Racing Sponsorship Proposal

Private and Confidential

Prepared for

Prepared by

Date

Proposal Valid Until:

1. Introduction

is pleased to present this Racing Sponsorship Proposal to . This proposal outlines an opportunity to establish a mutually beneficial sponsorship relationship through financial and/or in-kind support in exchange for promotional, marketing, and brand exposure opportunities associated with the racing activities of the Team.

This proposal is intended to provide an overview of the proposed sponsorship arrangement and facilitate further discussions between the parties. Except where expressly agreed in a subsequently executed sponsorship agreement, this proposal is not intended to create legally binding obligations.

2. About the Team

Team Name:

Racing Series:

Primary Driver(s):

Headquarters:

Website:

Social Media Channels:

Platform	Account	Followers

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3. Sponsorship Objectives

The proposed sponsorship is designed to help both parties achieve shared marketing and promotional goals, including:

- Increasing brand visibility.
- Expanding audience engagement.
- Enhancing customer recognition.
- Creating promotional opportunities.
- Supporting competitive racing activities.
- Building long-term brand association with the Team.

4. Sponsorship Opportunity

The Team proposes that the Sponsor provide sponsorship support consisting of:

Sponsorship Element	Description
Financial Contribution	
Products or Equipment	
Services	
Other Support	

The proposed sponsorship period is anticipated to begin on _____ and conclude on _____, subject to the execution of a definitive sponsorship agreement.

5. Sponsorship Packages

Package	Sponsor Contribution	Principal Benefits
Title Sponsor		Premium branding, primary logo placement, extensive promotional rights
Gold Sponsor		Prominent branding and marketing opportunities
Silver Sponsor		Moderate branding and promotional exposure
Bronze Sponsor		Entry-level branding opportunities

Customized sponsorship packages may be developed to meet the Sponsor's marketing objectives.

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6. Promotional Collaboration

The Team and the Sponsor are expected to collaborate in good faith regarding promotional activities, including marketing campaigns, public appearances, advertising initiatives, social media content, and other mutually agreed promotional efforts.

Specific promotional obligations will be established in any definitive sponsorship agreement.

7. Branding and Intellectual Property

Each party will retain ownership of its respective trademarks, logos, trade names, copyrights, and other intellectual property.

Neither party may use the other party's intellectual property except as expressly authorized in writing.

Artwork, logo specifications, and branding guidelines shall be provided by the applicable owner before use.

8. Performance Reporting

If requested by the Sponsor, the Team may provide periodic reports summarizing sponsorship activities, including marketing exposure, event participation, promotional campaigns, audience engagement metrics, and other relevant performance information.

The scope and frequency of reporting will be agreed upon during sponsorship negotiations.

9. Confidentiality

Information exchanged during sponsorship discussions that is identified as confidential or would reasonably be understood to be confidential shall be treated as confidential by both parties and shall not be disclosed to third parties without prior written consent, except where disclosure is required by law or is necessary for professional advisory purposes.

10. Proposal Validity

This proposal remains open for consideration until the Proposal Valid Until date stated above unless withdrawn earlier by the Team. The Team reserves the right to revise or withdraw this proposal before acceptance.

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11. Non-Binding Nature of Proposal

This proposal is provided solely for discussion and negotiation purposes.

Submission or acknowledgment of this proposal does not obligate either party to enter into a sponsorship relationship.

A sponsorship arrangement will become effective only upon execution of a separate written sponsorship agreement signed by authorized representatives of both parties.

12. Contact Information

For further discussions regarding this proposal, please contact:

Team Representative:

Title:

Organization:

Email:

Telephone:

13. Acknowledgement

The Sponsor acknowledges receipt of this Racing Sponsorship Proposal for evaluation and discussion purposes. The Sponsor's signature below confirms receipt only and does not constitute acceptance of any sponsorship arrangement or create any legal obligation to proceed.

Team Representative

Name

Date

Signature

Prospective Sponsor

Name

Date

Signature

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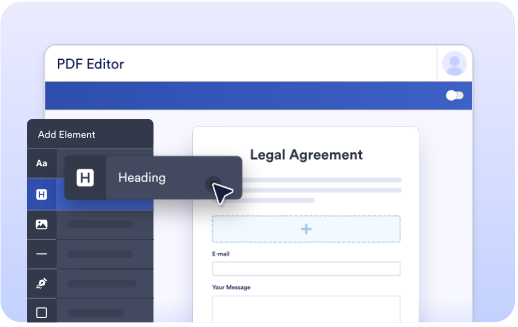
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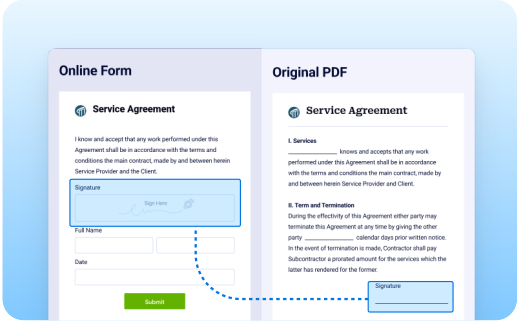
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