

CarSponsorships.com

THE FASTEST WAY TO SPONSORSHIP!

ARE **YOU** SPONSORED YET?

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ARE **YOU** SPONSORED YET?

Do You?

- Have an all-consuming obsession for cars?
- Consider yourself a car fanatic?
- Love motor sports?

Whatever you are... if you have a passion for cars, particularly **your** car, then this book is for you.

If you want to heat up your car, or if you're looking for a way to make all the modifications you lust over, then keep reading. This is **the** book that tells you the who, when, and the all-important how to on getting sponsorships for your car.

That's right. This book will tell you how to have someone else foot the bill for your car modifications and live your wildest dreams.

Even if you're so new that you haven't even heard of a car sponsorship, this book will guide you through that process from beginning to end.

So who are we? CarSponsorships.com is the leading expert in car sponsorship from all angles; beginning with finding your first sponsor, to maintaining an ongoing association with them, to encouraging even more sponsors to work with you.

On a daily basis, CarSponsorships.com connects real life sponsors (that means companies prepared to give you free merchandise) with real life car enthusiasts (that's you)! CarSponsorships.com knows their stuff, and now you will, too!

CHAPTER ONE: What is car sponsorship?

How will you know if a car sponsorship is right for your car? Do you even know what a car sponsorship actually is? Do you know what you will be required to do, and why it is worth doing?

Take a moment to ask yourself the following...

- Do you have a passion for cars?
- Does your car make a statement?
- Does your girlfriend complain that you love your car more than you love her?
- Does the sound of a throaty engine get you going, every time?
- Do you love the attention that you and your car get on the street?

If you answered yes to any of these questions you would make a perfect candidate for sponsorship! If you take care of your car and constantly enhance its performance and looks, then a car sponsorship is a nice way to save your own cash.

Sponsorship companies see great value in someone like you. If your car gets attention, then they are going to want a piece of the action by placing their logo on your vehicle. In turn you receive free stuff. It's a total win-win situation for all parties involved.

Even if your car isn't up to par right now, you can still be involved. A company may sponsor you if you have upgrades planned, or if you are willing to market them by handing out promotional materials.

A Car Sponsorship is when a company contributes (with products or cash) to a car's modifications in return for publicity and endorsement.

When a company sponsors your car, their goal is to actively market their products and name by using you and your car. In other words, you become their representative.

Why Me?

Why would a big company choose you to be their representative? Well, you have already identified yourself as a car enthusiast. That means you are probably already networking within the car community – you're chatting with other car buffs, you're interested in the latest engine enhancements and you're always looking for the next big thing. This would also include everyone else you're talking to. Which means that when a company sponsors you, you start talking about them and word spreads about the product and the company.

Be a Showoff

You will be a moving billboard for the sponsor. You'll talk about the company, people will see their logo on your awesome car, and your friends will experience the product for themselves. You are the direct link between the company and the other car enthusiasts. The company has gained what is referred to as word of mouth advertising.

Who Are You?

There are three types of car fanatics who will receive sponsorship.

1. The general car enthusiast
2. The racer
3. The amateur racer

1. The general car enthusiast

This person loves cars. If they have the cash, they will collect cars. They might love one particular car, or they might love a whole range of different makes and models. The main characteristic of this type of car fan is they modify their car primarily for looks and comfort, with some performance features. Celebrity examples are Jay Leno, who owns 107 vehicles and Jerry Seinfeld, who owns 47 Porsches.

2. The racer

Obviously, this person wants to make it big. They have been training for races, they are competitive, and they are either regularly competing in races or are on the verge of it. This car enthusiast needs car accessories on a regular basis for safety and performance reasons, and they often need sponsorship dollars to go towards vehicle maintenance, entry fees, and travel expenses.

3. The amateur racer

This is a combination between the first two types. Someone who likes to compete for fun instead of cash. This is about fun and thrills more than making it to major racing. Therefore, the usual modifications are for a combination of looks and performance, and upgrades aren't as regular as they are for the true racer.

Why Does a Company Offer Sponsorships?

A company wants as much advertising as possible. By offering sponsorships they will receive word of mouth advertising from you! This has proven to be the most effective way to advertise their company and products!

