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CERTIFICATE OF COMPLETION

This certifies that

Erin R. Uken

has achieved exceptional performance in

Motorsports Marketing & Partnerships

The recipient has consistently demonstrated excellence in fulfilling all coursework and assignments, thereby earning this distinction.

Issued on 1st April, 2025

Roman Peskin,

CFO

Guido Hakkenberg, Instructor

Guido Hakkenberg





TARGET AUDIENCE ANALYSIS

ASSIGNMENT #01

By: Erin Uken

DUE DATE:

20 January, 11:59 PM GMT

GRADE:

10 points

TARGET AUDIENCE ANALYSIS

GOAL

Conduct a Target Audience Analysis for a chosen motorsports entity (team, series, driver, etc.).

DESCRIPTION

Entity Selection: Choose a motorsports entity (existing or hypothetical) that interests you. This could be a race team, a driver, a racing series, a manufacturer, or even a new motorsports technology company

Target Audience Analysis: Conduct a thorough analysis of your chosen entity's target audience. Consider demographics, psychographics, media consumption habits, and motorsports interests.

Competitive Landscape: Research and identify your entity's key competitors within the motorsports industry. Analyze their brand strategies and messaging to understand their strengths and weaknesses.

SUBMISSION

Use the provided template in Google Classroom to complete your assignment.





UNLIMITED OFF-ROAD RACING

Unlimited Off-Road Racing is an extreme motorsports entity that pushes the limits of performance and endurance on rugged terrains. It represents the pinnacle of off-road motorsports, offering a stimulating mix of high-speed desert runs, rock crawling, and technical driving. Its appeal lies in the combination of skill, cutting-edge technology, and the rugged beauty of the natural landscapes where races occur. This entity provides a compelling opportunity to explore motorsports marketing and partnerships in a highly specialized niche.

Unlimited Off-Road Racing is a cornerstone of the off-road motorsports community, attracting a dedicated fanbase and industry attention. It is relevant to motorsports marketing because it connects with audiences who value adventure, innovation, and the adrenaline of extreme sports. The entity's emphasis on individual and team performance, alongside its partnerships with vehicle manufacturers and gear brands, makes it an ideal case study for motorsports marketing strategies. With the growing popularity of off-road vehicles and outdoor recreation, Unlimited Off-Road Racing aligns with emerging consumer interests.





DEMOGRAPHICS

- <u>Age</u>: The primary audience ranges from 25 to 54 years old, encompassing young professionals, adventure enthusiasts, and families who participate in or spectate off-road events.
- Gender: The audience is predominantly male (70%), though female fans and participants are a growing segment, driven by increasing inclusivity in off-road sports.
- <u>Income</u>: Middle- to upper-income households (\$60,000–\$120,000 annually) form the core audience. This demographic can afford off-road vehicles, accessories, and event attendance.
- <u>Location</u>: Fans are typically based in regions with access to outdoor recreation, such as the southwestern United States (e.g., Arizona, Nevada, California, and Mexico), but there is also strong interest in rural and suburban areas nationwide.
- <u>Education/Occupation</u>: The audience often includes blue-collar professionals, outdoor industry workers, and technology enthusiasts with a passion for engineering and mechanics.

Insert text...

TARGET AUDIENCE ANALYSIS



PSYCHOGRAPHICS

- Interests: Fans are drawn to off-road racing, vehicle customization, outdoor adventures, and motorsports-related content. They often engage in hands-on hobbies like modifying vehicles or participating in off-road excursions.
- Values: The audience emphasizes freedom, resilience, and innovation. They value the challenge of overcoming obstacles and pushing the limits of both man and machine.
- <u>Lifestyles</u>: Fans are likely to own off-road vehicles, participate in outdoor recreation, and prioritize experiences like road trips, camping, and attending motorsports events.
- <u>Personalities</u>: They are adventurous, resourceful, and competitive, with a penchant for problem-solving and tackling extreme challenges.



TARGET AUDIENCE ANALYSIS



MEDIA CONSUMPTION HABITS



- <u>Traditional Media</u>: Fans follow motorsports segments on TV networks like ESPN or specialty channels covering outdoor sports. They also read niche publications like "Off-Road Magazine."
- Social Media Platforms: YouTube is the leading platform for race highlights, how-to videos, and vehicle technical breakdowns.

 Instagram showcases stunning event visuals, while TikTok appeals to younger fans with action-packed clips.
- Streaming Platforms: Fans often watch live streams of events on platforms like Facebook Live or YouTube Live. Interactive content, such as Q&A sessions or behind-the-scenes coverage, is also popular.
- Online Communities: Forums like "Pirate 4x4" and Facebook groups dedicated to off-road racing provide spaces for fans to connect, share advice, and discuss events.





MOTORSPORTS INTERESTS

Racing Series Preferences:

Fans of Unlimited Off-Road Racing are highly likely to follow related series such as Ultra4 Racing, King of the Hammers, and SCORE International. Their interest may also extend to adjacent motorsports disciplines that share elements of competition, technical skill, and outdoor appeal, including:

- Motocross (MX): Both off-road racing and motocross feature rugged terrains and technical driving, making this a natural overlap. Events like AMA Supercross attract fans who enjoy high-speed action in challenging conditions.
- **BMX Racing:** Though less motorized, BMX's emphasis on agility, jumps, and competition often appeals to the same younger, adventurous demographic.
 - NASCAR: Some off-road racing fans appreciate NASCAR's high-speed oval racing for its accessibility and entertainment value. However, the crossover is usually with fans who enjoy motorsports in general rather than the niche, outdoor adventure aspect of off-road racing.
 - Rally Racing (e.g., WRC, Dakar Rally): Rally racing's emphasis on endurance, navigation, and performance over diverse terrains makes it a close cousin to off-road racing. Events like the Dakar Rally and Baja 1000 share many fan interests.
- <u>Drag Racing:</u> Fans may also be interested in drag racing for its focus on high-speed thrills and vehicle performance.







TARGET AUDIENCE ANALYSIS

MOTORSPORTS INTERESTS CONTINUED

• Team Loyalty:

Fans tend to gravitate toward drivers or teams with dynamic personalities, compelling stories, or impressive technical skill. These qualities often create emotional connections and loyalty. Cross-promotion between disciplines, such as motocross athletes attending off-road races or vice versa, can increase interest in both sports.

• Event Types:

The audience enjoys outdoor and action-packed events. They often attend or watch:

- Multi-discipline events: Races like the X Games combine motorsports and extreme sports, appealing to those who enjoy a variety of competitions.
- **Local meets:** Smaller off-road or motocross events offer an accessible and community-oriented experience, fostering a sense of belonging.
- Online competitions and streaming: Fans are increasingly consuming esports versions of motorsports, including simulated off-road racing games.

COMPETITIVE LANDSCAPE

COMPETITOR	KEY FEATURES / STRENGTHS	BRAND STRATEGY
SCORE International	Organizers of the iconic Baja 1000 and other desert races.	Promotes the prestige and legacy of its events, emphasizing adventure.
Best in the Desert	Hosts many off-road events, including motorcycles, trucks, and UTVs.	Highlights accessibility and inclusivity, catering to both amateurs and pros.





Thank you





DEVELOP A BRAND STRATEGY & IDENTITY

ASSIGNMENT #02

By: Erin Uken

DUE DATE:

22 January, 11:59 PM GMT

GRADE:

20 points

DEVELOP A BRAND STRATEGY & IDENTITY

Develop a comprehensive brand strategy and identity for a chosen motorsports entity (team, series, driver, etc.). Through this process, you will gain a strong understanding of brand positioning, target audience analysis, and how these elements work together to create a successful brand in the motorsports industry.

DESCRIPTION

Use your chosen motorsports entity and target analysis from Assignment #1 to complete the following.

Brand Positioning: Develop a clear and concise brand positioning statement that defines your entity's unique value proposition within the motorsports market. This statement should communicate what sets your entity apart and why it resonates with the target audience.

Brand Identity Elements: Develop the core elements of your entity's brand identity. **Include the following elements:**

- Brand Name & Logo: Evaluate the existing name and logo (if applicable) or create new ones
 that are memorable, visually appealing, and aligned with your brand positioning.
- **Brand Voice & Tone:** Define the personality and communication style your entity will use in all marketing materials and interactions with the audience.
- Brand Messaging: Craft key messages that effectively communicate your brand's value proposition and resonate with the target audience.
- **Visual Identity:** Develop a visual identity that includes colors, fonts, and imagery that consistently represent your brand across all platforms.





IRONCLAD OFF-ROAD: POWER, UNITY, INNOVATION, ADVENTURE, UNSTOPPABLE.

Ironclad Off-Road is the definitive proving ground where courage, innovation, and grit converge to redefine the limits of off-road motorsports. As the premier destination for off-road enthusiasts, we deliver electrifying experiences that embody power, unity, and adventure, pushing the boundaries of man, machine, and nature on the world's most unforgiving terrains.

Built to endure and driven by an unstoppable spirit, Ironclad Off-Road unites a fearless community of adventurers, creators, and competitors. From cutting-edge technology to heart-pounding competitions, we inspire resilience, foster camaraderie, and celebrate the relentless pursuit of the extraordinary—on the track, in the garage, and at the trailhead.







