that would get
the, the sponsor
noticed
?
Or could you put out a press
release
that talks about your
story and
maybe
how this
sponsor is helping you think
about what press coverage you
could gain
again
using this
scenario,
because that press
coverage is going to be worth
so
much more to them than you

know what they
might
get back
from an ad.
So
suddenly
you've got a
really great reason for them
working with you because
instead of spending
thousands
of
pounds
on an ad
that hey, it might
work
, you
can help them get editorial
coverage which will
almost
certainly work because it
feels less promotional.
So that's just
one
example.
Just
in terms of like what
you know about the business.
But just to rattle off
a few
things that, that might
also
be valuable is a point
of sale at the racetrack.
So if
you've
got lots of people
coming along but there's no
media
coverage,
so whether
that's your own kind of guests
or whether that's
just
spectators
coming along
, if
you have a point of sale for a
response's product,
then
that's a really, really kind
of good way to sell

more
but
also introduce the brand to
more people as
well.

There's lots that you can do
with video
content.

It's really
, really hard
for businesses to come up with
ideas
Keep
generating content.

So if you can make that
easier

for them, that's a win.

You could
also,
host their,
like
, their sales team maybe.

And if you can host their
sales team,
that

means that
those people are going to
work
harder,
which means
more
sales, they're

going
to be
more loyal, which means the
business won't have to pay
off for new salespeople, so
on and

so
forth.

So
there's
lots of value
that you can offer, but you
need to know
more
about the
business
first
in order to
be able to establish, like,
what's valuable to, you

know,
one
business versus
another.
Because it's going to vary
with every single
one.
If you're a parent working
with a
young
rider
or
driver
, it can often feel
like you are way
too
invested, and way too close
to your child's career to
have any kind of
authority
when it comes to
creating
a
proposal or a pitch.
So I want to give you just
a few
tips on
kind
of,
like how to handle that.
So the
first
one, again, I
always talk about value,
but the
first
one is to
really
understand the value
that a sponsor would get
from
working
with you and
your child.
You don't want to go in being
like, hey, my child is, you
know, the next
Valentino
Rossi
or the next
Lewis
Hamilton,

because no one's
going
to believe that coming
from a parent, even if it's
potentially
true.
So what you need to do is
think
about,
okay,
well,
why
should someone work with us,
and try and keep yourself
detached from
emotional
statements like, I, as the
parent, think this kid's
great,
because
of
course you
do, every parent does.
So try and take an objective
view of,
what
it be
like
to
work, with your child, having
your child as an
ambassador,
whatever it might be.
If you're
unsure
about
whether your wording is a bit
too parenty
, then maybe
kind of like run it
by some
people
that you trust,
within the sport.
Ask them for, you know,
feedback
and stuff because
they'll be
able
to give you a
sense of,
you know

, what is
the truth of the situation
here and what sounds like a
bragging
parent.

And you should, by

all
means,
brag

, of course you should.

But in a situation like

this,
you
kind
of want

those objective things.

So you might use testimonials
from
other

people that have
worked with you, testimonials
from

commentators,
or even

just
like, commentary that
you've heard, as your child
has been
racing.

Or you could look at things

like
social
media
statistics, so your reach,
what, you're doing on

social
media, you
know
, the
kind of people that it's
reaching as well.

You can
also
look
at press coverage.

All
of this stuff is
social proof that backs
up how you feel about your
child, as a
parent.

But it feels a bit

more
realistic and genuine coming
from that
third
party
because we
all
expect parents
to brag about their kids.

That's
like
part of the fun.
So look for those objective
third
party things like
stats,
testimonials
, press
coverage that kind of back
up what you want to say,
about why your child is
so
great.

One
thing that I hear a lot is
whether or
not
people should
be putting prices up
front
to anyone that they're
approaching for
sponsorship.
And there are a
couple
of ways that you can do this.
But just like the too long
didn't read at the beginning,
here is no, but it
depends
kind
of where
in the process of getting

a
sponsorship
deal you are.
So if this is your
first
message or your
first
email
email to someone,

I wouldn't put prices.
I would let them
kind
of come to you and have
that
discussion.
But if you're
further
along
in the process
and
maybe
a
business, has asked you for
more information or what
your
package
is or can you
put proposal together,
then
yes, you should include
prices.
And I like to differentiate
between,
between
a
sponsorship
deck
and a sponsorship proposal.
So
just
in short,
a sponsorship deck is the.
Here's all the
extra
information and stats that
you need to decide whether
this is a
good
fit.
In addition to what I've
already
pitched via
email
,

,
there's no prices in there
because it's
not
necessarily
tailored to a business.
It's just more info because
you didn't want to write

10

paragraphs in your,
in your initial email.

So a
sponsorship
proposal
on the other
hand
, is
something that you are
literally proposing
to a
specific
sponsor.
So it's a bit
more
tailored.
You've used their goals
and any
other
research that
you've done to understand
like
how you're going to be
getting
value for them.

And
then
within that
you're including prices.
So you might be offering
specific
packages.

And if you go to
racingmentor.com
blog, there's
a
great
article on how
to do this and what it
looks like to show value
in specific,
packages.

But you want to be thinking
about, okay,
well
this
specific sponsor
, I want
to do this for them.
They've asked me
for this

information.

So I'm sending a
proposal.

You

,

you probably want to
include prices in there
because that's going to be
one
of the things that you
know helps them make a
decision
on whether they
want to or can
afford
to
work with you.

If you're unsure and you
haven't done a tonne of
research or haven't really
spoken to them to understand
maybe
what their budget is
or exactly what
they want

,

then I would give a ballpark
figure of
sponsorship
packages start from.

Or
other
sponsors we've worked
with have been
between
this
amount and this amount.

So,
again,
annoying answer,
but it depends on whether
you should
, add
any prices into your proposal.
So when it comes to securing
sponsorship,
sometimes
it's
great
to have lots
of sponsors in a smaller
amount

, but because typically
they're easier to land.
But the thing with getting,
like
a quantity of sponsors is
that it can
often
end up being
overwhelming when you've
then
got to do the stuff that
you've
promised
in order to
land them.
So I would always go for a
quality sponsor,
over
just
a
large quantity of them,
because if you can do more for
one
or two quality sponsors,
they're going to stay with you
year on
year.
They're
also
going to
recommend you to other people
that they work with,
which means
more
sponsors.
And
generally
you're going to
be able to offer a
higher
level of value to those
couple of people because
your time's
not
going to be
swamped sending
20
race
reports and sending all of
the images from the event,
so on and
so

forth.
So I think it's
really
good to,
find those
one
or
two bigger sponsors.
You can
maybe
supplement it
with some, maybe small
local
sponsors that
are
a bit easier to land.
But
typically
you want
to avoid doing so much work
that you're
unable
to provide
the value that you promised.
Because word spreads, it's
going to be
hard
for you
to get testimonials
and
it's going to be
hard
for you to keep a sponsor
for more than
a
year.
So I would
always
go for
quality over quantity.
So for anyone who is looking
to get
more
money out of a
sponsor and to
maybe
raise
their prices,
especially
with inflation and the
current economic situation,
you're going to need to

kind
of come up with a reason why
they should be giving you
more
money.
And the
obvious
answer here is
to provide more value.
But
sometimes
prices
do have to rise.
So it's
kind
of a tricky
conversation to have.
But it's
unlikely
that
a sponsor will pay
more
for something that
they've paid less for,
say, the
previous
season.
So if you can find,
like,
small
but valuable things that
don't take up any more of
your
time
, Then that's going
to be really powerful.
So it could be that
maybe
you,
you have been
sending
images
taken at the track, but you
haven't been, there haven't
been candid shots, it's just
been on
track
stuff from
whatever
photographer
is
there

either
as part of, you
know, the, the racing series
or the circuit or, you know,
even
a roving photographer
that works with lots of
different
people.

Maybe
, an extra bit of value
would be to have

your
own
photographer.

Now
obviously
you're going
to have to pay for that,
but having
one
person that

kind of you around
specifically so the
business can get higher
quality photos of,
of
you
or your child, whoever you
know,
the,
the
motorsport
star is in this, this
scenario.

By doing this you're adding
more
value to the sponsor.

Because
we like to
see human faces.

There's
only
so many pictures
of, you know,
bikes
and,
and cars that, you know, we
want to see on
social
media.
We want to see the person,

behind
the helmet
, so
to speak speak.
So that could be a
really
great
way to add value.
Yes
, it
will
cost you money and
you'll have to like build that
into your, your
new
pricing,
but it's
actually
no more
effort for you beyond finding
a
photographer
that you
could
trust.
And the same goes for like
social posts,
maybe
creating
reels, and
Tik
Tok, stuff
like that, little things that
you can do within maybe
half
an
hour that, that have
big
impact for the sponsor and
you'll know, you know, how,
how these
sponsors
work, what
they enjoy, getting from you,
you know, what's been
most
valuable to them.
So
think
about that and think
about ways you can add to
that value while

keeping,
you know, what you need to
do lower and
then
hopefully
that will be
enough
to
justify the extra spend that
you want from them for the
next
season.

So if you're considering what
business is
most
likely to
get involved in sponsorship,
I would
kind
of counter that
with any
business
that you
can provide value to.
And I guess that's
kind
of an annoying answer.
But you need to work out if
you can
provide
value
to a business
regardless
of what industry they're in.

But
I would say that yes,
there
are
a
lot of automotive
and motorsport business
in
businesses,
within the
racing
industry.
And that's
obviously
because everything
matches
up
, it makes sense.

