



How To Get Your Sport Compact Car And Most Important You Sponsored

Securing a car sponsorship isn't as simple as just putting together a great car and asking someone to sponsor you. Sponsors look at the whole package, which would not just consist of the car, but you as well.

([PRWEB](#)) May 23, 2005 -- Whether you have a race car or a show car that you are interested in getting a sponsor for, the first thing you need to realize is that sponsors will expect a return from their investment of time, money, products and promotion so if you are thinking that you are going to get something for free you might as well just forget about sponsorship. Every business that is interested in sponsoring a car has a sound reason for doing so. This is why it can be difficult to secure one because there are hundreds of people just like you who want the same thing so even after being one of the lucky few to land one it doesn't mean it will work out since sponsorship is not just advertising on your car, it is a mutually beneficial agreement that will involve a lot of your time and dedication.

In order to start asking for money, parts and/or services the first step is to write a professional proposal. Think of it as your resume, but instead of listing your work experience you would list your driving and/or show experience. You will also need to communicate to the potential sponsor how much you want to help them and what you are willing to do for them, you should also include how you will keep them informed of your progress and schedule and lastly why you are so committed to wanting to do what it is you want to accomplish. We would also recommend including your actual resume to show your past work experience, remember this is business not pleasure. You will need to convince them that you can provide them with a favorable return on their investment.

Other objectives your proposal should cover are; a brief summary of yourself, your abilities and accomplishments, your future plans (what, when, where, why and how much media coverage you will receive), include pictures of yourself, your car and you with your car in the proposal (don't look foolish posing, be professional), a list of personal and business references to establish credibility, information on existing marketing partnerships or sponsorships, list the terms of the agreement so they know what you want and need and what you will do in exchange, and lastly how much and for how long. Once you have your proposal put nicely together and into a report cover begin contacting companies that you know offer sponsorships. Depending on the level of sponsorship you are seeking you could just contact local companies in your area that are seeking company exposure or if you are looking for something on a larger scale we recommend contacting major manufacturers or distributors.

When asking for sponsorship you need to know what you are asking for. An inkind sponsorship is one that you will receive either product or service for no or partial payment instead of receiving cash. A contingency sponsorship is one where you would only receive sponsorship rewards such as cash or goods upon completing an expected level of performance. Lastly a primary sponsorship consists of a sponsor paying the largest portion whether in cash or goods in return for prominent identification on your car and media releases.

So now that you know what you want and you have mailed your proposal to the interested company, it will be evaluated along with the hundreds of other proposals they may already have. If you are confident in selling yourself and the proposal is good the company will evaluate everything from compatibility with the company's own reasons for wanting to sponsor someone, your ability to increase their sales, what type of media opportunities you can provide them, how you will showcase their products/services, your efficiency and results



and how they will achieve a good return on their investment.

Some of the main reasons why sponsorships work are because they can benefit both the car owner/driver and the company who is taking the risk. By joining together the sponsor can build consumer awareness, merchandise their products/services, compete against companies with larger marketing budgets and to differentiate their company from its competitors while the sponsee has an opportunity to receive funding, parts and services to further their dream of becoming a professional race car driver or building a champion show car. Sponsorships do fail and can mainly be blamed on promises that can not be accomplished, failure to show commitment, not communicating or following up and last but not least not measuring up to the expectations of the sponsor or vice versa.

To promote their updated site, AutoSportz is giving away a Stormproof Car Cover by filling out an entry form at www.AutoSportz.com.

About AutoSportz.com

Trick out your ride with performance parts and accessories from AutoSportz.com. Their online catalog includes air intake systems, bodykits, carbon fiber & fiberglass mods, exhaust systems, lighting, racing seats, suspension upgrades, vinyl decals & graphics and everything else you'll need to make your car the baddest one on the road.

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Online Web 2.0 Version

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