The name *Unlimited Off-Road Racing* was introduced just two years ago with the intent to convey boundless possibilities. However, its association with the 1980s and 1990s cultural trends—where terms like "unlimited" and "ultimate" were heavily popularized in music, entertainment, and branding—makes it feel outdated in today's competitive motorsports industry. While the name aims to be aspirational, it lacks the distinctive and memorable quality needed to resonate with a modern audience. Additionally, "unlimited" feels overly generic, failing to reflect the unique traits of off-road racing, such as strength, resilience, and the ability to endure extreme challenges.

By rebranding to **Ironclad Off-Road**, the association gains a timeless and contemporary identity that aligns with today's values of durability, adventure, and pushing limits. *Ironclad* evokes power and strength, qualities that appeal to existing fans while also attracting new audiences who value boldness and innovation. Its adaptability allows inclusivity, uniting drivers, fans, and sponsors under a cohesive and inspiring banner. Furthermore, the versatility of the name supports expansion into new formats, partnerships, and off-road experiences, all while preserving the rugged essence that defines the sport. The accompanying logo and color palette reinforce these themes, creating a visual identity that is both modern and enduring.







Design Elements:

- A shield or emblem to symbolize strength and durability.
- Stylized tire tracks or rugged terrain integrated into the design.
- A modern, bold font with metallic textures to reinforce the "ironclad" theme.

Color Palette:

- Vibrant Green (#52C256): Represents energy, nature, and resilience.
- Electric Blue (#3AAED8): Conveys innovation, excitement, and high performance.
- Steel Gray (#6E6E6E): A solid, industrial tone reflecting strength and durability.
- Charcoal Black (#2E2E2E): Adds a sleek, modern edge to the palette.
- Neutral Beige (#EAE7DC): A subtle background tone contrasting with bold color





The brand voice of **Ironclad Off-Road** is strong, inspiring, and authentic, embodying the relentless energy and adventurous spirit of off-road racing. It highlights innovation and unity, speaking to fans as fellow trailblazers and sponsors as trusted partners in pushing boundaries and achieving greatness. The tone is energizing, relatable, and inclusive for fans, fostering camaraderie and a shared sense of adventure. For sponsors, it is professional, empowering, and forward-thinking, emphasizing mutual growth and the opportunity to connect with a fearless, dedicated audience.



BRAND VOICE & TONE



Brand Personality and Communication Style:

The personality of **Ironclad Off-Road** is bold, fearless, and authentic, embodying the relentless energy of off-road racing. Its communication style is dynamic and engaging, striking a balance between inspiring adventure, fostering unity, and showcasing cutting-edge innovation. Marketing materials and interactions reflect these traits with language that is energizing and relatable for fans, empowering and aspirational for racers, and professional yet forward-thinking for sponsors.

For Fans (Community and Connection):

"Ironclad Off-Road speaks to your adventurous spirit with energy and inclusivity, creating a home for fearless explorers and thrill-seekers. Every race isn't just a challenge—it's a celebration of grit, resilience, and camaraderie, inspiring you to join a passionate community that thrives on conquering the wild."

For Racers (Unstoppable Spirit):

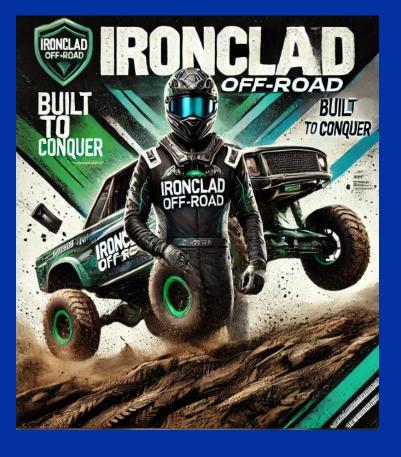
"Our communication style is direct and empowering, motivating racers to embrace the boldest challenges. Ironclad Off-Road is the ultimate proving ground for those ready to push boundaries, innovate under pressure, and leave their mark on unforgiving terrains. It's not just a race—it's your stage to define greatness."

For Sponsors (Collaborative Growth):

"Professional and visionary, our communication emphasizes mutual growth and opportunity. Partner with Ironclad Off-Road to connect with a fearless, dedicated audience that thrives on power, performance, and resilience. Together, we drive innovation and success, turning bold ambition into extraordinary results."







The visual identity of **Ironclad Off-Road** embodies boldness, energy, and the essence of the rugged off-road experience. Typography is a cornerstone of the brand's look, with headlines using strong, industrial sans-serif fonts like **Exo** or **Eurostile** to exude power and durability. Supporting text employs sleek, modern sans-serif fonts such as **Roboto** or **Open Sans** for clarity, professionalism, and approachability across all platforms.

Imagery captures the raw thrill and intensity of off-road racing, featuring action-packed shots of vehicles plowing through mud, climbing rocky terrains, and dominating expansive dunes. Close-ups emphasize dynamic details like flying dirt, tire tracks, and racers in the heat of competition, immersing viewers in the heart-pounding moments that define the sport.

The graphic style integrates bold geometric shapes, inspired by shields and emblems, to symbolize strength and resilience. Textures such as steel finishes and tire imprints provide a tactile quality that reinforces the brand's adventurous and unstoppable persona. Together, these elements create a cohesive, striking identity that reflects **Ironclad Off-Road's** fearless and innovative spirit.

VISUAL IDENTITY





MOTORSPORTS MARKETING STRATEGY

ASSIGNMENT #03

MOTORSPORTS MARKETING STRATEGY

GOAL

Develop a comprehensive marketing strategy for a chosen motorsports entity (team, series, driver, etc.). Through this process, you will gain a solid understanding of the marketing principles specific to the motorsports industry, allowing you to create a targeted and effective campaign.

DESCRIPTION

Use your chosen motorsports entity and target audience analysis to complete the following for your marketing strategy.

Marketing Objectives: Define clear and measurable marketing objectives for your chosen entity. These objectives could focus on brand awareness, fan engagement, sponsorship acquisition, ticket sales, or merchandise sales.

DUE DATE:

29 January, 11:59 PM GMT

GRADE:

20 points



ASSIGNMENT #03

Erin Uken

DUE DATE:

29 January, 11:59 PM GMT

GRADE:

20 points

MOTORSPORTS MARKETING STRATEGY

Marketing Mix (4Ps): Develop a well-defined marketing mix strategy outlining the following elements:

- Product/Service: Analyze the unique selling proposition of your chosen entity and how it benefits the target audience.
- Price: Consider pricing strategies for tickets, merchandise, or any other relevant offerings. (This may not apply to all entities).
- Place: Determine the most effective channels for reaching your target audience. This could include social media platforms, traditional media outlets, event activations, or partnerships with other brands.
- Promotion: Develop a creative and targeted promotional strategy. This might involve content marketing, influencer marketing, public relations activities, or advertising campaigns.

Metrics & Evaluation: Define key performance indicators (KPIs) to measure the success of your marketing strategy. These KPIs should be directly tied to your established marketing objectives.





INCREASE BRAND AWARENESS

Achieve a 25% increase in social media reach (followers, impressions, and shares) within the next 12 months by leveraging diverse content strategies, including AR-enhanced posts, live-action videos, and influencer collaborations.

ENHANCE FAN ENGAGEMENT

Boost fan interaction on digital platforms by 20% over the next year through interactive AR/VR experiences, live pit action, driver cams, behind-the-scenes content, and gamified challenges (e.g., virtual races or trivia competitions).



DRIVE SPONSORSHIP ACQUISITION

Secure three new brand sponsors by the end of Q3, emphasizing collaborations with outdoor, tech, and lifestyle companies through co-branded events, digital campaigns, and shared community engagement initiatives.

EXPAND VIRTUAL AUDIENCE

Launch a virtual vendor row by Q2, creating a digital marketplace with AR-based experiences and live-streamed content to engage global fans unable to attend in person.

GROW EVENT ATTENDANCE

Increase in-person attendance by 15% for marquee events in the next season by offering tiered ticket pricing, immersive fan zones, and exclusive behind-the-scenes experiences.





UNIQUE SELLING PROPOSITION (USP)

Ironclad Off-Road stands apart as the premier destination for off-road motorsports by merging cutting-edge technology, adrenaline-fueled events, and community-driven innovation. Unlike competitors such as SCORE International or Best in the Desert, Ironclad embraces the future of motorsports by integrating AR/VR into fan experiences, gamified challenges, and live-action driver perspectives.

APPEAL TO TARGET AUDIENCE

- **Innovation**: From augmented reality pit tours to live-action driver cams, Ironclad leads in immersive experiences.
- **Community Connection**: We build lasting relationships with fans through engaging storytelling and a shared spirit of adventure.
- **Future-Focused**: Expanding into motorsports gaming and esports, Ironclad fosters connections with the next generation of fans.
- Unyielding Adventure: Our rugged terrains and events challenge competitors, inspire fans, and redefine motorsport limits.



GENERAL ADMISSION (\$50-\$80)

- Offers access to core race experiences, fan zones, and vendor areas.
- Pricing reflects affordability for middle-income families while maintaining event exclusivity.

ADDRESSING FREE ADMISSION EXPECTATIONS

- Offer select free-access zones at events to honor the tradition of free attendance. Premium areas like closer seating, shaded zones, or enhanced viewing areas will be available at a fee, emphasizing the added value of the paid experience.
- Include free off-road vehicle showcases, tech demos, and sponsor booths to attract fans while maintaining engagement with those who prefer free experiences.

