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# Paul Savage Racing

2026 SPONSORSHIP PACKAGES



# ABOUT

Paul Savage Racing was founded with a passion for motorsport and a determination to enjoy everything that racing brings.

Competing in circuit racing across the UK, we combine grass root motorsport with a strong business acumen to deliver value to sponsors.

Paul's journey is underpinned by years of professional expertise, strategic thinking, making him the ideal partner for brands looking to align with the high-energy, high-visibility world of motorsport.

By collaborating with us, you're investing in proven social media channels (Instagram, Facebook, YouTube series "The Clubman" & LinkedIn), proven case studies of working with sponsors & visible marketing for your brands.





# BENEFITS OF WORKING TOGETHER

1

## Premium Branding

- **High-impact placement:** Prominent logo positions on car (bonnet/wings/rear quarter), race suit and helmet, plus garage boards and website sponsor page.

- **Always-on visibility:** Inclusion in every race-week asset (reels, stills, results graphics, YouTube episodes).

- **Content rights:** A curated pack of hi-res images and clips each round, with 12-month organic usage rights for your channels.

2

## Engaged Audience

- **Motorsport fans with buying intent:** Reach automotive enthusiasts, trades and local decision-makers who engage and converse.

- **Predictable spikes:** Planned “race-week sprints” drive attention before, during and after events.

- Local relevance, national reach

3

## Digital Engagement

- **Campaign-grade content:** Pre-race teasers, race-day POV, results wrap and behind-the-scenes carousels co-branded and on-message.

- Monthly KPI pack and dashboard with post-level reach, ER, sessions and (where applicable) conversions.

4

## Hospitality Experiences

- Exclusive trackside access for your clients, employees, or partners. Meet the driver and experience the thrill of motorsport up close.

- Behind-the-scenes tours and exclusive access to paddock areas create unforgettable experiences for your stakeholders.

5

## B2B Networking Opportunities

- Access to paddock areas and opportunities to connect with other sponsors and business leaders.

- Forge valuable partnerships within the motorsport and business communities.

6

## Sponsorship

- Sponsorship can be classified as a business expense and deducted from taxable profits **if the sponsorship benefits the business directly.**

- Branding opportunities, such as placing logos on race cars, uniforms, or equipment.

- Increased visibility through marketing or public relations efforts tied to the sponsorship.



# SOCIAL CHANNELS

We operate across all major social channels during the motor sport season. With careful planning and execution, we develop brand messages and bring to life the world of motorsport. Its not all sugar coated we show the true grass roots experience

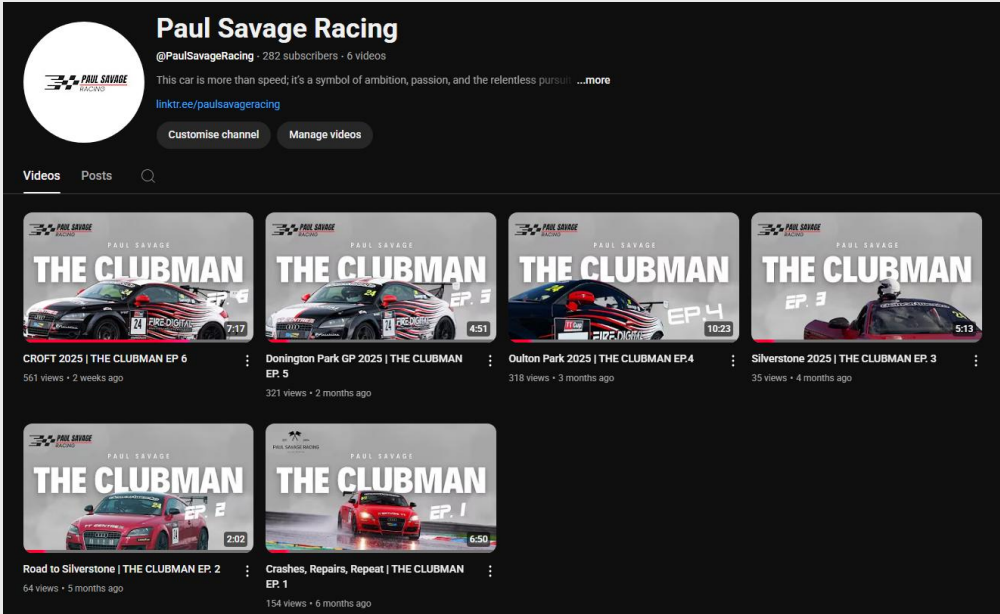
Results from 2025 social media campaign (Jan – August 2025)