There are four main reasons a company wants to be talked about:

- To increase the familiarity of the company
- To change their image
- To raise awareness of a new product
- To connect themselves with the excitement and thrill of a particular event

What You Actually Receive

This depends greatly on the kind of sponsorship and the company. You could receive free products, prototypes for testing, cash for entering shows or races, or you could get products at a discounted rate. Actual products you might receive include magazines, sound controls, lighting, suspension, tires, and audio systems.

What You Actually Do

Again, it depends on the company and the sponsorship agreement. Basically, it's your responsibility to spread the word. This may involve displaying a decal on your car or it may involve handing out flyers and cards at an event. Sponsorship dollars tends to come with a bigger commitment, including wearing branded clothing and logos on your car.

Now you should understand what a car sponsorship is. If free products, discounts, and shooting the breeze about cars is your thing, continue reading about how to get your car sponsored.

CHAPTER TWO: Types of Sponsorship

There are three major types of sponsorship. They are:

1. Full sponsorships
2. Quasi sponsorships
3. Sponsorship dollars

Full and Quasi sponsorships tend to be product based, while sponsorship dollars are on a monetary basis.

1. Full sponsorships

A Full Sponsorship means you get free products or merchandise. In return, you will need to do certain things, such as handing out promotional materials and displaying the company's decal on your vehicle. Sometimes you may be required to pay for shipping, but otherwise, all products are free.

This is a difficult level of sponsorship to come by, and your negotiating skills will come in handy! Alternatively, the use of an agency such as CarSponsorships.com will get you full sponsorships with minimal effort on your behalf.

2. Quasi sponsorships

A Quasi Sponsorship means you will be able to purchase products or merchandise at cost price. In return, you are contracted to do certain things, such as handing out promotional materials and displaying the company's decal on your vehicle, but usually the requirements are lower than for a full sponsorship.

This is an easier level of sponsorship to achieve, and often it can signal better things to come! CarSponsorships.com can arrange Quasi Sponsorships for you. Often Quasi Sponsorship are a way for companies to see how dedicated you are, and how much marketing you will do for them. It's the perfect way to prove to them that you're the right choice for Full Sponsorship. Doing a great job of marketing your Quasi Sponsorship company goes a long way in marketing yourself!

3. Sponsorship dollars

Sponsorship dollars are provided for the costs of racing. This means a company will donate money to cover your travel costs, entrance fees, gas, and so on. In return, you are contracted to display the company's logo on your vehicle, clothing, and perhaps market them in other ways.

This is the most difficult level of sponsorship to gain, and tends to be limited to the pros.

Most car enthusiasts start small – they will receive a Quasi Sponsorship, start building their profile, and eventually work their way up to a full sponsorship.

The easiest way to go about gaining sponsorships is to get in touch with an agency such as CarSponsorships.com. With no need to rely on your own bargaining skills, you can concentrate on what you really love – hooking up that car!

CarSponsorships.com is an agency that will help you gain both Quasi and Full Sponsorship agreements.

CHAPTER THREE: Maximize Your Chances

There are a few specific things you can do to gain get sponsors interested in you and your ride. Put a bit of effort into those areas **before** you apply for sponsorship, and you're more likely to get the Full Sponsorship opportunities.

Willingness to do Promotional Work

A company sponsors you in order to promote themselves. Therefore, your effort to market them is the **most important factor**.

Are you willing to distribute flyers? Will you talk about their products to other car fanatics? Are you happy to attend trade shows with your car? Will you wear their clothing and display a decal on your car? You may not be asked to do all those things, or you may be doing some of them already. Be sure to tell that to the company. The more cooperative you are, the more likely it is that you will be sponsored.

The Right Attitude

Companies are looking for the right fit. A car company wants someone passionate about cars! Show your passion to the company and it will prove to be a wise move. It shows the company you'll spend time promoting their products and that you are motivated to market them.

Be aware that ego, superficiality, and an indifference to promoting are the biggest turn offs to a sponsor. Show respect, sincerity, and enthusiasm to reach your sponsorship dreams.