VIP EXPERIENCES (\$150-\$200)

- Includes perks like pit access, meet-and-greets with drivers, priority seating, and exclusive branded merchandise.
- Tailored to appeal to high-income households and corporate guests seeking premium engagement.



VIRTUAL ACCESS PACKAGES

- Basic Stream Access (\$15/event): Includes live race coverage and limited behind-the-scenes footage.
- Premium Virtual Pass (\$40/event): Features interactive AR/VR experiences, exclusive driver interviews, and customizable camera views.
- Designed for remote fans and tech-savvy audiences who value immersive experiences

COMMUNITY EVENTS AND FREE ACTIVITIES

• Host smaller-scale community events or non-race fan meetups that remain free to build goodwill with fans accustomed to free admission.



MERCHANDISE

- Branded items like t-shirts (\$25), caps (\$20), premium jackets (\$80-\$100), and collectible posters (\$15).
- Special edition items tied to key events or racers (e.g., signed memorabilia or limited-run designs).
- Digital Intellectual Property: Offer downloadable wallpapers, themed mobile ringtones, and exclusive Ironclad-inspired digital art for a nominal fee or as part of merchandise bundles.
- Merchandise sales are available both on-site and online, with online-exclusive bundles including discount codes for future events or virtual experiences.



SOCIAL MEDIA PLATFORMS

- **YouTube**: High-quality race highlights, "day in the life" videos of drivers, and behind-the-scenes tech breakdowns for tech enthusiasts and younger fans.
- **Instagram**: Stunning event visuals, short action-packed reels, and lifestyle content tailored to adventurous 25-35-year-olds.
- **TikTok**: Bite-sized race clips, trends, and challenges to attract fans under 25.
- **Facebook**: Community-building posts, event announcements, and family-focused content for older demographics.





STREAMING SERVICES

- Live broadcasts through YouTube Live, Facebook Live, podcasts and strategic partnerships with platforms like ESPN+.
- Targeted to fans seeking seamless, high-definition coverage with minimal barriers.

TRADITIONAL MEDIA

• TV segments on Fox Sports and ESPN, alongside niche features in publications like "Off-Road Magazine."

EVENT ACTIVATIONS

- Interactive AR/VR zones that let fans explore pit areas and track action virtually.
- Pre-event fan engagement through community races, giveaways, and local partnerships.



BRAND PARTNERSHIPS

- Collaborations with outdoor, tech, and energy drink companies to create co-branded experiences.
- Strategic alignment with partners like GoPro, BF Goodrich, Ironman or Schmidty Racing Suspension to deepen authenticity and reach.

DIGITAL ENHANCEMENTS

• Virtual vendor rows during races, offering exclusive merchandise and AR-enabled product demos.



CONTENT MARKETING

- Weekly race breakdowns and "Build Stories" highlighting vehicle customization.
- Features on drivers' journeys, showcasing resilience and innovation.

INFLUENCER MARKETING

- Partnerships with off-road YouTubers, Instagram adventurers, and TikTok creators.
- Targeted campaigns emphasizing authenticity and behind-the-scenes access.



PUBLIC RELATIONS

- Press events that bring media into the action, including driver Q&As and behind-the-scenes tours.
- Feature pieces on Ironclad in adventure and motorsports magazines.

ADVERTISING CAMPAIGNS

- Geo-targeted campaigns on social media to drive event attendance.
- Highlight virtual access packages through immersive video teasers.
- Cross-Promotional Partnerships: Collaborate with lifestyle and outdoor brands for joint advertising efforts, giveaways, and bundled event promotions.
- **Behind-the-Scenes Docuseries**: Develop a multi-episode online documentary showcasing the passion, preparation, and innovation behind Ironclad Off-Road events, distributed via YouTube and streaming platforms.



PROMOTIONAL EVENTS & ENGAGEMENT ACTIVITIES

- **Giveaways & Contests:** Limited-edition merchandise, VIP experiences, and race-day upgrades.
- Early Ticket Sales & Discounts: Special pricing for pre-sale purchases, offering exclusive fan perks.
- Interactive Experiences: Fan meet-and-greets, live Q&A sessions with drivers, and pit tours.
- Gamification for Younger Audiences (21-30 Age Group)
 - Online **Off-Road Racing Jeopardy**, allows fans to test their motorsports knowledge and compete for prizes.
 - Mobile app-based trivia and scavenger hunts at live events, encouraging engagement and brand immersion.
 - Social media challenges with interactive storytelling elements to deepen fan connection.



HIGHLIGHTING THE ADDITIONAL 3 PS OF THE MODERN MARKETING MIX

PEOPLE

- Fans: Core to the brand—surveys and AR-enhanced activations inform future innovations.
- Staff and Volunteers: Trained to deliver energetic, inclusive experiences on-site and virtually.
- **Drivers and Teams**: Central to promotional storytelling, offering personal perspectives and live insights.

PROCESS

- Streamlined digital ticket sales, AR/VR experience registrations, and VIP packages.
- Detailed operational planning to ensure smooth execution of events and virtual offerings.

PHYSICAL EVIDENCE

- Immersive branding with AR displays, dynamic race visuals, and bold merchandise.
- Consistent online aesthetics—from a sleek website to branded social media assets—enhancing professionalism.



BRAND AWARENESS

- Increase social media followers by 25% and engagement (likes, shares, and comments) by 30%.
- Achieve 500,000+ impressions per month across social platforms.
- Increase website traffic by 40%, measuring unique visitors, session duration, and bounce rate.

FAN ENGAGEMENT

- AR/VR activations: Target 30% user participation at events and online.
- Gamification (Off-Road Racing Jeopardy): Achieve 50,000+ monthly participants.
- Content metrics: Increase video completion rates by 20% and post engagement by 25%.



SPONSORSHIP ACQUISITION

- Secure 3-5 new brand sponsors per season.
- Increase sponsorship revenue by at least 15% year-over-year.
- Develop at least **two co-branded promotional campaigns** with partners per season.

EVENT METRICS

- Achieve 15% increase in live event attendance compared to the previous year.
- Virtual participation: Grow digital ticket sales by 20% and maintain 80%+ satisfaction rate (survey-based).
- Early ticket sales: Achieve 50% sell-through of VIP packages before general release



REVENUE GROWTH

- Merchandise sales: Increase by 25% year-over-year, including on-site, online, and exclusive digital IP (wallpapers, ringtones, etc.).
- Virtual access purchases: Achieve a 20% adoption rate among digital viewers.
- Promotional giveaways: Convert at least 10% of giveaway participants into paying customers.



THANK YOU



IRONCLAD OFF-ROAD presents:

NIANTIC SPONSORSHIP PROPOSAL

Presenter: Erin Uken

Due Date: 12 February, 11:59 PM GMT

Grade: 15 Points

Section 1

The Strategic Partnership Overview



Introduction to Ironclad Off-Road and Niantic

Strategic Collaboration Benefits

The partnership between Ironclad Off-Road and Niantic aims to merge thrilling off-road experiences with innovative AR technology, enhancing fan engagement and expanding market reach in both motorsports and interactive gaming sectors.

Objectives of the Sponsorship



Maximizing Fan Experience

The partnership aims to create unparalleled fan experiences through immersive AR technology, transforming traditional events into interactive adventures that captivate and engage attendees at Ironclad Off-Road events.



Innovative Revenue Streams

By integrating digital rewards and exclusive collectibles, the sponsorship seeks to drive merchandise sales and enhance overall revenue, ensuring financial growth while maintaining high fan engagement levels.



Strengthening Brand Presence

The collaboration is designed to elevate both brands' visibility within the off-road and gaming communities, leveraging unique marketing opportunities to reach and resonate with targeted demographics effectively.

Benefits for Niantic

01

03

Market Expansion Opportunities

Interactive AR experiences at

The partnership positions Niantic as a leader in merging technology with adventure, reinforcing its brand narrative of exploration and discovery in

gaming.

Innovative Brand Positioning

Collaborating with Ironclad Off-Road allows Niantic to tap into the lucrative off-road motorsports market, reaching tech-savvy adventure enthusiasts.

Enhanced User Engagement

events will deepen fan interaction, fostering loyalty and encouraging ongoing participation in Niantic's gaming

ecosystem.

Benefits for Ironclad Off-Road

Expanded Audience Reach

The partnership with Niantic will enable Ironclad Off-Road to engage a diverse audience, including tech enthusiasts and younger demographics, through innovative marketing and interactive experiences.

Enhanced Event Experiences

By incorporating AR technology, Ironclad can transform traditional events into immersive experiences, fostering deeper connections with fans and encouraging active participation in off-road activities.



Executive Summary

Ironclad Off-Road is the definitive proving ground where courage, innovation, and grit converge to redefine the limits of off-road motorsports. As the premier destination for off-road enthusiasts, we deliver electrifying experiences that embody power, unity, and adventure, pushing the boundaries of man, machine, and nature on the world's most unforgiving terrains.

By partnering with Ironclad Off-Road, Niantic will expand its audience into the booming motorsports and adventure tourism markets, driving engagement through location-based gaming and interactive AR activations. This partnership presents an unparalleled opportunity to bridge the gap between immersive digital technology and high-energy real-world competition.

