

Will Crewdson - Racing Driver 2024 Sponsorship Proposal

Partnership opportunities available for the upcoming 2024 season. Opportunities for on car branding, driver worn logos, corporate events and event tickets/ hospitality. Have your company seen on the UK's major circuits and across all aspects of media engagement. Working to create packages to meet your specific needs and budgets. I am looking to create a partnership that would be genuinely beneficial to your company.



- **On car branding**
- **Driver worn logos**
- **Social media coverage** - my business Instagram profile, @will.racer, has been live over the last year and in the 2023 season. This account has seen high levels of growth and interaction throughout the year, with individual posts having a reach of over 2.5k. The JSCC and Track Action have active and engaged profiles, with coverage helped by Motorsport UK and the BARC.
- Write/ front **Blogs** and **Social Media posts**, or taking part in events, photoshoots or advertisements etc.
- **Private company events.** I could offer the use of my own professional standard racing simulator, for use at company events, teambuilding or company competitions etc. (Rental for this can cost in the region of £1500-£2000).
- **Tax efficient support and donation** of a young racing driver at the start of his career in return for brand exposure, with sponsorship deductible for corporate tax purposes (now 25%) and in turn, shareholders would reduce liabilities for personal income tax (up to 45% savings - please take your own advice on this)

As an indicator of the amounts needed for driver sponsorship this year, each race costs in the region of £3500 (with 9 races this season). You may choose to work with me on a single race, in joint enterprise with another business, or if you feel able to act as an exclusive driver sponsor, you will have full and open access to all of these opportunities; I really am open to working with you in any way possible!

I am also hoping to take part in other racing events this year, including the British Schools Karting Championships and various online esports events in which your company will also be represented via driver sponsorship (you can even have a company branded esports car!)

I hope that you can see the potential in the valuable opportunity that this offers for your company, as well as helping to make a young drivers long held ambitions a reality by supporting me at the start of my career.

I really would be forever indebted for any support that you could offer.