



WELCOME TO

WXGP

EVENT OVERVIEW

The Water Cross Grand Prix (wXgp)

The wXgp is a high-energy, multi-day watercraft racing festival combining world-class jet ski competition, family entertainment, live music, and large-scale community engagement

Hosted at premier waterfront destinations, the wXgp blends professional racing, amateur divisions, The Equalizer slalom challenge, Corporate Challenge, and festival-style attractions—delivering an unforgettable spectator experience for all ages.



WHY PARTNER WITH THE WXGP?

The wXgp brings together elite athletes, passionate spectators, and a diverse community of watersport and motorsport enthusiasts. With extensive digital coverage, social media content, and broadcast reach, sponsors benefit from continuous visibility across multiple markets and channels.

01

A Festival for Everyone

Our spectator base spans ages 8 to 80, pulling families, lifelong motorsports fans, youth athletes, and adventure-seekers.

02

Premium Brand Exposure

Your brand is showcased across live events, livestreams, athlete content, festival zones, banners, podium ceremonies, and high-converting digital touchpoints.

03

Authentic Community Engagement

Sponsors connect directly with passionate fans who value high-performance brands, outdoor lifestyles, and action sports.

04

Massive Social & Livestream Reach

Our livestream audience grows every year, with viewers tuning in from across the U.S., Europe, Latin America, and Asia.



ATTENDANCE & AUDIENCE METRICS

On-Site Attendance (per event weekend)

- 3,000–20,000 total spectators
- 100+ racers & teams from across the country
- Family-heavy demographics—many spectators stay all day
- High engagement in vendor zones and viewing decks

Livestream Audience

- 5,000–60,000 LIVESTREAM views per weekend
- Average watch time: 14–22 minutes
- 40% of viewers return multiple times throughout the race weekend
- Strong international audience, giving sponsors global reach



3K-20K

Total Spectators

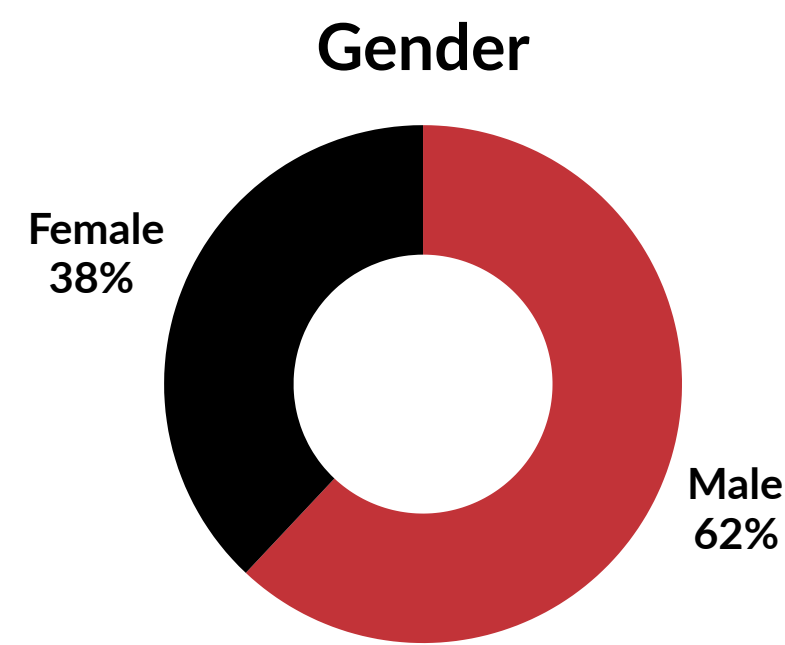
100+

Racers & Teams from
across the country

DEMOGRAPHICS SNAPSHOT

Fan Profile

- Action sports fans
- Jet ski owners & enthusiasts
- Off-road & marine lifestyle audience
- Families who enjoy outdoor festivals
- Travelers who support host cities with hotel, restaurant, and retail spending



Age Distribution	Percentage	Audience
Ages 8-17	18%	youth racers, families, young action-sports fans
Ages 18-34	32%	core motorsports demographic, active lifestyle)
Ages 35-54	34%	family decision-makers, higher disposable income
Ages 55-80	16%	long-time motorsport enthusiasts, grandparents attending with families



SPONSORSHIP BENEFITS

Partnering with our wXgp Race Series provides brands with high-impact visibility, dynamic audience engagement, and meaningful community activation. Sponsors gain prominent logo placement across race vessels, rider gear, event signage, and digital media, ensuring continuous exposure throughout the season. Customized marketing integrations—including social media features, promotional content, and on-site announcements—strengthen brand recognition and reach a passionate, growing fan base.