Introduction

Ironclad Off-Road has built a reputation for high-energy racing events that attract a passionate fanbase of adventure enthusiasts. Our events push the boundaries of motorsports, combining adrenaline-fueled competition with cutting-edge technology. With a growing audience and expanding digital presence, Ironclad is the ideal partner for Niantic to showcase its AR capabilities in a dynamic, real-world setting.

Brand Identity

- Core Values: Power, Unity, Innovation, Adventure, Unstoppable.
- Brand Voice: Strong, inspiring, and authentic, fostering camaraderie and excitement.
- Visual Identity: A bold combination of rugged textures, geometric elements, and dynamic imagery reflecting off-road adrenaline.

Section 2

The Target Audience and Market Potential



Demographics of Ironclad Off-Road Fans

01

Male Dominance in Audience

Approximately 70% of Ironclad Off-Road fans are male, indicating a strong male presence while also highlighting a growing interest among female participants.

02

Core Age Group Focus

The primary audience is aged 25 to 65, representing young adults and mid-career professionals, and retirees with disposable income for off-road activities.

03

Financial Capability Insights

Fans typically earn between \$60,000 and \$120,000 annually, allowing for discretionary spending on off-road vehicles, events, and related products.



Psychographics and Engagement Patterns

Adventure-Driven Engagement

Ironclad Off-Road fans are motivated by a desire for adventure and community. They actively seek immersive experiences that blend their passion for off-roading with innovative technologies and enhance their connection to the brand and each other.

Alignment with Niantic's Audience



Shared Adventure Vision

Both Ironclad Off-Road and Niantic prioritize adventure and exploration, creating a unique synergy that appeals to audiences seeking immersive experiences in both physical and digital realms.



Demographic Synergy

The overlapping demographics of Ironclad's and Niantic's audiences, particularly within the 21-44 age range, highlight a mutual interest in engaging, tech-driven adventures that enhance real-world exploration.



Community Engagement Potential

The passionate fan bases of both brands are tech-savvy and socially active, providing an opportunity for authentic promotion and community-driven content that can amplify brand visibility and engagement.

Market Growth Opportunities

01

02

03

Synergistic Market Expansion

both brands' strengths to
penetrate new markets,
enhance visibility, and attract
diverse consumer segments
interested in off-road and AR
experiences.

Innovative Consumer Engagement

By integrating AR technology,
the partnership can create
unique, interactive experiences
that captivate audiences,
driving higher participation and
loyalty among fans.

Data-Driven Insights

The partnership can gather
valuable consumer data
through AR interactions,
enabling targeted marketing
strategies and an improved
understanding of audience
preferences and behaviors.

Market Growth Potential

The U.S. off-road vehicle market is projected to reach \$24.8 billion by 2034



AR/VR gaming is growing at a CAGR of 28.5% and is expected to reach a market size of \$90 billion by 2030.



Section 3

The Sponsorship Activation Plan

Sponsorship Activation

01

02

03

Social Media

- #IroncladChallenge: An interactive AR-based challenge for fans to unlock digital rewards.
- Behind-the-scenes Access: Weekly driver vlogs featuring Niantic-branded AR overlays on Instagram, TikTok, and YouTube.
- Live Fan Polls & Interactive Streams: Engaging audiences in real-time vis X(Twitter) and YouTube Live.

Logo Placement & Branding Rights

- Prominent logo placement on race vehicles, driver suits, and pit areas.
- Inclusion in official Ironclad Off-Road promotional materials, race banners, and start/finish line branding.
- Exclusive branding rights for AR-enhanced overlays during live race broadcasts.

William States William States William States William States

- VIP race-day experiences for Niantic executives and special guests, including pit access and ride-along opportunities.
- Private viewing areas featuring AR-integrated fan experiences, showcasing Niantic technology in action.
- Exclusive meet-and-greets with drivers, providing content opportunities for Niantic's marketing channels.

Innovative AR Experiences for Fans

01

Enhanced Fan Interaction

Implementing AR technology will allow fans to engage with real-time race data and exclusive content, fostering a deeper emotional connection and enhancing their overall event experience.



Community Building

Opportunities
By integrating competitive elements and
digital rewards, fans will be encouraged
to participate actively, creating a sense
of community and shared excitement
among attendees at Ironclad Off-Road
events.

Sponsorship Activation



Race Challenge App AR Gamification for Fans

- Fans at Ironclad events can participate in a GPS-based scavenger hunt using Niantic's AR technology.
- Unlock virtual checkpoints placed throughout the racecourse and vendor areas.
- Collect digital rewards such as limited-edition Ironclad gear, NFTs, and discount codes for future events.
- Complete challenges (e.g., scanning sponsor logos, finding hidden AR objects) to climb the leaderboard and win VIP experiences.

Live AR Race Maps & Interactive Course Exploration



- Fans can explore detailed, real-time AR race maps through their mobile devices.
- Interactive overlays provide live race updates, vehicle specs, and driver insights.
- Users can "drop in" virtually at key locations to see exclusive behind-the-scenes content

Sponsorship Activation



AR-Powered Fan Engagement Zones

- Dedicated Niantic activation zones at race events featuring augmented reality experiences.
- Hands-on AR challenges such as virtual off-road driving simulations.
- Digital integration with Niantic's existing games (e.g., special off-road-themed Pokémon GO events at Ironclad races).

Niantic & Ironclad Digital Collectibles & Merchandise



- Co-branded digital collectibles, avatars, and AR-powered merchandise.
- Interactive product demos where users can visualize Niantic's latest AR advancements in action.
- Limited-time AR skins or filters exclusively available to event attendees and virtual participants.



Measurement and ROI

Fan Engagement: AR app usage metrics, number of digital rewards collected, social media shares.

Brand Exposure: Total impressions via digital activations, app engagement, and event attendance.

Revenue Generation: Growth in merchandise sales, VIP ticket upgrades, and app-based microtransactions.

Audience Expansion: Increase in Niantic's app downloads and user engagement within the motorsports niche.

Media Coverage: Earned press from industry publications and influencer endorsements.

VALUE OF SPONSORSHIP

Spansorship Foo

Category	Sponsorship Fee (Niantic's Cost Allocation)	Value to Niantic
Title Sponsorship & Branding	\$1,500,000 (30%)	\$3,000,000+ (Global brand exposure through event signage, broadcast media, and digital branding)
AR & Digital Experience Development	\$1,200,000 (24%)	\$3,500,000+ (AR-powered race overlays, immersive fan engagement, Niantic technology showcase)
Live Event Activation & Fan Zones	\$900,000 (18%)	\$2,500,000+ (Niantic-branded interactive areas, VR test zones, hands-on gaming experiences)
Social Media & Content Creation	\$800,000 (16%)	\$2,000,000+ (Co-branded viral content, influencer campaigns, interactive social engagement)
VIP Hospitality & Special Access	\$400,000 (8%)	\$1,500,000+ (Exclusive VIP experiences, AR-driven entertainment, and networking opportunities)
Merchandise & Digital Collectibles	\$100,000 (2%)	\$1,000,000+ (Limited-edition co-branded Niantic x Ironclad digital collectibles and merchandise)
Logistics & Event Operations	\$100,000 (2%)	\$750,000+ (Seamless event execution, staffing, production, and AR/VR technology integration)
TOTAL INVESTMENT BY NIANTIC	\$5,000,000 (100%)	\$10,250,000 – \$15,000,000 (2:1 – 3:1 ROI for Niantic)



(Motorsports & Adventure Tourism)

- Niantic has strong engagement in urban-based AR games (e.g., Pokémon GO, Ingress), but motorsports offers an untapped audience.
- Ironclad Off-Road's fan base aligns with Niantic's tech-savvy, adventure-driven demographic, giving them access to high-energy outdoor consumers.
- Motorsports partnerships increase Niantic's brand recognition beyond traditional gaming markets, expanding their reach into adventure sports and lifestyle.

Overview



Showcasing Niantic's Technology

in a New Way

- Niantic's AR capabilities can bring live motorsports events into the digital world through immersive fan engagement tools.
- Real-world integration at Ironclad events creates a test case for future AR/VR expansion in live entertainment and sports.
- New revenue potential: Niantic could monetize AR race experiences via in-game purchases, event activations, and merchandise.



Strengthening Niantic's Competitive Edge in AR Innovation

- Competitors like Meta and Apple are investing heavily in AR, and Niantic needs high-visibility activations to stay relevant.
- Positioning themselves at the forefront of sports tech innovation strengthens their brand's reputation in experiential gaming.



Call to Action for Partnership Discussion

Invitation to Collaborate

We encourage Niantic to engage in a strategic dialogue to explore innovative partnership opportunities that will redefine fan experiences and leverage cutting-edge technology, ultimately enhancing both brands' market presence and audience engagement.

We would love to explore this collaboration further and discuss how we can tailor this partnership to maximize impact for Niantic.

Let's schedule a call to go over details and align on next steps!

Contact: Erin Uken
Email: erin@riveracedesigns.com
Phone: (928) 555-5555

Thank you!

IRONCLAD OFF-ROAD



Social Media Strategy Presentation

Presenter: Erin Uken

February 10, 11:59 GMT 10 Points



MARKETING STRATEGIES ICONS . 18X18 PX HIGH QUALITY 25 ICONS



Primary Platforms

Platform-Specific Engagement Strategies

Tailoring content to each platform's unique features enhances audience interaction; for instance, leveraging Instagram's visual storytelling, YouTube's in-depth analysis, TikTok's viral trends, and Facebook's community-building tools maximizes brand impact.