So you might be going to parts suppliers or, you know, people that, you know, put on track days or rent stuff out or whatever, it makes sense.

But every other driver and rider and all of the parents and management companies out there are doing the exact same thing.

So I would kind of go back to basics and think about your niche and your brand and what makes you stand out.

And then from there, look for businesses where there is some kind of connection.

So, so it's using you, as the rider or driver to find businesses, rather than using the fact you're in motorsport to find that connection.

From there you can work out the value that you can provide , so you can find a certain type of business that you can provide

more value to. You can go to other businesses that are similar. A few kind of areas that I've found a lot of success with is any business that does a lot with content or should be doing a lot with content. So maybe they're trying to reach a consumer audience, for example, so people that want to buy products or lifestyle things, and rather than targeting businesses, you, with something as cool as motorsport can come along and help them create content that stands out over their competitors, because maybe they're not in motorsport. And seeing a bike or a car or whatever it is that you race on someone's social page is going to stand out more than you know them. Putting product after product after product photo, you're giving them something extra that's going to help

engage their audience.
And obviously that's not going to work if you're just going to another motor company.
So , so think outside of the box on that.
Any company that has a sales team, so if you can provide hospitality to a sales team, that business is going to get so much benefit from that in terms of saving money on staff cost costs, increasing sales revenue, especially if, you know, coming along to a race is maybe a reward for the top salespeople within the company.
There's lots that you can do there and that's often something that I kind of fall back on.
And , I also think it's good to go to businesses that do a lot of networking or maybe if you've got a couple of local sponsors, say, who are in, like, a specific arena, maybe look for sponsors who

could work with those businesses.

So this is then when you can look for businesses that target others.

So there's so many options.

But I would say always come back to your niche and why you stand out and kind of use that as the basis for your research in terms of, like, the type of businesses that you'd want to work with.

Because if you can provide value, doesn't matter what industry the business is in or what the type of business is, all they care about is can, can you provide value to them.

And I would say always go down this route, you still might get some automotive motorsport sponsors. But if you can get a sponsor that's in a different niche , whether that's food or gardening or energy or anything

like that, it's
a much less crowded market.
And they're
not
going
to be just,
you know

,

seeing proposal after
proposal come
through
from
racers who want money.
The businesses that are
kind
of
outside
of motorsport
, they're
going to pay more
attention
towards
, you have to say.

But it
still
all
comes down to value.

Thank you
so
much for watching.

If you have any
questions,
please
find me
on
social
media.

I am
at
Racing
Mentor and go
ahead and, go on over
to racing
mentor.com
to sign up to our newsletter.
I'll see you
there.
So we
thought
we'd have a bit
of a chat today and go
through your experience

over
the last couple of years
and,
talking
about how, you
know, how we've gone around
getting sponsorship and
how's it
going
?
Let's
just
start with that.
How's it going for you so
far
?
Yeah, it's been,
Taken
us
a
year to get some
good
sponsors on board and to build
up a bit of
a
Few people that
are helping me now.
But no
, it's quite good at
the moment because everyone's
happy
and everyone wants
to continue for next year.
So, yeah, I think we've made
good
progress over the year
or
two
that we've been
trying to find people and
get people on board and
Yeah
, it's been a bit of a
journey, but it's
just,
however, much work you put
into it, isn't it?
Well, that was going to be
one
of my next questions really.
Was it more work than you
thought it was going to

be
?

Because I remember us talking
at the end of
2019,
about the
prospects of going to
Spain
and being there
full
time and
what was going to be needed
and
obviously
to then go to
work and try and find people
that are going to
support
that.

How easy, hard was
it
?

Better than you thought
was going to
be
?

Harder than you thought
it
was going to
be
?
Well, I don't know.
There was
just
so many options
of how to approach it
and we didn't know the
correct
approach or what approach to.

To take
first.
So it's trial,
and error, I'd say.
Really.
But from how I've been
doing it the
last
year, I
think it's been
just
along
the lines of however much

time you put into it, the
more you get out of it,
really

?

Yeah.

I mean

, there's there's a lot
of routes you can take
where you spend

a

lot

of time, put a lot of effort
into it and

not

get much

reward, I think.

But yeah

, at the end
of the day it still takes.

It's

a

lot, a lot

of time that goes into it.

But the

more

you, the more

time you put to it, the,
the more

people

you get

to speak to and the more,

potential

sponsors

you get in contact with.

And do you find this

sort

of

tipping point with the

conversation

where, you know,

some people are

just

giving

you sort of a sort of fairly

stock answer and

then

other

people, you know, there's a
tipping point where they're

showing a bit

more

interest

and asking
certain
questions
in the, because you generally
message people to start the
conversation, don't you?

Yeah.

So from some people you get a

positive

response and some

people you might

not,

you

might not get a

response

from

them and after time you might,

might get a response from that

person and

they

might be

interested.

But yeah

, again it's

trial and error.

Some

, some people that I

thought would have interest in

getting involved haven't

replied to me on any platform

over the year and

maybe

I will

get a

reply

from them at some

point or some people give you

a

reply saying that they're

not

interested and that's it,

then

that's fine.

But yeah

, it's difficult.

You get

different

responses

but over time you start to

understand

who's going to be

of

more
interest
to
follow up.
And have you had any
instances
where it's been quiet
and then they've all
of a sudden,
three,
six
months later message you back
saying any response?
You know, so out of
sequence
?
Have you had any of
that
?
Yeah, Yes, I've had
a few
people that come
on board now that haven't been
didn't respond to the
first
two or three messages
for whatever reason.
Maybe they thought it wasn't
serious or it wasn't
,for
whatever reason didn't reply.
And then
, and then at some
point after the
third
message
give me a reply saying
yeah, they would like to learn
more
and have a call.
So yeah
, there's just so many
different people
you're approaching
and you
just
gotta find.
Well
it goes back
to how much time and
effort

you put into it.
You're gonna get these
responses
and you've
just
got
to deal with them really.
So we're talking to people
that are
obviously
on the course now that
are
just
starting out.
So if you can put
yourself
back a couple of years.
What sort of time did you
dedicate to it, do you
think
?
Probably
not
enough at the
start, because I couldn't
see the
The
, the result
from the instant, from the
first,
from the first
months, probably didn't put
enough time into it and
because I wasn't seeing any
results, I wasn't putting
more time into it.
It wasn't until last year when
the
big chunk of time
into it and got
a
lot
of replies and a lot of.
Got
started,
started talking
to people, having phone calls
every, every
three
days.
And Yeah, so it's
Yeah

, probably this last year where it's been, where it's picked up and where I've understood how

Much time I need to dedicate to it to get responses from people.

And how does it feel,

a complete stranger who doesn't know you?

You don't know them.

You know

, you've gone down the process with them.

They required.

They

then

showed interest

and then they

finally

go,

you know, I'm sending money.

Everyone

transfers

money these

days, so they

transfer

money.

I mean, how does that whole

feel,

whole system

feel

?

Yeah

, it's great.

When it comes off, when you put

so

much time into

something

and effort, And, you get

the result at the end of it.

It's

nice.

And

then

obviously,

to keep them on board
the year after is just as
much of a
challenge.
But when you
manage
to do
that
and
it's
the
same
sort
of feeling, you know.
And how's that
been
?
Because
obviously
we're
at the end of
the
season,
starting
again.
How does that feel
with people wanting to
renew
?
Yes
, it's great.
It's
nice
to know they've got
what
they want out of it.
And
, they're happy.
They're
happy
with what you've
done and you've kind of built
it up over
a
year or so.
It's
not
just
an instant switch.
So
it's kind of.
It's

quite
a nice feeling that
you've managed it all this
year and
you've
kept them on.

And I suppose it's
the
challenge
for the
next
year and the year after.

It's an
ongoing
challenge.

And, your thoughts on
would you change
anything
?

Would

you.
Are you carrying on
the same
process
?

Has it evolved
now
?

Have you been able to,
you know,

put
it in any
way
?

I'd say it's
evolved,
but at
the end of the day, it's
a process that works and it's
working at the
moment

.

I'll
probably
find something
that works better again.

But, yeah, at the
moment

,

the process I've got is
working
quite

well and I'm
quite happy with that.
And, there's no need
to change it,
really,
because
it's worked, there's no reason
why it won't work again.
And obviously you get a time
where you won't get any
responses
and you feel, oh,
I need to change
something, but
nice
it is.
Just sticking to it
and believing in it,
really.
And what about
homework
?
Do you do any
homework
and research on
the
companies
that you're looking
at
?
Have you
looked
at.
Well
, tell us what would be.
If you're
looking
at a sponsor
today, how would you
start
?
Well
, I'd probably look to see
who
is
involved in motorsport
in the
first
place, who's
involved in what
championship
?

Maybe they're
not
involved.
Maybe
they're involved
in another type of sport.
So they're
already
interested
in sponsorship
and sport in
general.
Yeah
, the main ones I'd
be looking at that
are already involved
in the championship,
whether
it's
BSB
or World
Superbikes or MotoGP,
because they've
already
got an interest.
But
, can also be more difficult
because they're
already
supporting someone.
So you
need
to, need to see
what
, what is the best option.
But there's again, there's
quite
a few
routes.
So some of the guys I've got
on
board
this year have never
been involved in
sponsoring
anyone in
motorsport,
but
they enjoy being along on
the, on the journey and
obviously
enjoy.