Meta (Instagram + Facebook)	
Total Reach	38,142
Total Views	83,272
Total Interactions	1,321
Profile/Page Visits	1,502
Link Clicks	67

YouTube (Channel)	
Views	1,446
Watch time (hours)	28
Impressions	18,143
Weighted CTR (%)	1.80%

Link to all social media channels

<https://linktr.ee/paulsavageracing>



Published									
Scheduled Drafts Expiring Expired									
Post type Filter Clear Search by ID or caption 0 This year: 1 Jan 2025 - 20 Aug 2025 Columns									
Title	Date published	Status	Reach 0	Likes and reactions 0	Comments 0	Shares 0			
<input type="checkbox"/> What a weekend of racing! This weekend I took... Reel · — Paul Savage Racing	18 August 10:06	Boost	120	10	0	0			
<input type="checkbox"/> What a weekend of racing! This weekend I took... Reel · — paulsavageracing	18 August 10:06	Boost	306	34	2	2			
<input type="checkbox"/> NEWS! It's time for something slightly different... Photo · — paulsavageracing	13 August 09:59	Boost	84	16	0	0			
<input type="checkbox"/> NEWS! It's time for something slightly different... Photo · — Paul Savage Racing	13 August 09:59	Boost	214	5	0	2			
<input type="checkbox"/> Croft 2025 EP 6 Thanks to @revlensmedia for t... Photo · — paulsavageracing	31 July 14:57	Boost	172	16	1	2			
<input type="checkbox"/> Croft 2025 EP 6 Thanks to @revlensmedia for t... Photo · — Paul Savage Racing	31 July 14:57	Boost	26	3	0	1			
<input type="checkbox"/> Amazing reel from @revlensmedia following th... Reel · — paulsavageracing	19 July 20:40	Boost	229	23	2	2			
<input type="checkbox"/> Your reel Reel · — Paul Savage Racing	19 July 20:35	Boost	57	3	0	1			

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# THE CAR



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Our fully bespoke Audi TT race car is a powerful platform for brand visibility:

- **250 Horsepower**
- **Top Speed:** 120+ mph
- **Bespoke Branding Opportunities:**

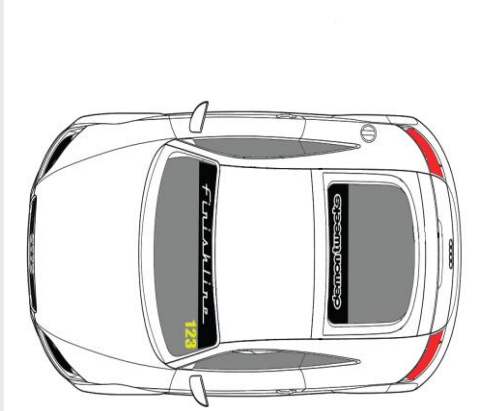
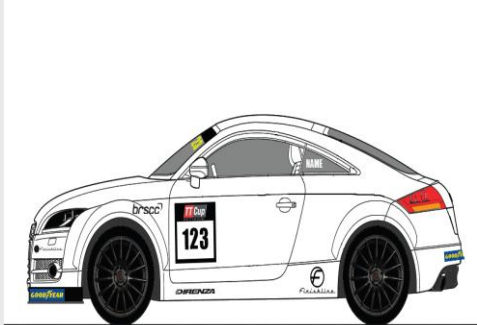
Full-body vinyl wraps, high-visibility areas such as the bonnet, side panels, and rear bumper, all designed to maximise sponsor exposure.

Your branding on the car will capture the attention of fans, photographers, and media outlets, ensuring a lasting impression.