Primary Platforms

Instagram

Goal: Showcase the adrenaline & innovation of off-road racing with high-impact visuals and engaging interactive content.

- Photos: High-quality action shots, behind-the-scenes glimpses, vehicle modifications, and fan experiences.
- Reels: Short clips featuring race highlights, GoPro POVs, extreme weather conditions, and behind-the-scenes driver moments.
- Stories: Live race updates, poll-based fan interactions, "This or That" vehicle modifications, and countdowns to events.
- Carousel Posts: Race recaps, before-and-after vehicle transformations, and race strategy breakdowns.
- **IG Live**: Driver Q&As, tech breakdowns, sponsor spotlights, and real-time event coverage.

YouTube

Goal: Provide high-quality, immersive race content and in-depth storytelling.

- Race Highlights: 5-10 minute recap videos with commentary and drone footage.
- Driver Diaries: Personal vlogs showcasing behind-the-scenes moments, training, and race-day emotions.
- Tech Tuesdays: In-depth breakdowns of vehicle builds, tuning, and race strategies.
- "Ironclad vs. Nature" Series: Extreme off-road challenges testing vehicles against natural obstacles.
- Live Streams: Full race coverage, driver cams, and interactive fan Q&As.

Primary Platforms

Tik Tok

Goal: Drive brand visibility among younger audiences through engaging, high-energy content.

- Race Clips: Slow-motion jumps, extreme terrains, and "Did you see that?" moments.
- **Behind-the-Scenes:** Pre-race rituals, pit crew challenges, and quick driver interviews.
- Fan Challenges: Encourage user-generated content (UGC) with hashtags like #IroncladChallenge.
- Trendy Content: Memes, reaction videos, and race-related trends.
- **Fast Facts:** Short-form educational content about off-road racing..

Facebook

Goal: Strengthen community engagement and connect with an older demographic of motorsports fans.

- Race Previews & Recaps: Blog-style posts with in-depth coverage.
- Event Announcements: Ticket sales, sponsorship reveals, and race schedules.
- Live Streams: Behind-the-scenes race coverage and fan Q&As.
- Throwback Thursdays: Historic race moments, iconic vehicles, and legendary drivers.
- Fan Spotlights: Stories and images submitted by the community.

Secondary Platforms

Real-Time Engagement Opportunities

Utilizing X for live updates and immediate fan interactions enhances brand visibility, allowing for spontaneous engagement during events and fostering a responsive community atmosphere.

Professional Networking Potential

Leveraging LinkedIn for B2B communications strengthens industry relationships, enabling the brand to share insights and attract sponsorships while building a professional community around motorsports.



Content Types & Posting Frequency for Instagram

01

Diverse Content Mix

Incorporate a variety of content types, including photos, videos, and live sessions, to cater to different audience preferences and enhance engagement.

02

Strategic Posting Schedule

Establish a consistent posting rhythm, balancing frequency and content types to maintain audience interest and optimize visibility on the platform.

03

Engagement Analytics

Regularly analyze audience interaction metrics to refine content strategies, ensuring alignment with user preferences and maximizing overall engagement effectiveness.

In addition to its ability to wrangle in users' ention, visual storytelling adds value to a cont marketing strategy in the following ways:







Makes copy feel more lively and engaging.

Allows for passive ingestion of a message, for instance, through video or animations.





Boosts read making long



Content Types & Posting Frequency for YouTube

01 Engaging Visual Storytelling

Utilize high-quality visuals and compelling narratives to captivate viewers, enhancing their emotional connection to the content and brand.

02 Consistent Viewer Interaction

Foster community engagement through regular content updates and interactive elements, encouraging audience participation and feedback to strengthen loyalty.

03 Data-Driven Content Adjustments

Analyze performance metrics to refine content strategies, ensuring alignment with audience preferences and optimizing future posting schedules for maximum impact.

Content Types & Posting Frequency for TikTok



Energetic Race Highlights

Consistently posting high-energy race clips 5-7 times weekly captivates viewers, showcasing thrilling moments that resonate with the fast-paced TikTok audience and drive engagement.



Authentic Behind-the-Scenes Access

Sharing behind-the-scenes content 3-5 times weekly fosters a personal connection with fans, revealing the teamwork and preparation that goes into racing, enhancing brand loyalty.



Interactive Fan Engagement Challenges

Launching 1-2 fan challenges monthly encourages audience participation, leveraging user-generated content to amplify brand visibility and create a vibrant community around racing.



Content Types & Posting Frequency for Facebook

Maximizing Audience Engagement

Utilize a mix of content types to cater to diverse audience interests, ensuring higher interaction rates and sustained follower interest.

Timely Event Promotions

02

03

Schedule event announcements strategically to build anticipation, leveraging countdowns and reminders to keep the audience informed and engaged.

Highlighting Community Contributions

Regularly feature user-generated content to strengthen community ties, showcasing fan stories and experiences that resonate with the brand's values.



Engagement Strategies



Timely Audience Interaction

Establishing rapid response protocols for comments and messages fosters a sense of community, encouraging ongoing dialogue and enhancing audience loyalty through real-time engagement.



Showcasing User Creativity

Highlighting fan-generated content not only acknowledges audience contributions but also inspires others to participate, creating a vibrant and interactive brand community that drives engagement.



Exciting Participation Incentives

Implementing contests and giveaways with appealing rewards motivates audience involvement, generating excitement and fostering a collaborative atmosphere that strengthens brand connections.

Crisis Management Plan

Proactive Risk Identification

Implementing continuous risk assessment processes allows organizations to identify potential crises early, enabling timely interventions that can significantly reduce negative impacts on reputation and operations.

Post-Crisis Learning Framework

Establishing a structured evaluation process after a crisis ensures that lessons learned are documented and integrated into future strategies, enhancing overall resilience and preparedness for potential challenges.



Key Performance Indicators for Instagram

01

Engagement Rate Insights

A higher engagement rate indicates effective content strategies; focus on interactive elements to boost audience participation and strengthen community ties.

02

Story Views Significance

Increasing story views reflects audience interest; utilize engaging features like polls and questions to enhance real-time interaction and content relevance.

03

Follower Growth Strategies

Targeted campaigns and user-generated content can drive follower growth; fostering brand loyalty through compelling content is essential for expanding reach.

Key Performance Indicators for YouTube

Comprehensive KPI Analysis

Regularly review and analyze KPIs such as watch time, subscriber growth, and engagement metrics to identify trends, optimize content strategies, and enhance overall channel performance, ensuring alignment with audience preferences and business objectives.



Key Performance Indicators for TikTok

01 02 03

Measuring Content Virality

Shares indicate how well content resonates; a 40% increase target reflects effective audience engagement and potential for organic reach.

Assessing Visibility Impact

Views per post gauge brand awareness; aiming for a 30% monthly increase helps optimize content strategies based on audience preferences.

Engagement Through Hashtags

Tracking hashtag interactions reveals community involvement;
a 25% increase target
demonstrates successful user engagement and brand conversation participation.

2250

Key Performance Indicators for Facebook

01 Post Engagement Metrics

Track likes, shares, and comments to assess audience interaction and content resonance, guiding future content creation strategies.

02 Audience Demographics Analysis

Analyze the demographics of engaged users to tailor content that appeals to specific segments, enhancing targeted marketing efforts.

03 Content Performance Trends

Monitor the performance of different content types over time to identify successful formats and optimize future posts for maximum engagement.

Key Performance Indicators Overview

Platform	KPI 1	KPI 2	KPI 3
Instagram	Engagement rate (+25%)	Story views (+30%)	Follower growth (+20%)
YouTube	Video watch time (+35%)	Subscribers (+20%)	Live stream viewers (+15%)
TikTok	Video shares (+40%)	Views per post (+30%)	Hashtag engagement (+25%)
Facebook	Post reach (+30%)	Group participation (+20%)	Live stream interactions (+15%)

Thank You

Contact: uken.erin@gmail.com

Ironclad Off-Road Viral Content Proposal

Presenter: Erin Uken

February 10, 2025 11: 59 GMT



The Definitive Off-Road Gauntlet



Energetic Audience Engagement

The series will actively involve viewers by allowing them to vote on challenges and obstacles, fostering a sense of community and enhancing viewer investment in the content.



Innovative Challenge Formats

Unique challenges, such as vehicle swaps and urban courses, will showcase diverse driving skills and vehicle capabilities, attracting a broader audience and increasing entertainment value.



Focus on Sustainability

Highlighting eco-friendly racing initiatives will resonate with environmentally conscious viewers, promoting sustainable practices within motorsport and enhancing brand alignment with green technologies.

Swapping Skills: Vehicle Adaptability Challenges

Engaging Vehicle Swap Dynamics

The vehicle adaptability challenges will captivate audiences by showcasing drivers' ability to master diverse vehicles, enhancing suspense and excitement while providing educational insights into different driving techniques and vehicle handling.





City Explorations: Urban Off-Road Courses

01 Innovative Urban Challenges

Mini Urban off-road courses will utilize city landscapes to create unique obstacles, enhancing the thrill and unpredictability of each race for participants and viewers alike.