At the end of the day,
they've
got to
enjoy
, enjoy
motorbike racing or whatever
sport you're doing.
Because they've got
to have an
interest
in it.
So it's, Yeah,
again,
there's
different types of people,
but
again,
you can get them
from
all
different aspects.
It's just
, I think the
easiest or the easiest ones
to get are the ones
already
involved in the sport or
involved in,
in
motorsport
or
predominantly
just
motorcycle racing.
Yeah, in any,
at
least a sport.
Because, I mean,
a
lot of
people sponsor, sponsoring
in
,

other types of things
like branding on the side
of motorways and stuff,
whereas that's
different.

They're
not
even in, in
the avenue of being involved

in sport, are
they
?
So it's, I
think,
yeah, it's a
start if they're
already
involved in sponsoring a team
or they
kind
of enjoy that
kick they get out of someone
doing
well
that they're
supporting.
And, it's a
good
start, I think.
And it
also
proves that
they're already spending money
on advertising because
ultimately
they want
to increase their
advertising.
So they're
already
spending money in that way.
So it's
just
diverting them to
you as opposed to what they're
already
spending it on.
Yeah
, exactly.
They've
already
got a budget
for it, so they're
already
spending money somewhere.
Maybe they're
not
happy
with
what
they're doing or

the
outcome
they're getting
from
it
, from
the people they're supporting.
And yeah, it's a
good
starting point, I think.
Rather
than hitting someone
that's never been involved in
it, then they don't know what
they're
expected
and, if
you're new to it as well, you
don't know what to
expect
from them.
So it's
probably
quite difficult.
Whereas if you get someone
who's already involved,
they
know what to expect
from you, and it
kind
of makes
it a bit
more
easy.
Foreign.
Welcome
back.
And
, today we're going
to talk about business.
And
congratulations,
because
by starting this course,
you've actually opened your
first
business.
You know
, sponsorship
is a business.
You are selling
something

and
delivering
something in return.
So you've opened your
first
business and we're going
to go through the
principles
that make every
business
work across the world.

So
we're
going to
have a look at that.

Now
, what we've got to do is
see that the
sponsorship
side is a business.

And
, every business works
in the same way.

We've got person A
and you've got person
B.

Person A has got a product
they've
created,
invented,
own a, product that person

B
would be, could be,
might be
interested
in.

So person A talks to person
B

about that product
and person
B

goes, I want it.

I like what I hear and I
would like that
product.

So then what happens is person
B
gets the money out of their
pocket and they
then
transact.

Person A gets the money

and person
B
gets the product.
That's
exactly
how it
goes
with
the world over.
It's
exactly
the same
process for everything
you've bought and everything
you'll
ever
buy.
So your racing is
exactly
the same.
All
that changes is the value.
The value of
the product
changes.
The more that we can pack
value
into our
product
,

the higher the amount of money
can be that
somebody
is
willing to pay for it.

And
so
what we've got to
look at what is your
product
as a rider, racing
in your class, racing in
your country
at
the
current
level of your performance,
what is your product and
what is its
value
?

So those are some

aspects
that we're going
to look at now and use
in a
worksheet
at the end.
So the
first
thing we're going
to recognise is it's
no
longer
just a sticker on the bike.
We
actually
have got to
recognise that in the
olden
days
, you used to be
able to just give
so
many
tickets to the races,
people
put their sticker
on your bike and get
a
lot
of cash for it.
That's
no
longer
the world we live in.
And companies have got
so
many choices and so
many
alternatives on how they
want to spend their money
and how they want
to spend their
advertising.
So we've got to
recognise
that and we've got to start
to work in the way that
they are
looking
to get
what they want from it,
rather

than only what we want from it.
And I hear
a
lot of racers
where
all
they're
interested in is them.
It's
just
who's going to help
me go racing, go fund me.
If you can give me some
money,
I can buy a
new
bike, I
can buy more tires, I can get
a
new
helmet and leathers.
But the
truth
is, when we turn
it
around
and see what can
we do for
them
, then we
start talking their language.
And that is a better
conversation
and
more
productive.
So let's say that we got
introduced to speak to
Bob.
Either somebody knows
him and says,
why
don't
you go and see
Bob?
Or we sent a message to him
on his,
website
and he replied
to us, or we've even
just

gone
in
, we've knocked
on the door and we've said hi.

I was
just
passing.
I just wanted to drop off

a quick,
introduction.

I'm racing an
ABC
championship
and I'm just looking
for some
Lightline
sponsors.

And I just thought I'd
drop off this,
overview
with you and I thought I'd
introduce
it myself.

So
then
you know who
you're dealing with.
Would you have
two
minutes just
to have a quick chat with
me
?

Bob
says yes, which is great.
And we sit down, we have
a
quick
chat, and in that
10
minutes we're able
to find out that

Bob
started the company last year.
So we know that it's
quite
a
new
company, which is great.

We know that he's now
got
15

employees.
And this information comes
really,
really easily because
you ask him, you know,
how
long
have you been here,
how big is the
company
?
And this
information
starts
to flow
really
quite easily.
You
know
that they won, or
you can see on the wall that
they won an
award
this year.
So they're either selling
more
than their competition
or looking after their
customers
better
than their
competition, which is
great.
And
, they're looking at opening
another site
next
summer.
So, you know, they're
expanding
and
they're
growing
, which is great.
So from that
information,
we can start to move
the conversation
into what we can do for
Bob.
So from that point
onwards,

we
can then say to him about
brand awareness, being a brand
ambassador,
and how we're
going to help him
spread
the
word about this
new
, super van
leasing company that's taken
over in the area and he's
doing a
great
job.
We're
also
going to be able
to talk to him about
our
social
media access.

You know
, we're going to be
talking about
our followers

'
and they're a new set of eyes
that he wouldn't have got.
So we can talk to him
about being
able
to
promote
, his company
through our social media.

Also, we've
Got
a new audience
at the racetrack.

Now,
dependent
on your
series, you can look at what
the
audience
figures are.
Normally
the organiser
will tell you this
from the

previous years.
And if you're looking at pre Covid , you're probably looking at we get 1,000 people to 10,000 to 50,000 depending on what series that you're racing in your adult for the year , times that by the race weekends you've got. You're then in a situation where you can go and that's a new audience, that's a new set of people that never would have known about your company, that are seeing that in everything that we're doing. You can also talk to about the value of being connected to a fast paced, technologically advanced sport. So you're in a competitive arena, they're in a competitive arena, they're winning, they're getting awards. In a competitive arena, they're beating their

competition.
So you can
start
to work
on that side that being
associated with the racing
is a
really
good viewpoint
and a
good
image that
they want to promote.
Also the image of helping
a young rider,
helping
somebody
else achieve
their goals, helping somebody
else go out and do
what
they want to do.
That association and that
image
enhancement
separates them from the rest
of their
competition.
Then
also you've got
product launch opportunities.
Maybe
they've got a new van
coming out or a
special
offer.
You could have flyers
at the race
weekend
and you're
actually
handing out
a flyer to
everybody
that
walks past your awning.
You know
, these types
of things you could do or
you could
approach.
You could

even
bring in a van
and have it
parked
next to
your race truck or whatever
it needed to be as an example
that you're
able
to offer as
an
opportunity
that
he
never
would have
the
opportunity
that
if he wasn't working
with you.
You can
also
look at
spectator access.
So
maybe
he puts something up,
that if these guys
have done well on the sales
front,
they
can go
to the races
next
weekend.
You know
, so there's
a promotion there and he
can give that as a, as
an
opportunity
as well
as hospitality and
also
to his customers.
Maybe
he's got somebody that's
a very good customer
that's bought and leased
a
lot of vans off him.

Okay
, well let me take you
to the
races,
you know,
and we'll go and we'll
watch my rider and we'll
get some
hospitality.
And again, maybe it's
not
your
hospitality, maybe you have
to get them some tickets
into
one
of the other teams or
maybe
the organisers
hospitality for that weekend.
Again
, all these things
can be looked at.
And
then
finally the connection
of
businesses
in the paddock.
So Bob comes in and he's
talking
to you and he's
chatting away and then he
sees,
you
know,
Andy,
who's
been helping you as well.
And
Andy
works for a company
that's actually looking
for a
new
fleet of vans.
And so why don't you
catch up on Monday?
Andy gets a better deal,
Bob
gets a new customer
and it's all

because
they
were working with you.
So
all of this becomes more
of a tangible and
believable
and deliverable
aspect for somebody wanting
to get involved and support
you
with
rather
than would
you just sponsor me so I
can go
racing
?
Because as you can appreciate,
that
conversation
isn't
going to go very far.
Now what you've got to have
at the
forefront
of your mind
is what does
Bob
want out
of this whole experience?
He might like racing, he might
not
like racing, he might
know what bike you ride,
he might
not
have a clue
what end of a bike is
which.
What Bob
really
wants out
of this
whole
experience
is to lease more vans.
And
that's
what we've got
to get into our

conversations
and into our approaches
to people, is that we can help
them
achieve
their goals.
He wants
more
business.
So if he is
going
to go and
spend a portion of his
advertising
budget, because
let's face it, companies
advertise
, so if they're
going to spend a portion of
their advertising budget,
then
they want to see that
that is going to give them
something
back.
And that's how we've
got to
approach
it.
This is going to separate you
from
other
riders looking
for sponsorship because
they're
literally
going out
with their cap
out
, asking
for people to give them money.
We're
not
asking for that.
We are asking for a
fair
exchange in what you can offer
and we're going to talk about
offers
in the
next,
chapter,

but what you can offer them to benefit their business and that is a real business to business transaction and you're offering real value for their involvement

.

