**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12296&utm_source=template-word&utm_medium=content&utm_campaign=Racing+Sponsorship+Proposal+Example-word-12296&lpa=Racing+Sponsorship+Proposal+Example+word+12296)Racing Sponsorship Proposal**

**Template Example**

**Sponsorship Proposal for:**

***Velocity   
Grand Prix   
20XX***

|  |  |  |
| --- | --- | --- |
| Prepared By |  | Date |
| Fiorella Fitzgerald | | 2/15/XX |

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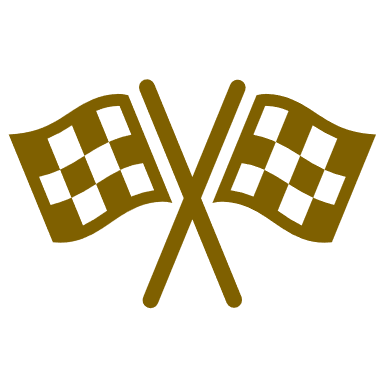
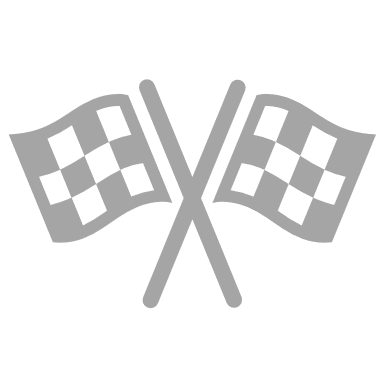
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| **About  the Event** | **Mission**  To showcase the thrill of motorsport racing while promoting innovation and community engagement  **History and Achievements**  Founded in 20XX, the Velocity Grand Prix is a premier regional racing event featuring 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. |

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| 1. **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 |

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| 1. **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 |

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| 1. **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 | |



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| 1. **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 |

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| 1. **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 |

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| 1. **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 |

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| 1. **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 |

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| 1. **Previous Sponsorship Successes** | Torque Tech 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. |

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| 1. **Contact Information** | Fiorella Fitzgerald  Sponsorship Coordinator  Fiorella.fitzgerald@velocitygp.com  (555) 234-5678  www.velocitygrandprix.com | @VelocityGP |

Document Sign-Off

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| Reviewed By |
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