02 Local Community Engagement

Hosting pre-race events will foster community involvement, allowing locals to interact with drivers and influence course design, strengthening regional ties and interest.

03 Thematic Race Experiences

Each race will feature a distinct theme, enriching the narrative and cultural context, which will captivate audiences and enhance their overall viewing experience.

Sustainability Challenges: Eco-Friendly Racing

02

Innovative Eco-Friendly Technologies

The integration of advanced technologies, such as electric powertrains and sustainable materials, showcases the potential for thrilling racing experiences while significantly reducing environmental impact and carbon footprints.

Community-Driven Sustainability Initiatives

Engaging fans through participatory events and educational content fosters a culture of environmental responsibility, empowering audiences to influence sustainable practices within the motorsport industry.

Integrating AR and VR: Immersive Off-Road Experiences

01 02 03

Real-Time Viewer Interaction

AR overlays provide live data on vehicle performance and race dynamics, enhancing viewer understanding and engagement during the event.

First-Person Racing Experience

VR simulations allow fans to virtually participate in races, creating a thrilling first-person perspective that broadens audience reach and involvement.

Active Challenge Creation

AR technology enables real-time modifications to race obstacles based on audience input, fostering community interaction and increasing the excitement of each event.





Demographics: Who Are Our Viewers?

Target Audience Insights

Analyzing viewer demographics reveals a predominantly male audience aged 18-65, with a growing female segment, primarily from middle to upper-middle-class backgrounds, engaged in off-road motorsports across key global markets.

Adventure-Driven Lifestyle



The audience prospers on experiences that offer excitement and challenge, often seeking out off-road adventures that provide an escape from routine and foster a sense of freedom.

Passion for Customization



Enthusiasts are invested in personalizing their vehicles, engaging in discussions about modifications that enhance performance, showcasing their creativity and technical knowledge within the off-roading community.

Commitment to Sustainability



Increasingly eco-conscious, this audience values content that highlights sustainable practices and innovations in off-roading, aligning their passion for adventure with a commitment to environmental responsibility.

Preferred Platforms: Where to Engage Our Audience

01

Targeted Demographic Engagement

Each platform is selected based on its ability to reach specific audience segments, ensuring tailored content resonates with viewers' interests and preferences.

02

Content Format Optimization

Utilizing the unique features of each platform, such as TikTok's short videos and YouTube's long-form content, maximizes viewer engagement and retention.

03

Cross-Platform Synergy

Encouraging interaction across platforms enhances community building, driving traffic and fostering a cohesive brand narrative that captivates diverse audiences.



Primary Platforms: TikTok, YouTube, and Instagram Reels

In-Depth Storytelling

YouTube's long-form videos allow for comprehensive narratives, enhancing viewer connection and loyalty through detailed exploration of off-road adventures.

Engagement through Trends

TikTok's viral challenges foster community participation, driving user-generated content that amplifies brand visibility and encourages audience interaction.



Visual Appeal and Speed

Instagram Reels combines stunning visuals with quick consumption, effectively capturing attention and promoting high-energy off-road content to a visually-driven audience.

Secondary Platforms: Facebook and X (Twitter)

01

Community Building on Facebook

enhances community interaction, allowing fans to share experiences and feedback, which strengthens brand loyalty and fosters a vibrant off-road enthusiast network.

Real-Time Engagement on X

Utilizing X for live updates during events encourages immediate audience interaction, creating a dynamic dialogue that enhances viewer investment and promotes organic content sharing among fans.

Justification: Why These Platforms Maximize Viral Potential

Diverse Content Formats

The combination of short-form and long-form content across platforms caters to varying audience preferences, maximizing engagement and retention through tailored storytelling.

Algorithmic Advantage

Each platform's algorithm is designed to promote engaging content, enhancing visibility and shareability, crucial for achieving viral success in the digital landscape.



Community Interaction

Platforms facilitate direct audience interaction, fostering a sense of belonging and loyalty, which is essential for organic growth and sustained viral momentum.





Elements That Drive Virality: Humor and Surprise

Engaging Emotional Triggers

Incorporating unexpected humor and surprising twists in content can significantly enhance viewer engagement, encouraging shares and discussions, ultimately driving virality by creating memorable moments that resonate with audiences.

Emotional Connection: Engaging Our Audience

01

Storytelling Through Personal Narratives

Sharing compelling stories from participants enhances emotional engagement, allowing viewers to connect deeply with the experiences and challenges faced in the series.

02Visual and Auditory Impact

Utilizing high-quality visuals and immersive sound design creates a captivating atmosphere, evoking emotions that resonate with the audience and enhance their viewing experience.

03

Community Testimonials and Feedback

Highlighting testimonials from fans fosters a sense of belonging, encouraging viewers to share their own experiences and reinforcing their emotional investment in the series.

Shareability: Encouraging User Participation

01

02

Incentivizing User Engagement

Implementing contests and giveaways encourages viewers to share content, amplifying reach and fostering a sense of community as participants actively promote the series within their networks.

Creating Shareable Moments

Designing content with memorable highlights and quotable moments enhances shareability, prompting viewers to disseminate these snippets across social media, thereby increasing visibility and audience interaction.



Key Metrics: Defining Success



Viewership Targets

Achieving 1 million views per episode is essential, as it reflects audience interest and content relevance, driving further engagement and potential sponsorship opportunities for the series.

Why use engagement metrics?



Aiming for a 15% engagement rate will help assess viewer interaction, indicating the effectiveness of content strategies and guiding future adjustments to enhance audience connection.



Social Media Impact

Tracking hashtag mentions, such as #IroncladChallenge, will gauge brand visibility and community involvement, providing insights into audience sentiment and the overall reach of marketing efforts.



Goals: Setting Targets for Engagement

Engagement Rate Objectives

Establish specific engagement rate targets, such as achieving a 20% increase in audience interactions across social media platforms, to measure the effectiveness of content strategies and enhance community participation in the Ironclad Off-Road initiative.

Tracking Brand Mentions: Building Community



Monitoring Social Media Mentions

Implementing tools to track brand mentions across platforms will provide insights into audience sentiment, engagement levels, and the effectiveness of marketing strategies in real-time.



Engaging with Community Feedback

Actively responding to user-generated content and feedback fosters a sense of belonging, encouraging deeper connections and loyalty among fans while enhancing brand visibility and reputation.



Analyzing Trends and Insights

Regularly analyzing data from brand mentions will identify emerging trends and audience preferences, allowing for strategic adjustments in content and community engagement initiatives to maximize impact.



Potential Partners: Brands and Influencers



Automotive Brands Parellahorationading

automotive brands can enhance credibility and provide access to their customer base, driving engagement and visibility for "The definitive Off-Road Gauntlet."

02

Influencer Network Expansion

Engaging a diverse range of influencers across various platforms will broaden audience reach, tapping into niche communities passionate about off-roading and adventure sports.



Sustainable Brands

Collabo Ratingnetts hip-friendly

brands aligns with sustainability goals, attracting environmentally

conscious viewers and

reinforcing the series'

commitment to responsible

off-roading practices.

Amplification Strategy: Cross-Promotion and Engagement

Strategic Cross-Platform Campaigns

Implementing coordinated campaigns across multiple platforms will enhance visibility, leveraging unique features of each to maximize audience reach and engagement with the series.

02

Influencer Collaboration Initiatives

Partnering with relevant influencers to create engaging content will amplify brand messaging, driving organic growth and fostering community interaction through shared experiences and challenges.



Leveraging AR and VR: Enhancing Collaborative Content

02

03

Interactive Viewer Experiences

Utilize AR to create real-time interactive elements, allowing viewers to engage with content by customizing vehicles or altering race conditions during live events.

Immersive Storytelling Techniques

Implement VR to transport audiences into the narrative, enabling them to experience races from a driver's perspective, enhancing emotional connection and engagement.

Collaborative Content Creation

Encourage fans to contribute ideas for AR features or VR scenarios, fostering a sense of community and ownership over the content, which can drive further engagement.



Captivating Motorsports Audiences: The Path to Virality

01

Engaging Storytelling Techniques

Utilize compelling narratives that highlight personal journeys and challenges faced by participants, fostering emotional connections that resonate deeply with audiences and encourage sharing.

102

Innovative Content Formats

Experiment with diverse content formats, such as live streams, behind-the-scenes footage, and interactive challenges, to maintain viewer interest and enhance overall engagement across platforms.

Maximizing Brand Impact: Strategic Engagement



Implementing community-driven events and challenges fosters a sense of belonging among fans, enhancing brand loyalty and encouraging active participation in the Ironclad Off-Road experience.



Utilizing audience analytics to tailor content and engagement strategies ensures that messaging resonates with viewers, creating deeper emotional connections and increasing overall brand impact.



Exploring diverse content formats, such as interactive live streams and immersive storytelling, can captivate audiences, driving engagement and amplifying the Ironclad brand's visibility in the motorsports community.

Thank You

Contact: uken.erin@gmail.com



SPONSORSHIP & PARTNERSHIP CONTRACTS

ASSIGNMENT #06 (OPTIONAL)

DUE DATE:

17 February, 11:59 PM GMT

GRADE:

5 bonus points

SPONSORSHIP & PARTNERSHIP CONTRACTS

The goal is to equip you with a further understanding of the legal and ethical aspects of sponsorship and partnership contracts. Use your chosen entity for the assignment.

