

DRIVING WITH DAD

SIM RACING • GAMING • GEAR • COMMUNITY

*Helping older adults discover the excitement, connection and benefits of
gaming and sim racing.*

YOUTUBE

INSTAGRAM

TIKTOK

FACEBOOK

PATREON

**Presented by William Hargrove
Creator & Host, Driving With Dad USA**

drivingwithdadusa.com • youtube.com/@DRIVINGWITHDADUSA

THE DRIVING WITH DAD STORY

Driving With Dad is a creator-led sim-racing and gaming channel built around a simple idea: gaming is for every generation. William Hargrove brings an authentic senior perspective to racing, equipment, technology and online community—encouraging older adults to try something new while welcoming racing fans of all ages.

“Get online and race with Dad.”

WHY PARTNER WITH US

- **Authentic voice** — A real enthusiast sharing practical experiences, not a scripted corporate pitch.
- **Distinct audience position** — Senior gaming and sim racing is an underserved, growing conversation.
- **Multi-platform visibility** — One partnership can appear across video, short-form clips, social posts and member content.
- **Long-form trust** — Weekly programming creates room to demonstrate products and explain sponsor value.
- **Local and national fit** — Strong potential for Seattle-area businesses plus automotive, technology, gaming and lifestyle brands.

CONTENT YOUR BRAND CAN SUPPORT

Sim Racing	Race streams, driving challenges, setup tours and community race nights
Dad’s Gear Guide	Product demonstrations, practical reviews, accessory features and affiliate content
Community	Senior-gaming encouragement, behind-the-scenes updates and Patreon member experiences

MULTI-PLATFORM SPONSOR REACH

Your message can be adapted to the way people use each platform, creating repeated exposure without repeating the exact same content.

PLATFORM	CONTENT	SPONSOR OPPORTUNITY
YouTube	Weekly long-form videos, streams and Shorts	Opening/closing logo, verbal mention, product feature, links
Instagram	Reels, photos, Stories and updates	Tagged Reel, Story mention, product image, campaign link
TikTok	Short, energetic racing and gear clips	Branded short, product demonstration, call to action
Facebook	Videos, posts, community updates and links	Sponsor post, event promotion, local-business feature
Patreon	Bonus content, race dates and member community	Member offer, giveaway, sponsored race or bonus feature

CURRENT CHANNEL SNAPSHOT

Update these figures before sending the kit to a prospective sponsor.

YouTube	Instagram	TikTok	Facebook	Patreon
3,215 Subscribers	933 FOLLOWERS	1245 FOLLOWERS	545 FOLLOWERS	2 SUBS

IDEAL PARTNERS

Automotive businesses • sim-racing equipment • gaming hardware • computer and electronics retailers • senior-living and active-aging organizations • local restaurants and services • Seattle-area events • lifestyle brands

SPONSORSHIP OPPORTUNITIES

Packages can be customized around your campaign, product launch, event or target customer.

PACKAGE	RATE	BEST FOR	INCLUDES
LOCAL SUPPORTER	\$150 / YEAR	Seattle-area small businesses	Logo in opening and closing sponsor rotation of weekly YouTube program; sponsor credit in selected Shorts across YouTube, Instagram and TikTok; business link in sponsor page/listing.
FEATURED PARTNER	\$300 / QUARTER	Brands seeking recurring exposure	Everything in Local Supporter, plus one dedicated social feature per month; verbal YouTube thank-you; campaign link in selected descriptions; Facebook sponsor spotlight.
RACE / EPISODE PARTNER	FROM \$250	Events, launches and product promotions	Presented-by credit for one episode, stream or race; opening verbal mention; on-screen logo; closing call to action; coordinated social post; link placement.

CUSTOM CAMPAIGNS: Product reviews, giveaways, affiliate partnerships, sponsored race nights, event coverage and multi-month ambassador programs are quoted individually. Product reviews will reflect William's honest experience and clearly disclose sponsorships.

STANDARD PARTNER ASSETS

- Sponsor supplies a high-resolution logo, preferred website link and short business description.
- Driving With Dad confirms placement, campaign dates and the call to action before publication.
- Content may be adapted for each platform's format and audience.
- Performance recap available for qualifying featured campaigns upon request.

FOUNDING PARTNER OPPORTUNITIES AVAILABLE

WAYS WE CAN BRING YOUR BRAND TO LIFE

GEAR IN ACTION A practical product demonstration during a real sim-racing setup or driving session.	SPONSORED RACE NIGHT A branded community event with opening credit, social promotion and a clear sponsor message.
LOCAL BUSINESS SPOTLIGHT A short story about a Seattle-area business and why it supports Driving With Dad.	SENIOR GAMING STORY Mission-aligned content showing how technology and gaming can encourage activity and connection.
MEMBER BENEFIT A Patreon discount, giveaway or exclusive experience that rewards the core community.	MULTI-PLATFORM LAUNCH One campaign idea edited into YouTube, Instagram, TikTok and Facebook formats.

LET'S BUILD A PARTNERSHIP

Tell us what you want to promote, who you want to reach and when you want the campaign to run. We will recommend the best mix of video, social and community placements.

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DRIVING WITH DAD USA

SIM RACING FOR EVERY GENERATION

OPENING / START SCREEN EXAMPLE



A branded opening-screen example showing the Driving With Dad visual style and multi-platform community message.

SPONSOR END SCREEN EXAMPLE



Sponsor logo artwork is placed in the dedicated white display area for the closing recognition screen.