So let's take an example of how sponsorship works.

This is Alex Marquez, I'm sure you probably recognise it.

Okay, Alex Marquez has been in the MotoGP paddock for a number of years now.

Moto3 world champion.

Moto2 world champion and obviously currently riding for Honda in MotoGP.

And Alex Marquez's Moto2 championship was quite a long winded affair. It actually took him five years to win the championship.

In 2015, he was 14th, 2016, he was 13th, 2017, 4th, 18th, 4th.

And then in
2019,
he finally
won the championship.
Now in
Moto
2, it's quite hard
to keep around for
five
years.
It's
quite
hard to stay
in that championship and for
teams to be, you know,
putting
up and
saying,
yeah, we'll
give them another year.
Because obviously, as you
know, the motor,
three
guys
are
all
coming through and,
and everybody's bad.
Room for the
same
seats.
But what
Alex Marquez
brought
to the party
was a
great
big fat sponsor.
He brought the
Estrella Galicia
Zero
sponsorship, you know,
so the
Marc
vds team that
he rode with, their sponsor
came from
Alex Marquez.
So he was in a
really
strong
seat to be

able
to carry
on, to be able to negotiate
his
next
year's package, to
be able to, you know, keep
the
momentum,
stay with the
best team because he was
bringing
such
a strong
sponsor.
So sponsorship
not
only
gets you on the grid,
you know, this
season
it will
get us on the grid, but it
also
keeps us on the grid,
it keeps us
working.

We're a
better
negotiator,
we're a better.
We've got
better
longevity
when we've got
good
sponsorship around us.
So the business aspect of it
is a
really
important
aspect for you to take home
and
that it isn't
just
about having fun on a
motorbike and, finding some
fun
loving guys that want
to sponsor you.
You might get
lucky

and you
might find, a lottery winner
that
just
wants to throw a lot
of cash
at you
, but they're
very few and far between.
So we've got to look at it
in a
more
business way
in being
able
to give you
the best opportunities
to get the
right
amount
of sponsorship coming in.
Okay
, and that's it for today.
So
, thanks very much indeed.
Carry on doing your
50
contacts a day.
That should be moving
on
quite
well now.
And
, we'll catch up tomorrow
with what your products
are going to look
like.
Okay
, see you then.
Okay
, so welcome back.
Okay
, so welcome back.
And we're moving on now to talk
about the
product
and what
we've got to
really
work on
here is that you are the
product, you are the driver of

promoting
the offer that you
can create for your
prospective
sponsor.
And so
we're
going
to break that down into
its bite sized
chunks.
But that's
really
how
we've got to see
it
, is that
you are the product.
So it's people
connecting
to
you for the service that you
provide,
what we can offer
and what the
product
would be.
So there's
actually
a worksheet
underneath this video.
So after you've
watched
the
video, like you to go onto
the worksheet and start to
fill out
obviously
the notes
that you've been making
alongside
this video will be
very important in this
one
to
fill out the areas of where
you can see your offer and
your
product.
Okay.
And
then

when we have our coaching call, we're going to use that as basically the template for how we're going to steer everything we do from this point onwards.

Because obviously if somebody's racing in British superbikes, it's completely different to somebody that's just starting out and is racing in clubman racing.

So we want to be in a situation where we're giving you the right information and the right level of approach for what you want to attract.

So the information that you're going to put into this worksheet is really important for us to steer the project in the right direction for you and make sure that we're ticking all the boxes.

So make all the notes that you're going to do through here as we discuss what the product and what the offer

are and what the
offers
can
be and
then
we can talk about
the product worksheet once
we've
done
it on the coaching
call together.
So the
first
thing is if we
were thinking, you know, if we
were sitting saying,
right,
we've got somebody who's
interested,
there's a garage
down the road and they're
interested
in getting involved
this year,
you know
, what
should we offer them.
And this is
typically
the type of
thing
that
we'll come up with.
It's you know, we'll give
them company
branding
on
the bike, we'll give them
company
branding
on the
leathers
and the helmets,
we'll give them
social
media promotion, you know,
we'll tag them in our
social
media from now on.
Maybe
we'll do a track day,
you know, if there's a

track
Day
if they ride and
the rider to, to show them
round
and be their coach
for the day, discounted
race tickets,
hospitality
on the weekend.
And that's
really
about it.
That's the
typical,
you know,
been on the market
for
many
, many years and that's
basically what everybody
would offer anybody who was
interested in
sponsorship.
So we've got to come up with
being a
little
bit
more
innovative and being a little
bit more on point with what
the
company
needs and what
the company are
looking
for
as opposed to those things
are all
really
what we are
happy to give.
And
so
what we need to do
to stand out in the crowd
is
actually
to have
a different approach.
And that different approach
is

actually
meeting
the company's needs
rather
than just fulfilling our own.
So how we will do this is

we,
in
the questionnaire,

we,
we're actually looking
at listing
10
things that
you can offer a
company
that the championship
organiser is
able
to bring
to the party.

So
depending
on what your level
you're racing in
and, which
championship
you're racing in will depend
on what is
available.

Okay.

And what we want to do is
we want to
explore
that.

We want to go and talk
to the
championship
organiser
and be saying, you know,
for sponsorship
next
year,
you know, what, what
is available for
me
?

What
is, what can I bring
to a
sponsor
?

Is there an opportunity?
?
And I've just come up with a couple of examples I really want you to brainstorm.
I really want you to come up with your own because you know your championship better than I do.
But these are some examples that may be applicable or maybe too general, but I'm going to at least start the juices flowing from us discussing these.
So we could go to the, race, organiser and we can ask them about extra race tickets through the course of the season at a discounted price.
And then we could be saying to our sponsor, if he wants to bring, you know, a bit of a team incentive, if he wants to bring some people that have been at the top of their achievement in work or a bit of a reward,

then
you can
supply
the,
the tickets at a
discounted price for him and
that he knows that,

you
know,
20
tickets were going to cost
him this and you're
able
to
get a better price and that's
just
a little bit of a sort
of deal that you can do on
his
behalf.

So that's by approaching
the
championship
organiser
and asking them, you know,
what's
available
for me.

So you'll be able to
supply
the amount of tickets
that were needed in advance
at a
discounted
price.

And
so
everybody
wins, they get
to see the racing, they're
not
paying the normal rate
and you've been able to
just
facilitate that deal really.

So it's been
fairly
easy for you.

The
second
one is actually
trackside advertising.

You know, could we go to
the organiser,
obviously
going
back to the, to the
sponsor
to see what level of
interest
they've got and what
level of budget.
But would they, for their
local
round,
would they
actually
want to have
the,
the boards
on the side of the track
like
RNG
have got here?
Is there some
benefit
that
they could have from having
that, amount of,
exposure
?
And
so
again, by you being
their
guy in the
paddock,
by
you, you know, sorting these
things out and making the
inquiries
for them, you're in
a situation where you are
giving them unique and
first
time opportunities that they
never would have had if they
weren't involved with you in
the
first
place.
So you could be
saying,
you know, for you it's

an
anniversary,
you
know, they've been open for
20
years, there's
a new product coming out.

Do
they
want to
use the trackside, advertising
opportunity to promote
that
?

And that will give you some
real,
you know
, unique
conversations with them.

And
then
thirdly, could you
get them in the race,
programme for the
weekend
?

You know, could you, could
it
be in all
season
?

Could they be in just
for their local
round
?

Can you
try and orchestrate
that
?

So they're getting, you know,
more
sets of eyes
rather
than
just on the side of the bike.
They're getting it
from
everybody
that picks
up a
programme
and takes a programme home.

You know, so there are
a few
areas just with
the
organiser
, by going and
sitting down with them and
saying, I've got this
new
sponsor coming on board,
they're doing abc, you know,
I
really
want to give them as
much value as I
possibly
can.
What is there
available
from
the championship to be able
to offer to
sponsorship
?
And
then
that conversation
might just start to open
up some doors for you and open
up some
new
areas.
Whereas most people
just
go,
yeah, I've got a sponsor,
I've given them
two
tickets.
And they've never asked
the organiser,
they've
never
gone down and tried
to see what else they
can do for
them.
So from that
aspect,
you
know,
you're going to be

creating some
fairly
unique
opportunities the more you
have those
conversations.

So the next
one
is that
we're going to list 10
things that we can offer
companies
that will come
from the team
environment

,

you know, from being in
the paddock.
So you might answer me
by saying, I'm
not
in a team
I'm
just
riding by myself.
But

again,
it's that paddock
environment, you know, that's
a,
that's the
sort
of
behind the stage, in the rock
concert type feel, you know,
so
backstage
passes.

So to be able to
again
offer something within
the team
environment

,

the paddock environment,
what can you offer
them
?
So again, I've got
three
examples for you.
So the

first
one is you could
give obviously company
branding on the bike, which
is
fairly
standard, that's a
fairly
basic level, but
actually involving them in
the design
actually,
you
know, showing them some
colours
that are the part of
the bike that makes it their
colours,
you know.

So
rather
than just, yeah,
give me your sticker and I'll
put it on,
actually,
get them
a little bit involved.
So
they're
in the design of
the bike as
well
, which would
be again them feeling far more
integrated
rather
than
just added on at the end.

Company branding
on team
clothing.
You know
, obviously
you can then give them
some team
clothing.
You can give them a jacket or
a
T
shirt
that's
got the team

on it, you know, that's
got their
own
logo
and the team's logo on there.