DESCRIPTION

In this assignment, we will delve into the intricacies of these contracts and explore the vital role they play in shaping the motorsport landscape.

Step 1: Comprehend the legal framework

Familiarise yourself with the legal framework required for your entity. This includes exploring key legislation, contractual principles, and potential legal liabilities.

Step 2: Analyse ethical considerations

Analyse the ethical considerations that come into play when for your entity. This step involves examining ethical dilemmas, industry standards, and the importance of upholding integrity and transparency in business relationships.



ASSIGNMENT #06 (OPTIONAL)

SPONSORSHIP & PARTNERSHIP CONTRACTS

Step 3: Drafting contracts

Draft the clause titles of a contract for your entity engaging in a sponsorship, and list 5-10 specific bullet points that will need to be taken into account when creating the contract, for a proposed partnership. You do not need to create the contract itself.

Step 4: Risk assessment and mitigation

Propose what needs to be considered as part of a risk assessment for a partnership with your entity. This involves identifying potential risks, evaluating their impact, and devising strategies to mitigate or manage these risks proactively.

DUE DATE:

17 February, 11:59 PM GMT

GRADE:

5 bonus points



KEY LEGISLATION

(Specific to Off-Road Racing in California, Arizona, Nevada, Utah, and Mexico)

- Contract Law Governed by common law principles or the Uniform Commercial Code (UCC) in the U.S., ensuring enforceability of agreements, while Mexico follows Federal Civil Code contract regulations.
- Intellectual Property Laws Protects trademarks, branding, and proprietary content from unauthorized use, including compliance with USPTO (U.S.) and IMPI (Mexico).
- Advertising & Sponsorship Regulations Compliance with governing bodies such as FIA, NASCAR, California Consumer Legal Remedies Act (CLRA), Federal Trade Commission (FTC) Guidelines, and Mexico's PROFECO Advertising Laws to ensure truthful sponsorship transparency.





KEY LEGISLATION

(Specific to Off-Road Racing in California, Arizona, Nevada, Utah, and Mexico)

- Liability & Indemnification Laws Covers risk-sharing in case of accidents, breaches, or disputes, including strict liability provisions for off-road racing events, Nevada's Motorsports Exemption Law, and Arizona's Assumption of Risk Doctrine.
- Data Privacy & Consumer Protection Regulations like GDPR (Europe), CCPA (California), Nevada's Internet Privacy Law, Utah Consumer Privacy Act, and Mexico's Federal Law on the Protection of Personal Data for handling fan and sponsor data securely.





CONTRACTUAL PRINCIPLES

- Offer & Acceptance Niantic and Ironclad Off-Road must have clearly defined sponsorship expectations, including branding, promotions, and event activations.
- Consideration Exchange of value, such as Niantic's financial contributions and AR integration in Ironclad events.
- Legal Capacity Ensuring all parties, including Niantic and Ironclad Off-Road, are legally able to enter into the sponsorship agreement.
- Performance & Termination Clauses Defining obligations for AR content delivery, branding placement, and potential circumstances for ending agreements early.





POTENTIAL LEGAL LIABILITIES

- Breach of Contract Non-compliance with agreed sponsorship terms (e.g., failure to provide agreed branding exposure, failure to deliver AR activations, or non-payment issues by Niantic).
- IP Disputes Unauthorized use of Niantic's or Ironclad's branding elements, including logos, trademarks, and proprietary AR content.
- Regulatory Violations Failure to comply with advertising disclosure laws for gaming and motorsports, leading to potential fines and restrictions by governing bodies such as the FTC, FIA, or PROFECO.
- Indemnification Issues Liability distribution in case of legal disputes or consumer claims arising from Niantic's AR technology at Ironclad events, including potential claims of digital misrepresentation or personal injury due to immersive AR experiences.





POTENTIAL LEGAL LIABILITIES

- Data Privacy Breaches Unauthorized data collection, storage, or transfer of consumer data from Niantic's AR interactions at Ironclad events, leading to non-compliance with CCPA, GDPR, or Mexican data protection laws.
- Event Safety & Liability Injuries or accidents occurring during an event due to AR-related distractions, improper sponsor activations, or misuse of technology by attendees, potentially holding both Niantic and Ironclad responsible.
- Reputational Damage Public backlash against Niantic or Ironclad due to ethical concerns, misleading advertising, or failure to deliver promised interactive experiences, which may impact long-term partnership success.

0





POTENTIAL ETHICAL DILEMMAS

- AR Integration Transparency Clearly communicating Niantic's role and sponsorship benefits to the audience to ensure ethical marketing and avoid deceptive advertising.
- Exclusivity Conflicts Ensuring Niantic's sponsorship does not conflict with other existing Ironclad sponsors, maintaining ethical fairness in business dealings.
- Sustainability Commitments Addressing environmental concerns by ensuring that AR integrations align with sustainable motorsports practices and Ironclad's eco-conscious initiatives.
- Cultural Sensitivity & Compliance Avoiding culturally insensitive content in sponsorship campaigns and ensuring inclusive representation in AR activations across diverse global audiences.





POTENTIAL ETHICAL DILEMMAS

- Transparency in Financial Arrangements Fully disclosing sponsorship terms and avoiding hidden incentives or unfair deal structures that could undermine the integrity of the partnership.
- Digital Well-Being & Consumer Protection Preventing excessive screen time and AR engagement from negatively impacting the health and safety of event attendees and consumers.
- Fair Representation in Marketing Avoiding misleading depictions of off-road experiences that could set unrealistic expectations or promote unsafe driving behaviors.





INDUSTRY STANDARDS & BEST PRACTICES

- Full Disclosure Clearly stating Niantic's sponsorship involvement in all
 official communications to maintain transparency.
- Sustainable Partnerships Aligning with Ironclad's eco-conscious racing initiatives to promote responsible environmental stewardship.
- Integrity in Negotiations Honoring Niantic and Ironclad Off-Road's mutual commitments to build a long-term, trustworthy partnership.





INDUSTRY STANDARDS & BEST PRACTICES

- Fan-Centric Approach Ensuring the sponsorship enhances, rather than disrupts, the fan experience by integrating AR in a meaningful and engaging way.
- Consumer Data Protection Adhering to ethical data collection and privacy policies to ensure compliance with legal regulations and consumer trust.
- Inclusive Marketing Developing campaigns that represent a diverse and inclusive audience, avoiding biases or stereotypes in advertising and promotional materials.





SCOPE OF SPONSORSHIP

- Branding & Logo Placement: Niantic's logo will be displayed on:
 - Race vehicles
 - Driver suits
 - Pit areas
 - Start/finish line banners
 - AR-enhanced overlays during live race broadcasts
- Exclusive Branding Rights: Niantic will have exclusive branding rights for AR activations during events.





SCOPE OF SPONSORSHIP

- Event Integration: Niantic will implement AR-powered experiences, including:
 - Live AR Race Maps: Interactive overlays providing real-time race updates, vehicle specs, and driver insights.
 - Fan Engagement Zones: Dedicated AR activation areas featuring augmented reality off-road driving simulations.
 - AR Gamification & Digital Rewards: A #IroncladChallenge scavenger hunt with checkpoints, sponsor logo scanning, and leaderboard competitions for digital prizes.
 - Virtual Collectibles & Merchandise: Limited-edition Niantic x Ironclad digital skins, avatars, and AR-powered merchandise.





SPONSORSHIP FEES & PAYMENT TERMS

- Financial Commitment: Niantic shall pay a sponsorship fee of \$25 million over 5 years.
- Payment Schedule: Payments to be made in annual installments of \$5 million, with the first payment due July 1, 2025.
- Penalties for Late Payment: A 2% late fee shall apply after 60 days of non-payment.





PERFORMANCE OBLIGATIONS

Ironclad Off-Road's Responsibilities:

- Ensure Niantic branding is displayed as outlined.
- Provide AR integration access at all major race events.
- Grant Niantic access to event footage for promotional use.

Niantic's Responsibilities:

- Develop and deploy AR integrations within 30 days before each event.
- Provide technical support for AR activations during events.
- Share post-event analytics on AR user engagement.





HOSPITALITY BENEFITS

- Three (3) ride-along experiences with Ironclad's professional drivers.
- Twenty (20) general event tickets for Ironclad Off-Road events.
- Ten (10) VIP tickets granting exclusive access to premium event areas.
- Pit pass access for up to ten (10) VIPs.
- Access to all awards banquets and VIP pre/post-event parties.
- 30% discount on official Ironclad merchandise, up to a maximum of \$25,000 in purchases annually.





INTELLECTUAL PROPERTY & BRANDING RIGHTS

- Ownership: Ironclad retains ownership of all race-related IP; Niantic retains ownership of its AR technology and digital content.
- Usage Rights: Niantic is granted a non-exclusive license to use Ironclad's branding in marketing campaigns for 60 months or 5 years.
- Removal of Branding: If the partnership is terminated, Niantic will have 90
 days to remove all branding from digital assets and promotions.





CONFIDENTIALITY & NON-DISCLOSURE

Both parties shall **not disclose** proprietary business strategies, event plans, or AR technology details to third parties for **10 years**.

