Sponsorship Presentation Materials

SponsorKit is a unique marketing tool that can be used in the search for motorsport sponsorship.

SponsorKit consists of a collection of high quality marketing materials that have been professionally produced to help in the process of securing commercial sponsorship.

Each SponsorKit is personalized and contains content that is relevant and specific to an individual driver, rider or team.

The package is completely flexible, editable and re-useable and is supplied in different formats to suit individual circumstances.

There are four distinct components to SponsorKit:

1. Presentation
   An editable general sponsorship presentation personalized to an individual covering the key elements of motorsport sponsorship.

2. Proposal
   An editable template of a sponsorship proposal that can be personalized to an individual sponsor and that includes sponsorship graphics.

3. Web Site
   A dedicated web site that provides an online version of the sponsorship presentation and which includes an online and downloadable version of the presentation.

4. Advice
   Useful advice on how to look for sponsorship.
An Ideal Start

SponsorKit has been designed to provide drivers, riders and teams with their own marketing resource and serves as an ideal platform from which to start the search for sponsorship.

SponsorKit is particularly well suited to those starting out in motorsport who do not yet have their own marketing resources.

The package offers a cost effective way of approaching potential sponsors and is designed to work in tandem with other available marketing materials that are supplied by teams, agencies and championships.

It can be used in any category of racing including karting, single seaters, saloon car racing and motorcycle racing.

Motorsport Marketing International

Motorsport Marketing International (MMi) is a UK based marketing consultancy with over 20 years experience of working in motorsport. It has direct experience of sponsorship and marketing communications in Formula One, Indycars, World & British Superbikes, GT, Le Mans, F3 and a number of other series around the world. MMi has worked with teams, drivers and sponsors and is particularly well versed in sponsorship presentation services.

MMi has created sponsorKit in response to requests for assistance in looking for sponsorship. MMi is able to use the sponsorship and marketing experience it has gained from working with sponsors, teams and drivers for over 20 years to put together dedicated and targeted marketing materials designed to assist in the search for sponsorship. Although MMi cannot always look for the actual sponsorship, they can help increase the chances of success by providing professional marketing materials.
1. Presentation

The first part of sponsorKit is a detailed sponsorship presentation. It is designed to stimulate interest from a potential sponsor and provide them with as much relevant background information as possible. It is specific to the individual rather than to a sponsor. The presentation is usually about 10 pages long and covers areas such as:

Introduction and Objectives
Opportunities and Benefits
Driver/Rider Biography
Team Details
Series Details
Race Calendar
Series Demographics
Motorsport Marketing & Sponsorship
2. Proposal

The second element is designed to be used after an initial presentation. This document is used to make a specific request for sponsorship from a potential sponsor. It needs to be tailored to the specific marketing objectives and requirements of the sponsor and provide details of the potential benefits sponsorship can bring. It also usually includes a formal financial proposal and sponsor-related graphics. A typical proposal is between 12 and 20 pages long and includes the following areas:

- Introduction & Objectives
- The Sponsor and Racing Opportunity
- Sponsor Benefits
- Driver/Rider Details
- Formal Proposal
- Sponsorship Levels & Brand Identification
- Proposal Graphics
- Marketing Rights
3. Sponsorship Web Site

Many young racers already have their own web site or know someone who is able to provide one. SponsorKit’s web site element is not another web site design service! The sponsorKit web site is a dedicated online sponsorship presentation medium that potential sponsors can be directed towards to obtain sponsorship related information. It’s content is very similar to the presentation and includes a download area and access to online presentations.

If required the site can include more traditional web site areas such as latest news, photos, blogs, etc. Email accounts are included and the site is maintained online for one year. The site features a unique name related to the individual, such as www.sponsor-DRIVER.co.uk, etc. to provide a quick and easy way to present basic sales presentation information to potential sponsors.