So that
then
becomes
something that is a little bit
unique for them as
well.
And
then
finally the company
branding on pit boarding.

So this is
actually
my
pit boarding from when
I was racing in
Dubai.
Highly
visible.
So when
people
come
into
the
garage they know
that they are part of
that
whole
situation.

Whereas you've seen in quite
a lot of garages,
you
know
, it's quite hard
to find out who is involved.

Highly
visible showing
off that you've
got
people
, join the party.
So
then
the next thing is,
what are the things that
you could offer a
company
as a sponsor if you were

their brand
ambassador.
So again
, some examples.
You
can
visit their
office
and you can meet the staff.
This is something that
Sam Wilford
did.
He went down when they
came on
board
as
a
sponsor and he met the
whole
of their sales team
and their marketing
manager and discussed
about the
whole
season.
And
obviously
everybody's
whole
huddled around listening
to him about
riding a bike at
150
miles
an hour
and
what's
it like.
So they're all
just
in awe
of meeting
somebody
that's
racing, at that level.
And
obviously
equally what are
we dealing with every
weekend
?
We're dealing with

challenges.
We're dealing with
competition,
we're dealing with winning
and losing which is
exactly
the same with business, you
know, so it's
very
relatable.
And
obviously
if you're going
to be an ambassador for the
brand, it's about
getting
to
know that brand and getting
to know those people as
well
and
understanding
their
strengths and why that
company is a
good
company to
represent.
So you know,
saying
that
you'll come and meet the
staff and talk to them about
your
racing
and how
long
you've been doing it for and
whatever else is a
really
good step forward.
Unique for them and
also
a really good step for you.
The
next
thing is
business
connections
at the race weekend.
You
know

, so you're bringing
them in to a hotchpotch of
other
people that are in the
paddock that are
liking
you
know, the racing for the same
sort
of reasons that they are
involved.

And then you know, being
able to put
Bob
next to
Andy
and these sort of
things to be able to give
them an
opportunity
to talk
about these things and see
if,
if there's any
solutions
and like minded
benefits for each
other
as
far as that's concerned.

So that's another
big
aspect.
They wouldn't be getting that.
They'd be sitting
in a grandstand
and
not
be getting that, you
know,
over
a coffee.

So
what
do you do and when do
you do that and oh, that's
interesting
because we do
something that complements
that, that's
really
good

opportunity
, over the race
weekend.
And
then
also display
your bike at their trade show.
So they've got you know, their
own
sector and their own trade
environment
that they're
promoting themselves in and
then
to have a race bike with
their logo on and the rider
there
and
everything
is like
again
a real separator from
everybody else in their sector
so it separates them from
their
competition.
So
again
you could offer
for the bike to
be there
,

and you to be there on certain
days at the trade show
to
represent
the company.
And if you can imagine, be
wiser
when they were
sponsoring
Paul Byrd,
you can
imagine an insurance company
at an insurance seminar or
conference and
then
having a
state of the
art Ducati
on
their stand or in their foyer

would
really
turn some heads
about how they are separate
from the rest of the
competition.

So that's the end of part
one.
We'll split this in
two
parts
because we go on for a little
bit
more
of the offers.

So that's it for part
one.

Keep
all
your notes,
we'll come back for part
two
and next time.

And
then
we'll complete
the form
once
you're finished there.

Okay
, Speak to you soon.
Foreign.

Okay
, so welcome back.
So we're going to get into
part
two
now and we're going
to look at the
remainder,
of
the offers and then the next
one
is that we're going to do
10
things that the company
will gain from being
connected to the sport
because we get a
little
bit

used to it because it's the norm every, every Wednesday you're packing up to set off to another racetrack.

But for the outsider, it's a very exciting, it's a very glamorous lifestyle and glamorous sport.

But for them to tap in to the benefit of a glamorous, high technology image, motorsport, they gain from the Moto GP feel, they gain from people knowing who Valentino Rossi is or whatever because they go, oh, yeah, we support a motorcycle racer who's racing at whatever level, it doesn't really matter.

It's connected to that whole ethos and that image of the high octane, high technology, very precise, very technologically advanced sport.

So that's a good image for a lot of companies to have in their sector.

The next thing is, is for us to introduce them to other businesses in the paddock.

So before it was meeting
other
guests, at the weekend.
But what we can
actually
look
at doing is introducing them
to people that are
actually
sponsoring other riders or
other
teams, you know, so
this is an example that
happened in the
States
where
a pizza company was
sponsoring a team and
so
were
a national hotel,
chain.
Basically
, they sat down
together and did some
brainstorming and they had an
issue with late arrivals,
especially
on a race weekend
with people arriving late
wanting room service,
the
room service, you know, the
kitchens are closed at
9
or
9,
9, 10 o' clock at night.
And they didn't want
to, you know, have
Belen
the customer down.
So they
then
put on the late
arrivals a pizza order number,
which was a
discounted
code
for the
people
on their room key.

So every room key that
got
handed
over
was
a evening pizza delivery.
So they would deliver
direct
to the room
rather
than
leave it at the foyer.
And it was a
fast,
easy
answer for the clients,
for the hotel and the pizza
company to get
more
business.
So that would never have
happened
if they were
not
involved in the motorsport
that put them together, the
two
marketing guys together
to go, we've got
a problem
,

you've got a potential
solution.

Let's
see how this will work.
So you can imagine you've
got
Bob,
who leases the vans,
as we talked about
before,
you know, you're going,
right, okay,
Bob,
let's go.
And Have a look at
Billy
down
the road, who runs a fleet or
whatever
it might be.
We're in a

situation
because
people are
also
sponsoring
in the same paddock.

The,
they're
like
minded,
they are entrepreneurial,
they are
enjoying
the growth of their
industry through motorsport
and
also
the support
that
they're
giving to
riders and teams.

So you're getting a much more
open minded,
approach
when
people are
starting
to talk
to each other, business
to business, so
putting
them
together, you know.

Can
we pop in and get a coffee
with you after
qualifying
?

Yeah
, we'll see you then.
It's a nice and relaxed
environment,
for
people
to start to discuss
business
opportunities.
And then the last
one
is
behind the scenes access.

Like we said before,
it's
unique.
I was at the
Moto
GP in
Portimao and there was a
sponsor there for
one
of the
riders and they managed to
get him into the
BT
Sports
booth to watch the
Moto
GP
quite
qualifying.
You know, these are,
you can't buy this.
This was a, this was a
once
in a in a lifetime opportunity
to be there watching
it live,
being
commentated
while you're sitting
at the back of the booth.
You know
, those types of things
that behind the scenes
access.
You know
, what can you
do again about talking
to the
organiser
?
You know
, could you get them
in the safety car,
on a
Saturday
morning, you
know, when they go and check
the check the track is
clear.
You know
, are there
opportunities where you could

give somebody a
really
unique
experience just because you've
got a
sponsor
that you want to
keep and you value and you can
go and have the
conversations
to be
able
to say, you know,
is there an opportunity for us
to do
anything
?
You know
, obviously there's
pillion laps and various
other things that are
available
maybe
that you
could get that, you know,
discounted,
maybe
you
could get that, you know,
as a
one
off.
You know
, there's lots
of opportunities when we start
asking to see what's
available and what's
around.
So the main thing
really
is
when we're looking at
the offer is
really
trying to
the notes that you've made.
Now it's about trying
to write down as
many
things
connected to that, even
if they seem a bit

crazy.

Maybe

a

safety car, you know,
you've got to be
registered
and you've got to be this
and you've got to be a medical
person, I don't know.

But when you start writing

down the
possibilities

you can

then

explore

how practical they are.

But if you don't have if
you only have a list

of

three

things, I'm

going

to put a sticker on the
bike

,

I'm going to give
him some extra tickets.

There's no

real

possibilities

coming from there.

So when you start to
brainstorm

and you start to
go down and I

could

do this

and I could do that, and if

they were doing a

product

launch, I could do this for
them.

And xyz

, we're in a situation
where you're starting to have

a

really

nice fat directory of
operations

that you can use.

When you're talking to
somebody,

when you're talking
to
somebody
about the prospect
of them coming on board,
you're
going, you know, you
tell me what you'd
really
like
to get out of it.

You know
, what's your biggest
bugbear at the moment
in advertising
and
marketing
?

What can we try
and help you
with
?
And
then
at that point
they start telling you, well,
it's this that we're
looking
for, it's that
what we're
looking
for.

And you can
start
to piece the things together
and you'll
also.

Because we're having these
conversations, you're
also
going to start to see
more
specific advertising.

When you're
watching
a race or
when you're looking at
something
on tv, you're going
to go, I didn't realise that
they
were, they were placed

there or, or that that's an interesting, company to be there, or, you know, that company's there.

But I've got no idea what they do.

So I'm going to go and have a look at what they do.

You know, looking at somebody that's advertising in a sector, in the paddock, that sector.

So haulage is very high.

You know, white van, rooms of plumbers and builders and this sort of thing is very, very high.

Energy drinks we know about, but guess what?

They all tended to go with one that took the lead into that sector, into that, you know, arena.

They've arrived and they've gone, you know, we're bill base and we're, this is what we do.

And we're in bsb.

