

## 101 Ways to Give Back to Your Sponsors

This list is a guide of ways you can provide your sponsors with much more than just a sticker on your racing vehicle.

Sponsors expect exposure from your sponsorship, but they also want you to help them sell more of their goods and services.

So Race Page Pro has put together a list of ideas to help you with all aspects of a sponsorship deal.

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### Online Must-Haves

Having an online presence is crucial to representing your race team and sponsors.

1. Social media – At a minimum, you should have a Facebook page and Instagram.
2. Website – A website can give your sponsor much more than your social media can. You can feature your sponsors with a profile that will introduce your fans to their company. A website is also like a resume for potential sponsors to learn just how professional you are with your racing business.
3. YouTube/Video – Video is one of the most successful media when promoting a racer and their sponsors.

### Social Media

1. Tag sponsors in your Facebook posts.
2. Sponsor logos on Facebook banner image.
3. Write exclusive posts about your sponsor on your social media.

4. Learn about boosting posts on Facebook so you can gain fans and reach from your posts. (the advanced method is Facebook ads)
5. Provide your sponsor with material for their own social media pages.
6. Don't have questionable content on your team's social pages or personal pages. You reflect your sponsor's company.
7. Use social media to drive traffic to your website. Most racers give their complete weekly racing recap on their social media. We suggest you write your entire story on your website then provide teaser links on social media that lead to your website so fans can be more exposed to your sponsors. The goal of social media should be to build a fan base then drive them to your website. If your story is just a quick social post, they will read through it and keep scrolling. Give them an excuse to get off social and spend some time on your website.

## Website

1. Feature sponsor logos on every page. (a standard feature on Race Page Pro websites)
2. Write a news story about a sponsor. It could be about a new product they offer etc.
3. Include a video from the sponsor in a news story.
4. Sponsor profiles that include sponsor's contact info, website link, photos, videos, and text about their company. (a standard feature on Race Page Pro websites)
5. Drive traffic from social media to your website consistently each week.
6. Mention sponsor in race recap news story.
7. Work on your website regularly so it does not become stale. Your sponsors will be checking your website.
8. Write interesting race recaps so people will want to come back to your website each week. Take notes while at the track or discuss ideas with your team for your race recap. If you get stuck when writing your news stories, ask yourself Who, What, Where, When, Why, and How.
  - Who is in the story?
  - What happened?
  - When did it take place?
  - Where did it take place?
  - Why did it happen?
  - How did it happen?

## Videos

There are many types of videos you can do that will promote your team and involve your sponsors. You can pitch some of these ideas to your sponsor and collaborate on the videos. All

racers or someone on the team should learn to video and video edit. We use the video editing software from Movavi on our videos. It's easy to understand and inexpensive.

1. Sponsor product unboxing videos.
2. Sponsor product demonstration videos.
3. Sponsor service demonstration videos.
4. Product installation demonstration. If the installation process takes a while, you can always speed these videos up—for example, adding a sponsor's component to your race car.
5. Video a commercial produced in collaboration with the sponsor.
6. Make an on-location video at the sponsor's place of business.
7. Interview your sponsor or do a Q and A session.
8. Go live with your sponsor at the track.
9. Make a job site video or a video showing what your sponsor's company does.
10. Collaborate with a sponsor to make a video about a sponsor's big announcement or new product.
11. Shoot a Behind the scene video or making of a sponsor's product.
12. Publicity stunt video featuring your sponsor.
13. Tips and tricks video from the sponsor. Example of how to use a racing product correctly.
14. Welcome sponsor aboard video and thanking them for their sponsorship.
15. Video welcoming back a sponsor that stays with you from one year to the next.
16. Customer interview on location. Example: You interview customers at a sponsor's place of business.
17. Video of sponsor's work before and after.
18. Video a contest drawing. If the sponsor does product giveaways, you could help promote the giveaway and draw the winner for them.
19. Video of a race from in-car or stands with sponsor highlights in the video.
20. After race interviews and thank your sponsors in the video.
21. Sponsor-produced videos posted on your website and social media. Many companies will already have these company overview videos.
22. Videos from the race shop.
23. Show off skills video. Example - <https://www.youtube.com/watch?v=rs-jAlmScms>

## On The Car

1. Make sure your major sponsor's logos can be read from the stands while on the track.
2. Make sure sponsor's logos show up well in photography.
3. If you are using in-car cameras, put sponsor logos on the dash or somewhere that the camera can see.
4. Get sponsor input on how their logos should appear on the race vehicle.

