



SPONSOR PARTNERSHIP PROPOSAL

Motorsports marketing that drives brands forward.

THE OPPORTUNITY

A 28-race season creates a weekly rhythm for your brand

A strong partnership gives customers repeated reasons to notice, engage and remember your business—before the gates open, at the track and after the checkered flag.

28

scheduled race weeks

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- | | | |
|-----------|------------------------|---|
| 01 | BEFORE THE RACE | Announcements, sponsor storytelling, customer offers and behind-the-scenes content. |
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| 02 | RACE DAY | Car and driver visibility, fan interaction, hospitality and live content. |
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| 03 | AFTER THE FLAG | Recaps, lead follow-up, offer redemption, sponsor reporting and renewal planning. |
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THE SPONSORSHIP GAP

Novaxis builds the
system that
connects all three.

Visibility alone is not a strategy.

The difference is whether the brand simply appears—or becomes part of the experience.

LOGO-ONLY

Placement is the entire idea
Results are difficult to explain
Easy for the sponsor to forget

ACTIVATED PARTNERSHIP

Content, offers and experiences
Defined deliverables and measures
Clear path to renewal

THE NOVAXIS SYSTEM

Racing assets become a complete marketing program

- 01 ALIGN** Connect the sponsor goal to the right market, team story, race schedule and audience.

- 02 PACKAGE** Define placement, content, hospitality, appearances, promotions and measurement.

- 03 ACTIVATE** Execute before, during and after each race with consistent sponsor visibility.

- 04 PROVE** Document delivery and response, then make a clear renewal recommendation.

RIGHT TEAM × RIGHT OFFER × REPEATABLE EXECUTION

PARTNERSHIP INVENTORY

Your partnership can live far beyond the car

Every package is built from assets the team can deliver reliably and the sponsor can use meaningfully.

01 CAR + EQUIPMENT

Body panels, roof, hood, deck lid, suit, helmet, trailer and pit-area visibility.

02 DRIVER + TEAM

Appearances, endorsements, interviews, sponsor events and employee engagement.

03 DIGITAL CONTENT

Announcements, social posts, video, photography, branded features and race recaps.

04 TRACKSIDE ACTIVATION

Fan offers, giveaways, signage, product displays and lead capture.

05 CORPORATE HOSPITALITY

Tickets, catering, guest hosting, driver access and customer entertainment.

06 COMMUNITY + PROMOTION

Local events, youth programs, charity tie-ins and category-specific campaigns.

FOUR-RACE PILOT

Four races make the first decision easier

A pilot gives the sponsor enough repetition to evaluate delivery without committing to the full season on day one.

1

BUILD THE PLAN

Confirm goals, package, assets, approvals and measurement.

2

ACTIVATE

Launch sponsor content, visibility, offers and hospitality.

3

OPTIMIZE

Improve delivery using early response and sponsor feedback.

4

PROVE + RECOMMEND

Deliver the recap and recommend the right 28-race path.

PILOT OUTCOME

A sponsor-ready recap, renewal recommendation and season proposal.

28-RACE SEASON

Weekly execution turns attention into compounding value

28

scheduled race weeks

The full-season option creates consistency for the sponsor, reliable delivery expectations for the team and enough repetition to improve the program over time.

10%

COMMITMENT DISCOUNT

Full-season pricing is calculated as 28 races less a 10% commitment discount.

4

SCHEDULED INSTALLMENTS

Offer payment in full or four defined installments tied to the agreement.

1

RECAP AFTER EACH RACE

Track delivery while details are fresh and keep the sponsor informed weekly.

Cancellation, rainout and make-up-race terms must be defined in the final agreement.

PARTNERSHIP PACKAGES

Choose a starting level—then customize the inventory

Recommended starting prices. Final value depends on team assets, market, category exclusivity, hospitality and production scope.

SUPPORTING	PER RACE \$500	28-RACE SEASON \$12,600	Small placement • tagged race content • partner listing
ASSOCIATE	PER RACE \$1,000	28-RACE SEASON \$25,200	Mid-size placement • recurring content • limited hospitality
PRIMARY	PER RACE \$2,500	28-RACE SEASON \$63,000	Prominent placement • content series • hospitality • appearance
PREMIER / CATEGORY	PER RACE \$5,000+	28-RACE SEASON \$126,000+	Major placement • category exclusivity • integrated activation

Track or series rights, travel, production, taxes and other hard costs are quoted separately.

ACTIVATION IDEAS

The sponsor's business goal determines the campaign

Novaxis builds around what the sponsor wants customers, employees or the community to do next.

AWARENESS

Car and driver placement
Branded content series
Local media and event promotion

LEAD GENERATION

QR or landing-page offer
Giveaway or appointment CTA
Lead capture and follow-up

CUSTOMER LOYALTY

Race-day hospitality
VIP access and driver appearance
Customer reward campaign

RECRUITING

Employee night at the track
Workforce-focused content
Job or apprenticeship CTA

ONE GOAL. ONE CLEAR OFFER. ONE REPORTING PLAN.

MEASUREMENT + REPORTING

The recap shows what was delivered—and what to do next

The reporting plan is agreed before the campaign begins, so both sides know what success will look like.

DELIVERY

Assets completed, dates, placements, mentions and sponsor obligations.

REACH

Content distribution, views, impressions and social activity when available.

RESPONSE

Clicks, leads, inquiries, QR scans, offer redemption or appointments.

EXPERIENCE

Hospitality attendance, guest use, activation participation and observations.

FEEDBACK

Sponsor comments, customer response, team learnings and delivery issues.

RENEWAL

What worked, what changes and the recommended package for the next period.

THE GOAL

Give the sponsor a clear reason to renew—not a folder of disconnected screenshots.

WHY NOVAXIS GROUP

Built by a racer who understands the pressure behind the partnership

15+

years in competition

Late Models in local and regional series, plus experience in Legends cars, karts and micro sprints.

FOUNDER + CEO PERSPECTIVE

Firsthand experience makes it easier to understand what a team can realistically deliver—and what a sponsor needs to see in return.

NOVAXIS APPROACH

Racer-led. Commercially focused. Built to make team and sponsor expectations match.



LET'S BUILD A PARTNERSHIP FANS CAN FEEL.

NEXT STEP

20-minute sponsorship fit call

Confirm the business goal
Choose the market and team fit
Select the package or four-race pilot
Define the next action

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