And
then
you start
to find some competitors.
Some competitors go, well,
I don't want them getting
everybody
in that paddock.
I'm going to be a,
competitor
as a sponsor.
The
same
with energy drinks,
the
same
with other sectors.
So you can have a
look.
Insurance
has been the same.
You can
have
a look and see
at sectors that have
predominantly
sponsored in
the past and
then
have a look
at their competitors.
And
, we're going to go
on to who we target
and how we target them
in the
next
modules.
But
just
keeping it in mind,
when you're looking at the
products
that you're looking
to have and the offer that
you want to have,
then
you
can also have a look at how
that might relate to some of
the
sectors

that those
companies fall into and what
do companies
want
?

This is the
last
bit we're
going to cover today is that
companies basically have got
five
things that
drive them when it comes
to
advertising
and marketing.

The
first
thing is to keep
up with the competition.

Lots of
companies
have fallen
by the wayside because
they've carried on doing what
they do for
too
long
and the
competition's moved on and
it's then
very
, very hard to
catch up.

So what they
really
need is
to have that image that
they're
up
to pace, they're
in keeping with the rest.

And
so
obviously again
motorsports, very high end,
high
octane
and from that
aspect can be a big and
of
course motorsport does offer

some really good, you know,
modern
high octane, high
technology image aspects.

So

a

lot of companies will
benefit from that connection
from keeping up
with their
competition.

The
next
thing they want
is measurables,
they want to be
able
to go.

We've started doing this in
April
and by May we can see
this by
August
we can see
that we will talk about
dashboards and feedback
later
in the programme but
it's something to be
aware
of that nobody's just
going
to write a check and leave
you to it.

They're going to want to see
progress,
they're going to
want to see
feedback,
they're
going to want to see that
things are going the way that
they were
described
to be
going at the
beginning
of the
season.

So we need to make sure that
we're
delivering

that aspect that they want, product launches when it comes to, you know, new products and trying to get that sort of new sets of eyes and that little bit of extra attention.

Again we can really fill the gap there and do really specific, maybe just at one round, maybe just in one location, but we can be very specific with customer feedback.

You can actually give samples.

You can do all sorts of things at the racetrack where you're, you know, been done in the past where people have tried new drinks and things, you know, they've just taken, okay, we're gonna, we're gonna basically market research a thousand people over a weekend and we'll just ask them to take a taste of this drink.

So again there's lots of aspects that

Once
your company
is
sponsoring
you, they've
got access to that
demographic
of the, of the spectators.
So
all of a sudden they're
in, a situation where you can
help them market and
leverage
the fact that they've got
access to those
spectators.
One
of the most important
things for a
company
is their image.
So it's either to enhance
it, to
maintain
it.
You know
, that is important
to them because
that is
everything.
Their image is
everything.
So
one,
it comes down to maybe
somebody that's maybe, you
know
, their image has been a
little bit tainted and looking
for something to be
able
to,
to drag them back in and give
them a
different
topic to be
discussing.
This is
also
something
to keep in mind.
If you've got a local company

that's
maybe
been in the
doldrums and now has new
management
or something like
that,
then,
you know, that
would be good to approach,
to give them
sort
of a
fresh
, a fresh outlook and a
fresh approach.
But image enhancement,
absolutely
massively
important for them.
And
that's,
you know,
that's paying the bills
for them is their
image.
And then the last
one
which equally pays the bills
for them is
to recruit the
best
staff.
So if you can
imagine,
you know, a company is
only
as good as
the staff that employs.
So if they are, you know,
looking
to try and get
the
best
people out there,
look at the paddock.
The paddock's got, you know,
experts in
a
lot of different
areas,
highly

trained and
highly experienced people, you
know, so for them to be able
to
again,
tap into that and
maybe
use you as the fastest,
wanted ad going
around,
you
know, showing that they're
hiring, you know, that
again,
could be a unique, approach
for them to get the
most
out
of what they want.
So
basically
that's it, what
all companies are looking for
to keep up with the
competition, to be
able
to
measure, their
progress
, to be
able to get the most out of
their
product launches
, always
to be enhancing their image
and to have the
best
staff and
keep the best staff.
So that's what
they're
looking for.
And if we can come up with
products
and offers that
start to help them get
there,
it makes it
a
lot easier
to get them on board.
Okay

, so now you've got
that and
hopefully
a stack
of notes alongside it.
We need to go on to the,
link
that's
underneath
the video,
complete that form of the
10
things
and
really dig deep.
It'll be easy to do
three
or four or
five
or six,
but really dig deep because
it's those last ones that
you're
really
thinking.
Well, I don't know if
I'd actually do that.
And
maybe,
you know, but it's.
The more that you are
brainstorming,
the more if you
end up doing
15,
write 15
down, it's not a problem.
But the more that we can
brainstorm,
the
better
our
coaching calls going to be
when we're looking at making
it bespoke and
specific
to
your
, championship and your
sponsorship.
Okay.
So I'm

going
to leave you
to it
now
, and we'll speak
to you next time.
You were saying about
local
businesses.
Yeah
, like local
businesses and and stuff.
I was always, I
always
went
down to like the local
Herald
, you know, the
local newspaper that would
do lots of stuff that
would go out
across
you
know like a couple of the
counties
around.
Yes.
And
then
going there they'd
always be interested because
it's, it's
not
the local
cricket team, it's
not
the
local football team, it's
something that's a little
bit
more
exciting riding
motorbikes.
And you'd be surprised how
many
people will read that.
I mean I've got
quite
a lot of
interest off the back of that,
you know, from
just

putting
articles in there when I'd
done well at the weekend,
even
when I've done bad at the
weekend,
just
because they
always
put a picture in the,
in the newspaper, with a
little
bit of a write up, you
know, joining a team or doing
whatever
business,
you know,
doing business with another
local
partner even.
You know, there's guys at
Racing
now that have got their
local
Spec
savers to
support
them and stuff like that.
Or their
local
hardware
company or whatever.
You know
, there's lots
of that kind of stuff.
And once
a few
people go,
well
that's
quite
interesting,
he's got on board.
And
then
you realise that a lot
of the businesses will talk
to each other
anyway
because
they do
a

lot of business.
People in that
sort
of town or
the vicinity all
sort
of talk to each other
and that's
quite
a nice way
and still keeping in locally.
Yes, yes, that
sort
of local
connection's quite nice.
Because
you never know where
that also leads to, do
you
?
No, no,
exactly.
Because like you say the
Spec
Savers could end up being
a group of them or
whatever.
That's how, like yes,
Electrical
for
example,
they're
all
singular branches
but they then have a regional
manager and
then
there's the
big office which
then
runs
the whole lot.
But so you get people like
yes,
Electrical
which are
in the
paddock
at the minute.
They'll sponsor from
their
local

depot.
So you get
three
or four
of their local shops will get
together because they're
really
interested in bikes.

Go,
oh
yeah,
we'll pay
for your tire bill.
And
then
if you actually did
quite well, if you're a team
that

were
going to go
somewhere
or whatever, then
they would put it to their
bigger boss and
then
sit down
and you know,
figure
that, you
know, go from there.

Yeah.
So you can start
local
and you
never know where it might
actually
go to and the local
aspect has also got
you
, separates you from
the rest of the herd.
Because I'm a, you know,
a
local
lab doing this,
you know, and the
support
and whatever else
is
unique,
you know.
So yes, starting

local
is,
stands you out.
Whereas if you're knocking
on
Whitbread
as
a
brewery,
which
is.
Shouldn't use Whitbread, using.
I don't know, I'm trying
to think of something Hovis.
Hovis or
Eddie Stobbs,
you know, to get them back
in the
paddock
and you'll live
300
miles away
from their head office.
There isn't really
much of a draw.
No, it's
like
you say, because
especially when they go, oh,
can you bring the bike
down
?
And we'll have a, we'll have
a photo
done,
we'll spend
a day there and we'll do a bit
promotional
or whatever.
It's not going to cost you
200
quid for the day out when
you're probably
not
going
to get more than
thousand
quid
off them in the first place.
By the time you've given them
a couple of
free

tickets
and
maybe
a VIP for the day,
you know,
it's
, you've sort
of lost all your money again.

So
keeping
it that kind
of thing local is always
quite nice, isn't it?
Especially
some
of your smaller.

You can take many small
sponsors
then
that way.

Yeah
, yeah.

As
personal
sponsors.
I think
a
difficulty
with some
of
these
guys that are in.

I mean there's
quite
a lot of
teams now that people are with
within
sort
of like say
the
BSB
paddock for example.

Anyway, even the little guys
on stock
600
generally
a lot of them are
not
doing it on their own.
There's
two
or three to group

together or
as
a
sort
of a
team that's based, you know,
it's all
such a
, an option
without being able to talk to
your team to say what can I
offer
?

And I think those conversations
are
quite
crucial
with the team as
well.
You know, if
you're,
if
you're a team based rider
because
obviously
they might
get, they might have
a few
extra tickets and they go,

|
actually don't need to buy
tickets because if they come
to Cadwell, Park, we don't
have anybody there, so make
sure they come there or you
know,
whatever.

And
then
some of them will
have deals with
hospitality
and they'll go, you know.
Actually,
yeah, as you're
a rider, any of your sponsors
only cost
50
quid for the day
to put them in the
hospitality
unit or something.

You know, and we won't
make any money on that.

You can
just
have it.

But you can, you know,
just,
you have to let
us know or
whatever.

But those kind
of conversations.

Yeah,

exactly.

So it's
knowing
what is in
your toolbox to be able
to offer, you know, the
local
haulage contractor

to say, you
know
, rather
than just a sticker on my
bike.

Because, yeah, it's, it's,
it's evolved, hasn't it?