5. If you are running a sponsor's racing parts on your car, give them detailed feedback on the component. Talk to them about the installation process, how you used it, and how it performed. Also, let them know you are willing to work with their engineers if need be on product testing with your race vehicle.

#### At The Track

1. Sponsor banner on trailer or tent.
2. Pass out samples of sponsor products.
3. Set up a table with sponsor products, literature, business cards, etc.
4. Ask the announcer to use a sponsor's name when announcing your car.
5. Invite sponsors to the track. Be prepared with snacks, chairs, t-shirts, hats, stickers for kids.
6. Invite potential sponsors to the track. Make sure you are already giving to them before they come on board.
7. Have the Race driver and team wear sponsor's company hats and t-shirts.
8. Park in the pit at a high traffic area where more people will see your vehicle.
9. Fan appreciation. Ask the track if you can park your vehicle where the fans come in so you can sign autographs and interact with fans.
10. Pass out Hero cards with your sponsor's logos on them.

#### At The Shop

Most of these ideas are if you have visitors (sponsors) come to your shop or shoot videos at the shop.

1. Hang up sponsor banners or signs.
2. Hang up old body panels with sponsor logos on them.
3. Sponsor product samples.
4. Sponsor product literature.
5. Sign on the building if in a high traffic area.
6. Allow sponsors to bring guests for shop tours.
7. Have a Season end get-together or cookout. Bring all your sponsors together at once.

#### Display Items

These are items you could give to your sponsors to show appreciation.

1. Plaques
2. Posters
3. Framed Photos

4. Race car body parts with sponsor's logo. You could also write a note of thanks on the back and date it.
5. If you have multiple small sponsor stickers on a body panel, cut it up and send the sponsor their sticker from the car.
6. Mini door panels. You can make these yourself: quarter size, half size, or small for desk or shelf display.
7. Diecast cars.
8. Car tags.
9. Car window decals.
10. Trophies you have won, even if it is just for temporary display.
11. Old helmet, especially if the sponsor is on the helmet.
12. Old race suit if the sponsor logo is on it.
13. A cardboard cutout of the driver in their racing suit.
14. An old tire. Also, include an old wheel if you have one that is not good to race on anymore. Have the team sign it with a paint pen.

#### Clothes for sponsor

1. Team hats.
2. Team T-shirts.
3. Team face masks.
4. Team golf shirts.
5. Team Jackets.
6. Team Shirt.
7. Team bag or backpack.
8. Team pin.

#### Miscellaneous

1. Give hero cards to sponsor so they can pass them out to customers.
2. Start an email newsletter for your fans and include sponsor info in monthly updates.
3. Show your race vehicle in parades and at festivals.
4. Display your race vehicle at the sponsor's open house. Promote these events on your social media and website.
5. Offer you sponsor vector graphics from your vehicle wrap scheme to use in their marketing materials.
6. Send your sponsor high-resolution action photos of your race vehicle to use in their marketing. Talk with your track photographer to get some good pictures of you in action.
7. Invite your sponsor to attend your track or series year-end banquet with you.

8. Include sponsors in any press releases sent to media companies.
9. Give your sponsor some grandstand tickets to giveaway. Talk with your track or sanctioning body about getting some free tickets or a discount for your sponsor.
10. Stay in touch with your sponsor all year, even if it's just a phone call to tell them how your race went.
11. Promote yourself constantly. Always be trying to grow your brand. The bigger your brand is, the better it is for your sponsors.
12. Have a written marketing plan for your sponsors, showing them how you will be marketing for them.
13. Promote your series and races on all of your media. Also, talk to other racers about doing the same. Don't bash tracks or your series on social media.
14. Some things to learn and study are speaking on camera, writing skills, shooting video, editing video, social media marketing, and driving traffic to your website.
15. Practice interviews so when the time comes, you can include your sponsors without thinking about them.

## Conclusion

Thanks for taking the time to read through Race Page Pro's Sponsor Guide. No matter what level of racing you are at, you can implement some or all of the 101 strategies to help promote your current sponsors and help you attract more in the future. While Race Page Pro cannot assist with all of the 101 things to give back to your sponsors, we can help with one of the most important: a website! Click the link below to sign up for a professional racing website built by the pros, [RacePagePro.com](https://RacePagePro.com).

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