# CAR BRANDING COSTS

Advertising Area	Branding	Social Content Deliverables	Description	Price (Per Season)
Starter Partner	2 x Secondary Decals	<ul style="list-style-type: none"><li>Ad hoc reels</li></ul>	Smaller stickers around roof / doors	£150
Supporting Partner	Front Wings	<ul style="list-style-type: none"><li>2 race weekend reels</li><li>Closing credits for YouTube channel</li></ul>	Strategic placement visible during turns and in-action shots.	£500
Associate Partner	Rear Bumper	<ul style="list-style-type: none"><li>4 race weekend reels</li><li>Closing credits for YouTube channel</li></ul>	Ideal for trailing car views and race overtakes, ensuring brand recall.	£1,000
Partner	Driver & Passenger doors	<ul style="list-style-type: none"><li>All race weekend reels</li><li>Bespoke credit within YouTube channel</li></ul>	High-visibility placement for fans, media, and trackside exposure.	£2,000
Key Partner	Car Bonnet	<ul style="list-style-type: none"><li>Pre Race reels</li><li>Race weekend reels</li><li>Post weekend media</li><li>Bespoke product linked YouTube episode</li></ul>	Dominant branding area, perfect for maximum impact in photos and media coverage.	£5,000
EXCLUSIVE PARTNER	TOTAL CAR (Except for series required decals)	<ul style="list-style-type: none"><li>Pre Race reels</li><li>Race weekend reels</li><li>Post weekend media</li><li>Bespoke product linked YouTube episode</li><li>Bespoke credit within YouTube channel</li></ul>	Exclusive branding with your logo and colours across the entire vehicle.	£10,000

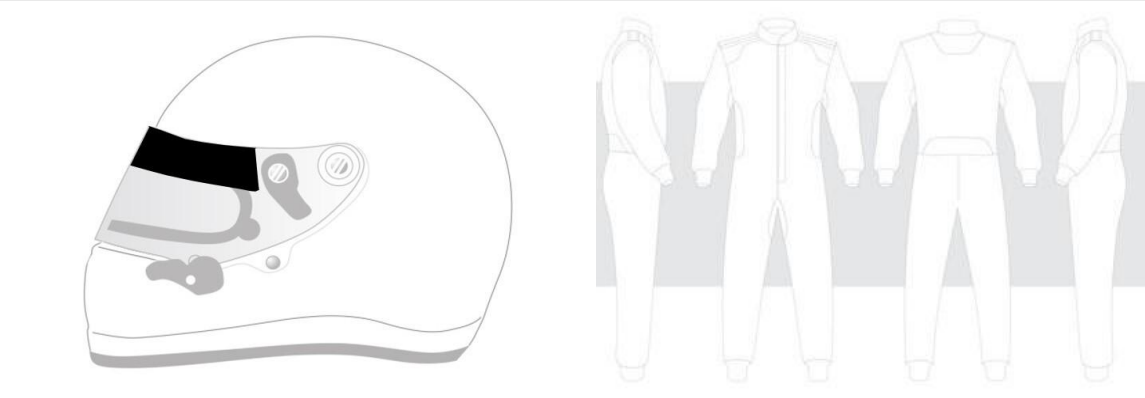




# RACING EQUIPMENT BRANDING COSTS

Each piece of racing gear provides unique opportunities for your brand to be showcased on the driver, creating high-impact, up-close visibility during races, media appearances, and fan interactions.

Asset	Placement	Deliverables	Price (Per Season)
Visor Branding	Helmet Visor	Photo Set & Reel inclusions	£500
Helmet (Top Design)	Left / Right + Rear of Helmet	Photo Set / Reel inclusions & featured in YouTube channel	£2,500
Race Suit	Chest & Arm of race suit	Photo Set / Reel inclusions & featured in YouTube channel	£2,500



## WHY ADVERTISE ON RACING GEAR?

- 1. **Up close brand visibility :** Racing gear provides intimate exposure to motorsport fans, photographers, and broadcast media
- 2. **Consistent Branding :** Gear branding complements car advertising for a cohesive presence
- 3. **Iconic Moments :** Helmets & Race suits are at the heart of every driver's story, giving your brand a place in unforgettable motorsport memories



**If you would like to promote your business, get in touch to discuss our 2026 packages**

**We look forward to working with you**

**Connect with me with the following links:**

**Email:** [paulsavageracing@outlook.com](mailto:paulsavageracing@outlook.com)

**Phone:** 07875 229944

**Website:** [www.paulsavageracing.com](http://www.paulsavageracing.com)

**Instagram:** [@paulsavageracing](https://www.instagram.com/paulsavageracing)

**Facebook:** [Paul Savage Racing](https://www.facebook.com/PaulSavageRacing)

**LinkedIn (Personal):** [Paul Savage](https://www.linkedin.com/in/paulsavage)

**LinkedIn (Paul Savage Racing):** [Paul Savage Racing](https://www.linkedin.com/company/paul-savage-racing)

**YouTube:** [Paul Savage Racing](https://www.youtube.com/channel/UCpaulsavageracing)