Yeah.

There's a lot more
to it, isn't there?
I mean, you know,
like
some,
some teams or
whatever
will
allow that person to advertise
their
personal
sponsors.

Other
teams are a bit
tighter than that.
They won't

,

it's, you know,
maybe like helmet
based
or whatever.

Like

you

say if they're
more privateer,
they
get
a
sticker
on the bike or.
And stuff like that.
And
again,
it's
the conversation with a team
to say, look, actually
this guy gives me
five
grand,
I need a sticker on the bike
because he's
paying.
Without him, I can't be here.
You know, the
200
quidders,
you know, my nan's, my
granddads and
Bob
from the
news agent that gives me
200
quid a year, you know,
he's not fussed, but he
might want a ticket every
now and
then.
Yeah
, there's so much to it.
And I think
then
dealing
with the expectation of what
they want for their
money.
Like, I mean I've had, we have
quite
a lot of people that
say, I'll give you
a thousand
quid for the, towards the
kids, you know, but I want, me
and the
missus
want to come to

at least
six
rounds and can we
have vip?

And I'm like, well, that's
just
a
thousand
quid.
Yeah, yeah, I'll
just,
just go and buy a ticket.

Help
yourself.
Not
interested.
Because
your
stick
is
worthless.
Like you're
not
actually
helping anybody.

No
, no.
So I think it's
management
of the, like you say,
the expectation versus,
again,
it's that cost of
the
products
versus the sale
price of the product.

And, yes, some
people
can
definitely

,

try and take advantage.

Yeah
, I think that's
the problem.
I think
knowing
what you've
got as a package to sell
what it's
really

worth, and
managing the expectation of
the sponsor
really,
is
quite crucial because you
can give
such
a good
package away.
I mean,
BSB
is historically
bad for it generally.
I mean,
Stuart
starts
at the top
being
gives
away
packages
that are worth
millions
for a couple
of hundred grand.
And you know, it's
because
he
needs
someone
and I get that.
But
then
that basically
then all filters down
throughout
the paddock.
Yeah
, we've had some.
We had some, examination,
basically
done of TV time,
like they do with
Moto
GP.
So they.
They
log TV time and.
And logo tracking
exposure.
Yeah

, yeah.

So we had that done this
year.

And like, just alone on

Tommy's

helmet, where he's
got muck off on the top,
which isn't actually
the top of the helmet,

is

not

seen that often.

No.

On tv,

oddly,

they have a big
sticker on the top, but they
don't really see a lot of it.

But that itself, I think was
50

grand exposure.

And

bearing

in mind this year,

the TV rating was

probably

.

Or the TV exposure was

a

lot

lower than it has been in

the last

three

or four

years, because he didn't use
ITV4 and it wasn't on Quest
as much as he was supposed
to have been,

like,

every

weekend and.

And then sometimes Eurosport

didn't play and it

was only on

Quest

and.

Yeah, that kind of stuff,
and it was still

50

grand.

And you

sort

of think, well,
most of the time
they'll give you
10,
20
grand for that spot.
Yeah,
yeah, yeah.
And they'll think
that's
a
lot of money.
Well,
actually,
it's double that.
Yeah
, yeah.
If you've got a
televised.
I mean
, most people have
either got a streamed
version of their race these
days, you know,
Thundersport,
these
sort
of
things, do a screened race
later, or, if you're lucky
enough,
you're in a pivot
that's got a
televised
race.
And that's got added
value, hasn't it?
Yeah, yeah,
definitely.
I mean, even you go down
to the kids at
Cool
Pav.
I mean
, they've got.
They got a
live
feed and they.
Yeah, you can watch them
live and
then
you can,

like you say you can

stream it back

later

on.

It's on

YouTube

and all

that kind of stuff.

And you

just

think

that

actually there's some

exposure

time to that.

And

you can see how

many

people have viewed the video.

I

was

actually

the majority

of how long they've

actually

watched it

for, and that as well.

I was

actually

talking

to somebody about the prospect

of being on TV compared

to being on

YouTube.

And they actually see

YouTube

now as a

bigger

value

because of its overall appeal.

You know, I don't know what

the age demographic is, but

rather

than

going and

switching the TV on these

days

, it's actually just open

my laptop or phone and watch

my own, whatever I want to

watch on

YouTube.

And the sets of, the potential sets of eyes of a streamed race on YouTube has actually got a lot of value, a lot of Refresh rate. Yeah, yeah, yeah. I think the, I suppose the difficulty is giving it a value. I think on YouTube they find it difficult with any social media, to be fair, which is why they almost don't value it. But with the tv, obviously they know a rate of TV purely because they sell adverts for tv. So they know that, if you're watching BSB on a Saturday afternoon and Your exposure times three minutes within that qualifying session on Saturday afternoon at 2 o', clock, an advert for two and a half minutes on a Saturday

afternoon on Eurosport is probably about 20 grand. So if you, you know, **you** have a percentage of what that is. Yeah, you know, they can, they can put a monetary value to it, whereas I think where social media is growing so much, it's difficult for them to be able to put **a** specific value to it. Foreign.

We're here today with Neil Jeffrey, who is the dealer principal for a Kawasaki dealership in the uk. How many seasons, Neil, have you been sponsoring riders who are racing in the in various championships ? Yeah, well certainly Kawasaki, seven years now in previous, previous brands always you know, try to get involved and bring riders on and obviously

have a mutual
Mutually
beneficial relationship.
You know
, we want it
to work both ways.
We want to be
associated
with success, we want to
try and bring the youth
through, and
hopefully
as
obviously as they progress
up the ladder, they can
then
show some loyalty back
to us to get us
in
front of
more people.
And improve our visibility
to the
public,
you know.
Okay
, so that brings us
on perfectly to what's
in it for
you
?
So
obviously
we know the rider
is thinking you
can
supply
products or
money, money or
whatever,
so that's their payoff.
What
, what is actually
in it for your company,
for your
brand
?
What's in it for
you
?
Yeah
, so I mean everybody

wants to be associated with
something
successful
but we
all realise that it has to
start
small
and people don't
just turn up and are world
champions.
They have to go
through
the classes and they need
some help to do that
financially
and they
still
need a degree of talent.
And whether it be mentoring the
customers,
you
know, we, we
know, we know
motorcyclists,
they'll
always
wear the shirt,
you know, what may be the
sponsorship,
they wear it with
pride.
It's, you see them around
the, around the
paddock.
Now that some of them
are
25
year old shirts,
they
still
want, you
know, they still enjoy.
And if they have that
affinity
with
the
,

the rider or that brand.
So it lasts a
long
time
if you get it right.

There's the satisfaction of, of allow, you know, seeing these people grow, you know, as a, you know, as a competitive person, you know, as we get older you realise we can't go racing and do all these things.

We have to do something different.

But we can still live it with them, you know, which is n.

Live the experience, the highs and low, the excitement and so

do our customers, you know, and then

bringing that on, we like to get the customers involved, we like to take them to track days, events at the dealership.

You know, you know as well as me, most of the riders that we've ever met in our life are just normal guys like me and you.

But of course these guys put them on a pedestal.

You know, they I remember years Ago with my dad.

I was, I was at an event and I
was
Paul
Lewis Randomola,
Roger Burnett
there when they
came in and he was
like
really embarrassed that he
was going to interrupt and
they were
like
no, come on
over, have a chat.
They're
just
normal guys.
And
he
was
starstruck.
You know these people that
he, he's
followed
and enjoyed
and and our customers
are
still
the same.
Now if you get a, a
famous
rider on board, you know and
Alex stands up and
Leon
has
them
around, they want to,
they feel
embarrassed
to ask
for a picture even sometimes
they don't want to
interfere.
But they enjoy their
stories.
They enjoy and to be
taught
by
them on circuit is
wonderful.
So yeah
, it's really just in

making sure that we, they
understand
that it's.

Yeah
, they're representing
us as well as themselves.

So yeah
, betray themselves.

Well you know, with
people,
be themselves,
be
nice,
be engaged.

Don't sit there on their phone,
text

them,
oh yeah,
I'll be there in
a
minute.

You
know,
I want them to be, to
feel that
they're
you know,
engaged with us and, and the
people that do do that are
successful and
of

course they,
they, they talk about to their
friends
about they, they,
they
, they say how nice it was
to meet them and
of
course
that only grows.

The riders
follow.

Yes.

The way the
riders
get follow
and that will have a knock on
effect if they're
successful.
They'll sell
more

shirts,
they'll have more you
know, people on their
Facebook
and following them
and more people that want
to get
involved
with them.

So yeah
, perfect.
So it's a win win
for

sure.

And so if you have
two
riders
that were
potentially
on
the cards for a season, what
would be your
differentiator
?

What
, what would tick the boxes
for you to be
able
to go,
you know, he, he's our guy.

The other
one's
maybe not our guy.
It's tricky because
of
course you, yeah, you
want

,
you would want to take
the guy that you think can
be the
most
successful.

You want to take the guy
that you
think
can win.

You know
, because ultimately
being on the podium
and being interviewed
makes a

big difference.
But you also realise, and I'll have a similar situation this year with, with the team that I've got three riders this year. And they're, they're, they, they're always different stages of their career but they could all be quite successful. So I don't really know which one's going to be the one. Yeah, I've done a sponsor the team rather than individual rider, but I, it'll be an interesting process. And I think they're all good. And sometimes you've got to stay with the guy a little bit longer, you know, knowing he's going to flourish rather than just go, I want to win a championship, I'll put all the money this guy. So the. I think the way that they portray themselves to the public is important.

