

Motorsports Marketing Tips

Your Marketing Package / Presentation:

- ✓ Make your Marketing Package or Proposal Memorable. Make it grab their attention right from the beginning.
- ✓ Make your Marketing Package and Presentation about how you can help them or what you can do for them, not what you want or need from them.
- ✓ Be able to document or show your potential sponsors what you have done for past or current sponsors. Photos, articles, ads, etc.
- ✓ Include quotes or testimonials from current or past sponsors whenever possible.

Gaining Exposure for little or no cost:

- ✓ Take advantage of Social Media Sites and Forums. Most are free and take very little time to set up and update.
- ✓ Press Releases: Get your name and sponsors in front of as many people as possible.
- ✓ Newsletters and other Email Marketing Campaigns. Valuable lists to send info about your race team and sponsors.
- ✓ Get your name in the media. Create a buzz! Find ways to draw attention to you and your sponsors.

Sponsorship – Thinking outside the box:

- ✓ Look for sponsors that match you and your team's personality.
- ✓ Don't turn down product sponsors unless you have or can get a better deal from a competitor.
- ✓ Don't go after the same companies everyone else is.
- ✓ Before approaching a potential sponsor, have some ideas on how you can help them grow their business.
- ✓ Sometimes you have to give before you will receive.
- ✓ Look for new and creative ways to promote your sponsors.
- ✓ Look for multiple sponsors. Don't look to get all your sponsorship from one place.
- ✓ Look at the products, services or businesses you use frequently and approach them.

Keep your sponsors coming back:

- ✓ Thank them for being a valuable part of your team.
- ✓ Keep them informed. Race reports, photos, special events, etc.
- ✓ Invite them to the races.
- ✓ Do personal appearances.
- ✓ Keep in touch all year, not just when looking for sponsorship or during the race season.
- ✓ Show them what you are doing, have done or plan to do to promote them.
- ✓ Make them a part of your Marketing Plan.
- ✓ Don't treat them different based on their sponsorship level. Offer them different benefits, but don't treat them different.
- ✓ Build a relationship with them. Remember, many of the bigger dollar sponsors started off as Product Sponsors.
- ✓ Many of the bigger sponsorship deals are made because of a personal relationship.



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