Commitment to Cars

The company wants to be sure that you will keep your end of the bargain. They like to see commitment – to your car, to the industry, and to themselves. If you've been working on your car for years, if you've been to every car show in your area in the last five years or if you run a message board, then tell them. What you already do is proof of what you'll keep doing. This will show the company that you are serious about modifying your vehicle!

Car Industry Participation

A company wants to know that their product will be seen and talked about. The best way for that to happen is for you to attend car shows, events, and be in a car club. If you haven't been to an event, or joined a club, now is the time to do it. This may make or break your sponsorship. The more car industry people you network with, and the more times you do it, the better you look to a company.

Modifications (Existing & Planned)

If you have modifications on your car, this will also give you an edge. Sponsors see existing modifications as proof of your enthusiasm and dedication. If you have future modifications planned, let the sponsor know about them. It shows your ongoing commitment and you may receive specific help with those modifications.

Your Reasons for Seeking Sponsorship

Why do you think you should be sponsored? Every potential sponsor will ask you this question. You need a specific answer that does not mention money or free stuff! Instead, talk about your eagerness to upgrade your car, having access to the latest in design and engineering, and being committed to modifications for the best racing results.

A sponsor wants to know your:
**Willingness to Promote, Attitude, Commitment,
Participation Level, Modifications, and Reasons**
for sponsorship

If you're lacking in any of those areas, it's not too late! Get out there and increase your experience today.

CHAPTER FOUR: How to be sponsored

Being sponsored is similar to getting a job. Just as you need to decide what job you want, you need to decide what products you want from car sponsorship. And like job hunting, you can apply to those companies directly, or you can access sponsorship companies through an agency.

Deciding What You Want

Before approaching companies directly or going through an agency, you need to decide what you want from your sponsorships.

A good point to start is to look at your modifications and in particular, the modifications you have planned. Your plans will lead you to the sponsors. You may already have a particular product in mind, or you may need to do some research to see who manufactures a particular product. Those manufacturers are your potential sponsors. For example, if you plan to upgrade your tires, your favorite tire manufacturer would be a good sponsor. Make a list of all your planned modifications and any specific manufacturers you like, you'll need this list when you write your sponsorship applications.

PART A

Using CarSponsorships.com

Using an agency is the simplest way to gain sponsorships. CarSponsorships.com has been operating since 2004 and we have had great success in obtaining real

sponsorships for our members. There is no faster, easier, or more affordable way to be sponsored. We are so certain of this that if you do not obtain any sponsorships within a 72 hour period, you will not be charged.

How does it work?

The reason our agency works is because we ensure that all our sponsored clients fulfill their sponsorship agreement, which pleases the sponsor. We also ensure that the companies involved offers you quality sponsorships.

Our process is to...

- Identify manufacturers to sponsor cars
- Accept or decline clients via online application forms
- Act as a *go between* for the sponsors and our clients

CarSponsorships.com accepts any type of vehicle. You won't have to contact companies or write proposals. We do all the talking! Our process is so quick that once you apply, you will get a response within 72 hours.

What does applying involve?

Our online application asks about:

- Your interest in cars
- Details about your car
- Details of modifications (both existing and planned)
- Your willingness to promote sponsors

We have many sponsorships waiting for you! You are guaranteed at least one sponsorship per year. So get online, sign up, and you'll know if you have one or more sponsorships within 72 hours. It's that easy!

If you are a Carsponsorships.com client,
you are guaranteed at least
one sponsorship per year!

Basic Packages

The basic level is our Quasi Sponsorship package. We take pre-approved sponsorships from the manufacturers, package them, and instantly offer you one or more sponsorships upon your sign up.

At this level, you can purchase products at a reduced rate. You may accept or decline sponsorships at any time, and you are only charged a one time application fee. Sponsors ask that you display at least two decals on your car, and these can be color coordinated to your own theme.

Then What?

We then continue to work with you over the next 12 months. We have a sponsorship site (www.carsponsors.com) that allows you to manage your sponsorships, order products, and upload photos. Plus, every month you will receive an email with new sponsorships opportunities.

