

RACE TEAM MARKETING + SPONSORSHIP

Build the business behind your race program.

THE TEAM OPPORTUNITY

A 28-race season creates 28 chances to prove value

Your race team is also a weekly media, content and hospitality platform. Novaxis helps package that value so businesses can understand it and buy it.

28

scheduled race weeks

01 BUILD THE STORY

Driver and team positioning, schedule, audience, assets and sponsor inventory.

02 SELL THE OPPORTUNITY

Prospecting, introductions, discovery calls, proposals and negotiation support.

03 DELIVER THE VALUE

Content, sponsor fulfillment, race recaps, reporting and renewal planning.

THE BUSINESS GAP

**Novaxis builds the
business system
around the race
team.**

Speed earns attention. Trust wins sponsors.

Strong teams lose opportunities when their sponsor story, inventory and follow-through are difficult to understand.

UNSTRUCTURED

Great racing story, unclear sponsor offer
Pricing changes from conversation to conversation
Fulfillment depends on memory

SPONSOR-READY

Defined inventory and starting prices
Professional proposals and follow-up
Reliable delivery and reporting

THE NOVAXIS TEAM SYSTEM

Novaxis builds the business system around your race program

- 01 BRAND** Clarify driver and team positioning, story, audience, schedule and goals.

- 02 PACKAGE** Build inventory, rate card, one-sheet, deck and sponsor-ready offers.

- 03 SELL** Prospect, hold discovery calls, prepare proposals and support negotiations.

- 04 FULFILL** Deliver content, activation, reporting and renewal support.

STRONG STORY × CLEAR OFFER × RELIABLE DELIVERY

RACE TEAM SERVICES

Services designed to grow the business behind the car

Choose focused support or combine services into a full-season program built around the team's capacity.

01 SPONSOR READINESS

Asset audit, story, inventory, one-sheet, rate card and priority sponsor list.

02 SPONSORSHIP SALES

Prospecting, meetings, proposals, negotiation support and CRM management.

03 TEAM MARKETING

Content calendar, sponsor fulfillment, coordination, social and race recap.

04 CONTENT PRODUCTION

Photo and video capture, short-form edits, social content and sponsor assets.

05 DRIVER BRANDING

Positioning, visual identity, biography, media kit and sponsor presentation.

06 SPONSOR ACTIVATION

Promotions, hospitality, appearances, lead capture and partner coordination.

FOUR-RACE TEAM PILOT

Four races create a practical way to start working together

The pilot establishes team assets, sponsor materials, outreach rhythm and fulfillment habits without requiring a full-season commitment on day one.

1

AUDIT THE PROGRAM

Review sponsor history, assets, schedule, audience and current obligations.

2

BUILD THE OFFER

Create inventory, pricing, one-sheet, deck and priority sponsor categories.

3

OPEN THE PIPELINE

Begin outreach, log conversations and support discovery and proposals.

4

REVIEW + SCALE

Evaluate readiness, response and the best 28-race service plan.

PILOT OUTCOME

A sponsor-ready team system, active pipeline and full-season recommendation.

FULL-SEASON TEAM PARTNERSHIP

Weekly support keeps the team sponsor-ready all season

28

A season partnership gives the team consistent sponsor sales support, marketing coordination and fulfillment across 28 scheduled race weeks.

scheduled race weeks

10%

**SEASON COMMITMENT
DISCOUNT**

Full-season service fees are calculated as 28 races less a 10% commitment discount.

1

**WEEKLY PIPELINE
REVIEW**

Review prospects, follow-ups, proposals and next actions each week.

1

**SPONSOR RECAP
SYSTEM**

Track obligations, content, results and sponsor feedback throughout the season.

Team schedule, travel, cancellations and make-up races are defined in the final agreement.

RACE TEAM SERVICE PLANS

Choose the support your team needs most

Recommended starting fees. Final scope depends on schedule, assets, market, staffing and production needs. We can also do custom packages with no upfront cost but 20% commissions on profits

READINESS SPRINT	ONE TIME \$1,250	FULL SEASON INCLUDED	Asset audit • inventory • one-sheet • rate card
SALES PARTNER	PER RACE \$750 + 20%	28-RACE SEASON \$18,900 + 20%	Prospecting • proposals • negotiation • CRM
TEAM MARKETING	PER RACE \$1,000	28-RACE SEASON \$25,200	Content calendar • sponsor fulfillment • reporting
CONTENT PRODUCTION	PER RACE \$1,250–\$ 2,500	28-RACE SEASON \$31,500–\$6 3,000	Photo/video • short-form edits • sponsor assets

Commission applies to cash collected; travel, production, taxes and other hard costs are separate.

TEAM GROWTH OUTCOMES

Every service should solve a real team business problem

Novaxis focuses effort where the race program needs the most commercial leverage.

SPONSOR ACQUISITION

- Priority target list
- Personalized outreach
- Meetings and proposals

SPONSOR RETENTION

- Reliable fulfillment
- Content and reporting
- Renewal planning

DRIVER BRANDING

- Clear positioning
- Media kit and story
- Content direction

TEAM OPERATIONS

- CRM and calendars
- Sponsor obligations
- Owner communication

ONE TEAM PLAN. CLEAR OWNERSHIP. WEEKLY EXECUTION.

ACCOUNTABILITY + REPORTING

You always know what is moving—and what needs attention

Novaxis keeps the commercial side of the race program visible, organized and accountable.

PIPELINE

Prospects, contacts, conversations, next actions and owners.

PROPOSALS

Opportunities, packages, pricing, status and follow-up dates.

FULFILLMENT

Sponsor obligations, due dates, approvals and responsible owners.

CONTENT

Planned, captured and delivered assets, including sponsor mentions.

FEEDBACK

Team and sponsor notes, delivery issues and improvement opportunities.

RENEWAL

Results, gaps and the recommended plan for the next period.

THE GOAL

Give the team a repeatable commercial system—not another spreadsheet no one owns.

WHY NOVAXIS GROUP

Built by a racer who understands what teams carry every week

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 build services that fit real team capacity, race schedules and sponsor responsibilities.

NOVAXIS APPROACH

Racer-led. Commercially focused. Built to help teams earn, deliver and retain sponsorship.

LET'S BUILD THE BUSINESS BEHIND YOUR RACE PROGRAM.

NEXT STEP

20-minute race-team fit call

Review goals and sponsor history
Identify team assets and gaps
Choose the four-race pilot or season plan
Define the next action

Motorsports marketing that drives brands forward.