We've all met
one
or two
riders that are very good
on track, but they're
not
very user friendly.
And therefore
, though we
might admire them as a talent,
you probably wouldn't
want to put them in front
of your customers
and that's
quite
important.
So people have
different
personalities.
We all do.
But I think that if they can
manage
their
expectations when they're
away
from the racing, to be.
To engage well with
the,
with
the,
the public, that's
better.
It's
different
on race day.
I understand people.
Someone
want to be
focused and that's
all
they
want to be focused.
They don't want to talk
to anybody and that works.
Yeah
, but when you're away
from that and when there's
no
pressure
of a race
meeting, they have to sort
of change their,

their
way
of thinking a
little
bit
and that's.
That will
just
come with
obviously this sort of thing,
educating them to realise that
you're
not
racing today.
You know,
in.
Get
involved,
you know, being
engaged into the
people
that
are
going
to pay the bills.
Yeah.
What about
, non physical.
I mean
, would you only be
looking ideally for somebody
that
could,
you know,
can get to the, to the events
at the showroom or
dealership or at a track
day
?
Or would you look
also
about their merits of being
social
media wise or is there
any other
way
other than
physically being there?
No.
Yeah
, for sure.
Certainly

the social media
side
now is much
more
important.
You know
, it's nice to.
To get the
true
feelings, what
they think before a
meeting,
what's happened during
it.
That's normally something
But
might be
contrabloccher.
Must be.
Might be
successful.
Might have been a break.
I'm
just
a little.
Almost A couple of minute
debrief doesn't have
to be
too
long because
people will lose interest.
But yeah, a couple of
minutes
before, a couple
of minutes after each
meeting.
Sort
of key points for them
and, and
just
again,
thank everybody for.
I don't want to be too
Formula One and thank
everybody
and
the
ran and.
Yeah, but.
But
just.
Yeah, be.

Be Just be
real
about
themselves and, and, and,
and make
the, the
public
make the f.

Talking to them, you know,
they're
engaging
with them.

And yeah,
certainly
on the,
you know, this year I want
to do

a
lot more of that
ourselves on, on, on the
site to make sure we
speak
to these guys for a
brief
time before and after each
meeting.

So,
yeah,
I was going to,
that was going to be
the next question,
actually.

Do you sort of tag on
to the back of
that

?

So if you are, you
know,
as, as your brand and your
entity, are you, are you
getting more
following

?

Because you're
connected
to a rider that's
promoting the fact that
he's at Silverstone
for the
first
round.

And do you get benefit?

Yes,
for
sure.
And we've
, and we always try
and make a point where last
year we were in a World
Series, so we couldn't
obviously follow it
around

us
as much as we would have
liked.

But we
managed
to get people
to a couple of the events.
But when it's a
British
series, we can get a lot more
people to events and
again,
get them to engage there.
Yeah, I think, Yeah, I think
overall it's, Yeah,
just
really
making sure that they
understand that the people
at the
other
end, where
all the money comes from.

If
they don't come into my shop
and buy anything, I haven't
got any money to go racing.
If they haven't got any money,
they haven't got
any money to go racing
unless it's their
own.

And
money
will make a
massive
difference to their career.
You know, you can't do it
without the right tools.
Yeah, no,
absolutely.
Are there any.

No, no.
So there.
Anything
that you go.
We're
going to have
to make sure we never do, you
know, through
experience
even, you know,
that we don't leave ourselves
in that position again.
Much like I said, I've had
a
couple
in the past that
sort
of turned up
at track days and
just
kept
themselves to a spell.
You know,
be
on the
phone,
you know, texting,
not
engaging with the customers.
It's
almost
too much trouble,
you know, and they're
getting paid to do this,
to go out on circuit or.
It's
raining.
No, I'm
not
going out.
It's raining,
you know.
Yeah, just, you know,
not
really, you know,
portraying
themselves very well.
And, and it.
We did get the
feedback
from the customers that
had experienced it with

other
riders that this guy's
not
a superstar.
Why is he acting
like
he's a superstar?
You know?
Yeah.
And hence we never
Carried
on
with them, you
know,
so, yeah,
be in the room, you know.
Yeah.
So they get an opportunity
and it's
up
to them
what they do with
the opportunity, isn't it?
Yeah,
yeah, yeah.
Because
like you say, it's
no value to you if you haven't
got somebody that's willing
to put
themselves
out there.
Yeah,
yeah, yeah.
And What about actual
renewing
?
I mean
, would you look at.
If you've had a
good,
you know, a good level.
If you've had a good level of
interaction,
maybe
this guy
hasn't been on the top step
and hasn't been fighting for
podiums, but he's been
genuinely a
good
representation of your brand.

Would that be
somebody
that you'd look to continue,
or is results more
important than
that

?

Yeah
, for sure.

I mean
, history shows me that
you can't do it in
one
year.

So I try and do
a
couple
of years.

You
know
, I've had recently
a really quite successful
one
year in, same idea.

The next year wasn't
particularly successful
through, you know, various
different
things.

Didn't do it, you know, made.
Didn't

,

really make
any poor decisions.

Just,
you know, riding,
you know, got injured.

It can be,
it's

a.

There
can be that
risk, you know.
So, yeah, if I think they're
doing
all
they can and it's
still
been beneficial,
to us, then,
yeah

,

I'd carry on and go again.
So, yeah, it's
not.
Yeah
, all or nothing.
Yeah.
And I think
most
sponsors
would be the
same
as
long as we see there's a.
They're doing their
best,
they're.
They're
doing their best
to be the best they can be.
Everyone can't be winners.
There's only.
There's going to be
30
odd
people on the grid, but are
they
performing
to the level they should do
and,
then
are they improving
depending on their
age
?
And if they are,
then,
yeah, you stick with them.
Good,
good, good.
And also, what about
locality
?
I mean
, is it more beneficial
if you've got a guy from your
county, your
hometown
?
Is
'
is that a benefit or is it
actually the guy

in Aberystwyth has got more
followers on
Facebook?

There is a benefit,
but
ultimately
it's,
you know,
depending
on how,
how it works.

Sometimes you've got lots
of riders in
one
area
and
that's
all there is to it.

By choice,
of
course, I try
and have local team or
local,
local companies
because it is easier to get
everyone
together
and have
that interaction and maybe
just pop down with some
bikes
one
day if they're
not
500
miles away.

But it's
not
the be all and end
all,
you
know, preferential
but
not
it, not a, not the end
of the world if they're
not.

Yeah, yeah.
And what about
other knock
on
effects

?
Well
obviously
you know,
you've got companies that you
deal with as
well
that you
supply and whatever else.

Does it
, does it actually
bolster your image that you're
connected
to a race team or
connected to a, to a
rider

?

Yes, yes,
for
sure it does.

People
, they like
to see our name.

We're still a
relatively
young company.

We're only
7

years
old this year.

So as much as you spend on

and
marketing
and the way
that you

still
are getting
lots of people walking
through your door going, I
didn't even know you

were
here.

You know, if they're
not
searching for a motorcycle,
they're
not
going
to come across us.

If you search the usual
auto trader
with

all
that.
So of course you'll find us
but just driving past,
we're
not
on the main road,
you won't know we exist.
So yeah, yeah, by having that,
you know,
maybe
we
might
see
a truck with our name on it.

You
know

'
things like that.

It
certainly
helps.
Yeah.
Yeah.
And do you, do you
attend
any race weekend
whenever
possible
?

Yeah, yeah, the local ones
and we
always
take our team
and
then
depending on where
they are during the season,
whenever
possible.

I mean
of
course
we,
we have
a weekend business as
well
so
it's difficult sometimes to
get away as much as we'd
like.
But yeah, and

again
whenever
possible, we'll get some
tickets
and
we certainly do
hospitality through with the
teams,
whether
we pay or
whether
it's you know, part
of the package and and we'll
get
customers
that ask to go
to
particular
event out of
area and we will whenever
possible find them a place,
two
or three places so they
can do that
too.
So
they
make a
little
draw price out of it.
All those
things
that.
All to get the customer
engagement

.
Yeah
, yeah.
And
then
just the last
thing is the manufacturer.
So we know
quite
a lot of
manufacturers now have gone
with
academies,
you know,
and, and whether that is
actually
the manufacturer

or people just using the manufacturer's name connected to it. What's your feeling on that ?

Are manufacturers getting more engaged in looking at, trying to develop youth?

Yeah, I think

so.

Certainly.

Like

I said, Kawasaki, there's you know , good connections. They, they are, they seem to be helping you know , through various different motorcycles and you know we have the obviously the 400 which is successful.

That will continue.

There are other bikes coming with the new

4 cylinder
400

so I'm sure there's, there's going to be an appetite to have that on the racetrack as a spectacle.

It's going to sound Fantastic, isn't it?

15,000 RPM

or more screaming four cylinder, more horsepower obviously to what the four hundreds are currently.

So might separate the field

a

little

bit better

and allow

the

cream to rise

to the top

rather

than

just

being a slip, slipstreaming

and things like that.

So yeah, exciting times and

certainly at

Kawasaki

they

have the

right

products to

you know, to, to see them

right the way through their

career and

ultimately

we

want everyone to enjoy it,

come home

safe

and you know,

enjoy life outside of the

sport as

well.

So yeah, we want, yeah we

want

good,

safe,

clean racing

and, and everyone,

yeah everyone enjoying

the life outside of it

too.