To get bigger sponsorships, you will need to build a relationship with Carsponsorships.com. Each client is assigned a personal advisor to contact directly. We are always in contact with companies looking for the right person to promote them. If we don't know you, then we don't know that you are the right person for the sponsorship.

Other Programs

You even have the option of turning your quasi sponsorships program into a full sponsorships one. This is called the RPM Program, and it's very simple. If you place 1st, 2nd, or 3rd at a car show, you will be reimbursed for the products you bought from your sponsor/s.

We also offer a Road to Full (RTF) Sponsorship program, which gets you the free products upfront! This program does have stricter requirements, but the easiest thing to do is to start with our quasi sponsorship program and speak with your advisor for more details.

Companies in contract with us

CarSponsorships.com is the most trusted car sponsorship placement agency in the world. If you have specific company in mind, we are happy to approach them for you at no additional cost. Or, you could be sponsored by any of these companies:

- Blaupunkt USA
- Tsunami Audio
- Dunlop Tires
- Fianza Motorsports
- Kyowa Wheels
- Hot Import Nights
- XM Radio
- DEi Design Engineering
- BodyKits Etc
- GlowShift Gauges
- Auto-Air Colors
- Decalkits.com
- StreetFX
- Stoner Car Care Products
- R-Blox Sound Control
- Performance Auto & Sound Magazine

**If you have a specific company in mind,
CarSponsorships.com
will contact that company for you!**

CHAPTER FIVE: How to be sponsored

PART B

Doing It On Your Own

There are a few steps involved to get sponsorships without the use of an agency.

1. Shortlist companies to approach
2. Research their products
3. Contact the company
4. Write your proposal
5. Present your proposal
6. Touch base

Remember that there is a lot of hard work involved and using an agency is obviously an easier and faster process! However, if you do decide to do it on your own, the satisfaction you'll feel when you get your first sponsorship might be worth the additional time and effort.

1. Shortlist companies to approach

Identify the companies that suit your car. For example, if you want a hot set of rims, list all the manufacturers that you would use. Select the companies that are the most suitable to your car and your location. Continue this with all the modifications you have planned, and you'll end up with a nice list of companies to approach.

2. Research the products

You need to know as much as possible about the company, their products, and their sponsorship programs. The internet is a fantastic place to start. Find out everything you can regarding the product. Some companies have their own

sponsorship programs in place, which is definitely something you should know and take advantage of!

3. Contact the company

Find out exactly who you need to talk to. You may have found this on the internet or you may need to call the company directly. Remember to always be polite. Ask to be connected to the person responsible for their car sponsorships. If that gets a blank response, then ask for the marketing and promotions department.

When you've found the right person to speak to
WRITE DOWN THEIR NAME
and ask for the correct spelling
– you will need it for future calls and emails!

When you are able to speak with someone, quickly explain that you are interested in obtaining sponsorship from their company. Then request a meeting to present your proposal and to discuss the options.

You may be lucky enough to get an instant meeting or, you may not. If that's the case, don't be discouraged. It may take a few more phone calls to that same person (see why we wrote their name down?) before they agree to meet with you. Try calling once every week or two – but don't be extreme, don't scare them off, but be persistent enough so that meeting you is easier than continuing to take your calls.

4. Write your proposal

Once you have scored your meeting, have your proposal ready. Convince that you are the right person for the sponsorship! Key points in your proposal include:

- Your name and contact details
- Vehicle details – including current modifications and planned modifications

- Photographs, mailing lists, membership details and other proof of your commitment to the industry as already mentioned in Chapter Three
- Details of how you intend to promote the company – decals, handing out flyers, etc.
- Your proposed method of sponsorship – whether you want full sponsorships, or if you are open to both full and quasi sponsorships

You really need to sell yourself as quickly as possible. The company needs to know that their product will be seen. In marketing terms, it's known as *visibility*. Other points to address in your proposal may be:

- **Reach** – How many people can you promote to? This includes friends, family, your contacts, colleagues, neighbors, the community, clubs, etc.
- **Type of Audience** – Who are the people you will promote to? Talk about their average occupation, cars owned, and their lifestyle choices (hobbies, spending choices, etc). Remember to include yourself!
- **Exposure Frequency** – How often is your car out? Where do you tend to go? How often is your car in a place where large numbers of people will view it (such as shopping areas)?
- **Exposure Quality** – Are the people seeing your car likely to buy the company's products? There is no point for a company to market to the wrong people. They want to know that the right people will see your car... that means other car enthusiasts!
- **Your Willingness to Create Visibility** – as already discussed in Chapter 3, you need to go the extra mile and the company wants to know how you will do that.

