

# Racing Sponsorship Proposal Template Example

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Sponsorship Proposal for:

# *Velocity* *Grand Prix* *20XX*



Prepared By

Fiorella Fitzgerald

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## 1. About the Event

### **Mission**

To showcase the thrill of motorsport racing while promoting innovation and community engagement

### **History and Achievements**

Founded in 20XX, the Velocity Grand Prix is a premier regional racing event featuring professional teams and up-and-coming drivers.

### **Spectators and Fanbase Insights**

Our audience includes motorsport enthusiasts of all ages, with 70% reporting high brand loyalty to sponsors they see at the track.

## 2. Sponsorship Opportunities

Logo placement on racecars, driver suits, and pit crew uniforms

Naming rights for key races or track segments

Branding in live stream broadcasts and pre-race promotions

Trackside advertising, including banners and branded starting grids

### 3. Benefits of Sponsoring

Unparalleled brand exposure during live and broadcast events  
Association with the speed, precision, and excitement of racing  
Direct engagement with a loyal and passionate motorsport fanbase

### 4. Sponsorship Packages

Our sponsorship packages provide maximum visibility and engagement opportunities for your brand at the Velocity Grand Prix 20XX. Each tier offers unique benefits, from exclusive event branding to direct audience interaction, ensuring your sponsorship delivers measurable impact.

**Platinum** Sponsorship Package - Prominent branding on racecars, driver suits, and pit crew gear

**Gold** Sponsorship Package - Logo placement on event materials and digital promotions

**Silver** Sponsorship Package - Moderate branding on trackside banners and printed programs

**Bronze** Sponsorship Package - Recognition in live stream broadcasts and event recaps



**5. Custom Sponsorship Opportunities**

Co-branded pit stop activations and audience giveaways  
Branded contests, such as "Fastest Lap" or "Fan Vote" awards  
Unique digital integrations, including live stream overlays or sponsored replays

**6. Marketing and Promotion Plan**

Pre-race campaigns on social media, including sponsor shout-outs and event teasers  
Live coverage through on-track activations, live stream branding, and in-race mentions  
Post-event recaps shared through digital media and branded highlight videos

## 7. Audience Reach and Media Coverage

Key fan demographics, including motorsport enthusiasts aged 18–45

Anticipated live attendance of over 10,000 and 100,000 live-stream viewers

Social media impressions are expected to exceed 500,000 across platforms

## 8. Sponsor Activation Opportunities

Branded fan zones with simulators, product displays, and interactive experiences

Sponsor-hosted trackside events, such as meet-and-greets or VIP tours

Custom social media campaigns featuring sponsor branding and event hashtags

## 9. Previous Sponsorship Successes

TorqueTech Gear saw a 25% sales boost after sponsoring Velocity Grand Prix 20XX.

Apex Tires reported a 35% increase in social media engagement following branded giveaways during the race.

Past sponsors have highlighted the event's ability to create meaningful connections with motorsport fans.

## 10. Contact Information

Fiorella Fitzgerald  
Sponsorship Coordinator  
Fiorella.fitzgerald@velocitygp.com  
(555) 234-5678  
www.velocitygrandprix.com | @VelocityGP

## Document Sign-Off

Prepared By

Fiorella Fitzgerald

Reviewed By

Hazel Christensen

Approval

Jason Desjardins

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