4. Advice

The final area of sponsorKit is advice about how and where to look for sponsorship in individual circumstances. Using its experience of over 20 years in motorsport, MMI can offer realistic and practical tips about how and where to look for sponsorship including formulating a strategy and identifying and approaching potential sponsors.
Pricing

sponsorKit has been priced to offer value for money and be affordable to those starting out in motorsport. It is intended to offer a cost-effective solution for an important part in the process of finding and securing motorsport commercial sponsorship.

For 2011 sponsorKit costs: £775 ex VAT (US$1250).

The cost includes all component parts which are supplied as a download or on DVD.

Considerations

There are elements of the sponsorKit proposal document that require further completion on an individual sponsor basis. Areas such as sponsor objectives, benefits, proposal and graphics need to be included for each sponsor. For this reason the proposal in sponsorKit is a fully editable template that requires final completion by the user.

MMi also recognize that not everyone has the resources necessary to update and amend the proposal template.

MMi therefore offers a personalization service for proposals which means that once the first sponsorKit is created, clients are able to phone or email MMi with specific details about a sponsor and then receive a personalized proposal by return. The costs to do this are as follows:

**Individual sponsor graphics: £15 ex VAT per graphic.**

Graphics can include side, plan, front and rear profiles of a car or bike, driver uniform and helmet, rider leathers and helmet, team transportation vehicles, team clothing, etc.

**Proposal personalization: £55 ex VAT per sponsor.**

Includes personalizing text content such as objectives and benefits and including a sponsor graphic.
Additional Items

sponsorKit provides the basic marketing tools used to look for sponsorship.

However some of these elements can be enhanced or added to depending on individual requirements. MMI therefore supply additional components that can be integrated with sponsorKit as needed:

**Printed Documents**
Presentations and proposals printed in colour and comb-bound.

**Printed DVD's**
Including personalized printed DVD's and cases.

**Personalized Sponsor Graphics**
To be incorporated into the proposal element of sponsorKit.

**Multimedia Presentations**
Interactive presentations for use on computers.

**Graphics**
Accurate artwork with sponsor graphics.

**On-line Teaser Presentations**
Linking to your sponsorship website.

**Racing Web Sites**
Featuring photo galleries and news areas updated by email using the latest internet technologies.
Why create sponsorKit?
MMi receives a high number of requests to look for sponsorship from racing teams, drivers and riders. As we cannot always look on everyone’s behalf, we have decided to offer many of the tools that we use to help in the search for sponsors.

Can anyone use sponsorKit?
Yes, but it is particularly well suited to drivers and riders starting their careers in motorsport who do not already have dedicated marketing resources available. SponsorKit brings together all the appropriate tools used in the sponsorship searching process so that they are readily available to begin the process of looking for sponsorship.

Can I update sponsorKit?
Yes! Each document is designed in such a way that you can edit, personalize and update any of the component parts provided you have the appropriate software to do it. Each sponsorKit includes the original graphic source files and copies in Microsoft Powerpoint format. If you would rather not update the sponsorKit, MMi can supply updates as required for small additional fees. In particular MMi can provide simple sponsor graphics that you can insert into your sponsorKit proposals.

What information do you need to get started?
We need as much information as possible about you, your career and your racing ambitions. We’d like a copy of your CV and any photos that you have of your racing career and any artwork if you have a logo that you would like to use. Additional information that you may have received from your series or team is extremely useful as are any graphics of your racing car or racing bike and any general photos that we are free to use.

Can you look for sponsorship for me?
MMi is always happy to consider looking for sponsorship for new clients. However it is naturally difficult to look on behalf of everyone that approaches us. Let us know a little about you and your racing aspirations and then we can see whether we can help each other.

How quickly can I get a sponsorKit?
The average time to create a full package is about three weeks from receipt of initial information. However, there are times when we can work more quickly if you have a pressing requirement to deliver a presentation!

I already have a sponsorship presentation and web site, but can you just do a proposal for me?
Yes we are happy to work on individual proposals and these are priced accordingly depending on content and time.
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