Be as short as possible, without missing any important information.

**Be brief
Use bullet points and photos
Sell your car, sell yourself
Be honest**

5. Present your proposal

As for any meeting – be early, be polite, and be clear.

Remember:

- Get to the point. Don't take up too much of their time.
- Be confident (or fake it). Talking is part of promoting, and they want to see that you can handle yourself.
- Be prepared – bring your proposal and read from it if necessary. Provide the company with several complete copies.
- Include proof. If you run a website, then bring page grabs. If you have trophies, include photos of them!
- Be excited about the company, and about promoting them.
- Don't promise what you can't or won't deliver. Many enthusiasts say they will promote their sponsors. In fact, 80% never do it, and then wonder why they lost their sponsorships.
- At the end, ask if they have questions for you. Try to anticipate what they might be and have answers ready. Also, ask questions of them. Ask about product developments and the plans for the company.

- Do a dry run. Grab a friend, grab your mom, and practice – particularly the question and answer bit!

6. Touch base

Don't expect to be successful on your first try. Regardless of the outcome – good, bad, or nothing at all – get back in touch with the person you met. Send a quick thank you by postal mail or email. This may make or break the outcome!

**Always send a thank you.
It shows gratitude, respect, and follow through...
That may be enough to win the sponsorship!**

Reasons They Said No

- They don't see the benefit in sponsoring
- Their budget is already full with their existing sponsorships
- Your location or audience reach doesn't match with their products
- Your pitch was lacking

The company may give you a reason, or they may not. If you get a rejection, send them a quick thank you letter. Include a brief line asking for feedback on your proposal. More than likely, you won't get a response. However, you might be lucky and get some good tips for future proposals.

Top Five Mistakes Not to Make Asking for Sponsorship

1. Not knowing what you want – and freezing at the meeting.
2. Not being prepared to do the promotional work.
3. Not selling yourself and your skills.
4. Expecting too much from the company.
5. Using bad photos of your car.

CHAPTER SIX: Retaining your sponsorships

Getting your sponsorships is not the hard part. Keeping them is the tricky part.

Having a sponsorship is the same as having a contract. You will have to do something in order to receive free products. Keep your promises and provide proof of it to your sponsor.

Keep in touch. Sending photos and other materials will show your sponsor the work you are doing. It will also keep you fresh in your sponsor's mind – which means that if other opportunities come up, you'll be the first person they think of.

Always take photos of your promoting work!

Send in a report on what you've done every month, be sure to include tickets to shows or races that you have competed in. Keeping in touch, showing that you're promoting the sponsor is the best way to encourage more full sponsorships!

Keeping in touch also applies to your agency if you use one. CarSponsorships.com loves clients that stay in touch! If you do a great job with one sponsorship, we know you'll keep it up with others. The contracts we have rely on reliable and professional sponsored clients. If you don't make the effort to keep in touch, we cannot award you larger sponsorships.

Every month, send a report to your sponsor!
Don't be a stranger.

Not only is regular contact good for your sponsorships, it's also good for you. You'll have a permanent record (via emails, photos, trophies etc.) of all the work you've done. That way, if you're going for a big sponsorship, you'll have a massive portfolio of proof that you can live up to your promises.

WHAT ARE YOU **WAITING** FOR?

You're car obsessed...

You know what car sponsorship is...

You know how to get it...

You know how to keep it...

So what are you waiting for?

Do you want free stuff? Do you want to have someone else foot the bill for your car modifications? The easiest way to get started is to contact us right now. As the leading expert in car sponsorship, CarSponsorships.com has all the contacts to get you sponsored today.

Or, go it alone and feel the rewards of being sponsored directly. It's up to you.

LIVE YOUR SPONSORSHIP DREAM