Brand Placement

- Course buoys, arches, and finish line banners
- On-ski branding opportunities
- Stage & podium signage
- Festival entry gates and barricades
- Logo placement on livestream graphics and highlight reels

Activation Opportunities

- Product displays
- Corporate Challenge Event, Demo rides & test-drive zones
- Booth space in the vendor village
- Naming rights for race classes or special events (e.g. “The Equalizer Presented by”)

Media Impact

- Professionally produced livestream, on-board POV, Racer Interviews
- Post-event recap video featuring sponsor highlights
- Athlete social media integration
- Press releases and regional news features

POTENTIAL ROI FOR SPONSORS

Sponsoring the wXgp Series delivers measurable ROI through increased brand visibility, audience engagement, and sales opportunities. High-frequency logo exposure across race assets, media coverage, and social platforms drives stronger brand recall and customer awareness. Digital integrations—including targeted content, athlete partnerships, and livestream mentions—provide trackable impressions and engagement metrics.



Brand Exposure ROI

- Tens of thousands of live & digital impressions
- On-site signage seen repeatedly during multi-day festival
- Long-tail exposure through social media, photos, and highlight videos

Consumer Engagement ROI

- High foot traffic through vendor zones
- Direct interaction with target demographics
- Strong conversion potential for lifestyle, powersports, marine, and outdoor brands

Digital Reach ROI

- Stream overlays and commentary callouts
- Product placement in livestream camera zones
- Sponsorship integration into race results, shared widely online

Hospitality ROI

- VIP seating, team meet-and-greets, hospitality tents
- Client entertainment in a premium festival environment

Sales & Lead Generation

- Test-ride activations convert strongly for powersports and marine brands
- Event sampling opportunities for beverage, food, and lifestyle sponsors
- QR-code consumer capture opportunities at all activation points



SPONSORSHIP LEVELS

TITLE SPONSOR \$25,000 +

- Naming rights: "The wXgp Presented by _____"
- Premier signage, livestream dominance, largest activation footprint
- Full exclusivity in category, listed as Title Sponsor on Website, and Social Media posts
- Title Sponsor recognition at all events, including LiveStream and Broadcasts
- (1) 30'x30' Premium Vendor Spot at all Events.
- Exclusive access to all electronic analytics including email addresses.
- Up to 10 VIP Wristbands per event.
- Exclusive Corporate Challenge
- 2 year commitment
- Up to 12 Social Media Tags per month-0[
- Sponsor recognition at all events, including LiveStream and Broadcasts
- (1) 10'x20' Premium Vendor Spot at all Events.
- Access to a Recap of event analytics.
- Up to 6 VIP Wristbands per event.
- 2 year commitment
- Up to 6 Social Media Tags per month

SILVER SPONSOR \$5,000

- s to a Recap of event analytics.
- Up to 4 VIP Wristbands per event.
- 2 year commitment
- Up to 4 Social Media Tags per month

BRONZE SPONSOR \$500 +

- Entry-level exposure for local businesses
- Logo on website, flyers, and festival map
- Sponsor recognition at all events, including LiveStream and Broadcasts
- (1) 10'x10' Vendor Spot at all Events.
- Access to a Recap of event analytics.
- Up to 2 Wristbands per event.
- 2 year commitment
- Up to 2 Social Media Tags per monthVendor space, shoreline banners, logo in livestream lower thirds
- listed as Sponsor on Website, and Social Media posts
- Sponsor recognition at all events, including LiveStream and Broadcasts
- (1) 10'x20' Premium Vendor Spot at all Events.

WHY NOW?

The wXgp is the culmination of what is possible in the Outdoor Entertainment Space!

wXgp racing, Equalizer, Super Course, Cardboard Regatta, and Outdoor Festivals Lifestyle Marketing come together in this 3 Round Series, partnering with Local Community Events puts the racing in front of 5-20k people spectating, and will become a destination/don't miss for Outdoor event participants and their families!

wXgp enables you to Utilize cross-segment promotions to reach and attract new eyeballs and new customers in a scalable fashion designed to reach the enthusiast consumer and broader market!

Market Online, streaming, physical activation, signage, experiences, email lists, media, imagery, social media, website traffic, commercials, sponsorship, print materials, and more!

Sell Put the customer in your world. Make it personal. Make it unique. Be a part of the Vendor Village which is the hub of all event activity. Get creative with us on how you want to sell products.

- Expanded race locations
- Increasing rider participation
- Rising livestream numbers
- Strong community and city partnerships

Your brand can lock in early while the festival continues scaling into a **nationally recognized watercraft racing series.**





LET'S BUILD SOMETHING BIG TOGETHER

We invite you to become a founding force behind the wXgp, helping us deliver world-class racing, family entertainment, and economic impact to host cities—while positioning your brand at the center of the action.

Let's talk about the perfect sponsorship fit for your goals.

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