INDEMNIFICATION & LIABILITY

- Injury & Safety Risks: Ironclad Off-Road assumes liability for physical injuries at events. Niantic assumes liability for technical AR-related issues.
- Data Privacy Compliance: Niantic is responsible for ensuring AR user data complies with GDPR, CCPA, and Mexican data laws.





TERMINATION & EXIT STRATEGY

 Breach of Contract: Either party may terminate the agreement if the other fails to meet obligations within 30 days of a written notice.

 Force Majeure: The contract may be suspended or terminated in the event of natural disasters, regulatory changes, or unforeseen technical failures.





- Breach of Contract (High Impact) Sponsor or team failing to meet obligations.
 - Mitigation: Contractual penalties of \$500,000 per breach, performance tracking, and clear legal remedies.
- Brand Damage (High Impact) Negative press, unethical sponsorships, or failure to meet marketing expectations.
 - Mitigation: Vetting sponsors, real-time reputation monitoring, and a PR crisis management plan.
- Financial Risk (High Impact) Late payments or sponsor insolvency.
 - Mitigation: Upfront payments, installment structures, and a financial security deposit of \$1M.
- Regulatory Non-Compliance (Moderate-High Impact) Violation of advertising, sponsorship, or data protection laws.
 - Mitigation: Legal review of sponsorship agreements, compliance training for both parties, and regulatory audit checks.





- IP Infringement (Moderate-High Impact) Unauthorized use of branding or AR assets.
 - Mitigation: Trademark protections, exclusive licensing agreements, and penalties of \$250,000 per infringement.
- Operational & Technological Risks (Moderate Impact) AR malfunctions, GPS errors, or connectivity failures at events.
 - Mitigation: Pre-event testing, onsite tech support, and backup engagement solutions.
- Safety & Liability Risks (High Impact) AR-related distractions, physical injuries, or misuses of Niantic's technology at live events.
 - Mitigation: Mandatory safety briefings, designated AR engagement zones, insurance coverage, and waivers for attendees.





EXTRA SLIDE

Here is the link to a sample **Sponsorship Agreement**

https://docs.google.com/document/d/1vtn4UklmakeOolGoDHJbi3tGtZ8 hz_yVGMp4o6Bi3ao/edit?usp=sharing

Please note this agreement is a first draft to be reviewed and altered through legal prior to any execution.





EVENT PLAN WITH SPONSORS & PARTNERS

ASSIGNMENT #07

DUE DATE:

21 February, 11:59 PM GMT

GRADE:

10 points

EVENT PLAN WITH SPONSORS & PARTNERS

GOAL

Create a comprehensive event plan for a motorsports event, incorporating strategic partnerships and sponsorship activations. Through this process, you will gain practical experience in planning and executing a successful motorsports event while maximizing its commercial potential through partnerships and activations.

DESCRIPTION

Event Selection: Choose a specific type of motorsports event (e.g., race weekend, fan festival, awards ceremony). Briefly describe the event format and target audience.

Partnerships & Sponsors: Identify potential partners and sponsors for your chosen event. Consider a variety of categories (e.g., title sponsor, official tire supplier, hospitality partner).

Partnership & Sponsorship Objectives: Define clear objectives for both the event organizer and the potential partners/sponsors. These objectives could include:

- Event organizer: Increased brand awareness, revenue generation, fan engagement.
- Partners/Sponsors: Brand exposure, product promotion, lead generation, customer acquisition.



ASSIGNMENT #07

DUE DATE:

21 February, 11:59 PM GMT

GRADE:

10 points

SPONSORSHIP PROPOSAL

Event Plan Development: Develop a detailed event plan outlining the following elements:

- Logistics: Define the event date, location, venue layout, and key personnel involved.
- Activities & Entertainment: Plan engaging activities and entertainment options for attendees beyond the core motorsports competition.
- Marketing & Promotion: Outline a comprehensive marketing and promotional strategy to attract attendees and generate interest.
- Partnership & Sponsorship Activation: Detail how each partner and sponsor will be integrated into the event experience.
 - Specify activation elements like branding opportunities, product displays, hospitality experiences, or interactive fan contests.

Budget & Revenue Generation (OPTIONAL): Develop a projected event budget outlining estimated costs and potential revenue streams. Consider ticket sales, sponsorship fees, concession sales, and merchandise sales.



EVENT NAME: NIANTIC IRONCLAD PARKER 401

Location: Parker, AZ Off-Road Race Track

Date: 3rd Weekend in February

The Niantic Ironclad Parker 401 is a premier off-road motorsports event featuring high-intensity racing, immersive fan experiences, and an extensive vendor row. This event combines live-action racing with cutting-edge AR/VR technology, interactive fan zones, and vehicle showcases, creating an electrifying experience for attendees.

Target Audience Analysis

SELECTION

The Niantic Ironclad Off-Road Race Weekend attracts a diverse yet highly engaged audience passionate about off-road motorsports. The primary demographic includes:

- Age Range: 25-73 years old, with a strong presence of adventure-seeking millennials and Gen Xers.
- Gender: Predominantly male (70%), but with a growing female fanbase interested in motorsports and outdoor experiences.
- **Income Level:** Middle to upper-income (\$60,000–\$120,000 annually), highly interested in off-road vehicle customization and racing events.
- Location: Strong fan base in the southwestern United States (Arizona, Nevada, California, and Mexico), with increasing nationwide interest.
- **Lifestyle & Interests:** Enthusiasts of extreme sports, outdoor adventures, and hands-on mechanical hobbies such as vehicle modifications and off-road trail riding.



TITLE SPONSOR: NIANTIC

• **Activation:** AR/VR-powered fan experiences, interactive race course overlays, and scavenger hunts that enhance engagement. Niantic's technology will provide real-time digital insights into the race, vehicle specs, and exclusive digital rewards.

• OFFICIAL TIRE SUPPLIER: BF GOODRICH

• Activation: Trackside branding, performance demos, and tire durability showcases with off-road vehicles. Drivers will provide testimonials on the brand's endurance during extreme race conditions.

ENERGY DRINK PARTNER: RED BULL

• Activation: High-energy activation zones, exclusive VIP lounges, and branded hydration stations. Red Bull will also host freestyle motocross stunt shows and athlete meet-and-greets.





• SAFETY & GEAR PARTNER: LIFELINE RACE GEAR

• Activation: Driver meet-and-greets, on-site safety gear demonstrations, and giveaway promotions. Branded merchandise and safety gear kits will be integrated into racer pit zones.

• SUSTAINABILITY PARTNER: ENVIRONMENTAL WASTE SOLUTION

• Activation: For attendees, implement eco-friendly waste management strategies, recycling initiatives, and sustainability education.

• FAMILY ENTERTAINMENT PARTNERS: NIANTIC & TRAXXAS

• Activation: Niantic provides AR-powered experiences, while Traxxas creates themed remote control off-road racing entertainment areas where off-road becomes a kid's reality, as well as immersive storytelling zones.





- FOOD & BEVERAGE PARTNERS: Local Food Trucks, Restaurants, & Beverage Companies.
 - Activation: Exclusive food and beverage offerings, VIP dining experiences, and hydration stations throughout the event.

• MERCHANDISE PARTNER: Nike

• Activation: Official race apparel, co-branded merchandise, and athlete collaborations.

• ADDITIONAL SPONSORS:

- LIQUID I.V.: Hydration partner providing electrolyte drink samples and interactive engagement zones.
- DOSE: Wellness partner offering recovery solutions and health-focused activations.
- CAMPING WORLD: Outdoor lifestyle partner featuring camping exhibits and adventure gear showcases.





EVENT ORGANIZER GOALS:

- INCREASE BRAND AWARENESS AND FAN ENGAGEMENT for Ironclad Off-Road by achieving a 25% increase in social media interactions (likes, shares, and comments) and a 15% increase in live event attendance compared to the previous year.
- GENERATE REVENUE THROUGH SPONSORSHIP ACTIVATIONS AND TICKET SALES by securing at least five new sponsor partnerships and reaching \$500,000 in total sponsorship revenue.
- ENHANCE ATTENDEE EXPERIENCE by implementing at least three interactive digital activations, including AR/VR experiences, fan voting, and exclusive digital content, leading to a 20% increase in fan engagement surveys.



PARTNER/SPONSOR GOALS:

- INCREASE SPONSORSHIP ENGAGEMENT by ensuring that at least 80% of sponsors achieve measurable brand exposure through digital impressions, on-site activations, and audience participation, leading to a 25% increase in sponsor renewals for future events.
- ENHANCE CROSS-BRAND COLLABORATION by developing integrated marketing campaigns with at least five sponsors, utilizing co-branded content, influencer partnerships, and exclusive promotions to drive mutual brand value and consumer interaction.
- MAXIMIZE SPONSOR ROI by achieving an average of 30% increase in direct consumer engagement with sponsored activations, measured through product trials, social media engagement, and event-specific sales conversions.





- NIANTIC: Expand AR/VR technology reach into motorsports by integrating at least two interactive digital experiences and achieving a 30% increase in app engagement during the event.
- BF GOODRICH: Showcase tire performance under extreme conditions by conducting live durability tests and collecting consumer feedback, leading to a 20% increase in brand trust metrics among attendees.
- RED BULL: Strengthen brand presence in motorsports culture by hosting three high-energy activation zones and generating at least 50,000 social media impressions from event-related content.





- LIFELINE RACE GEAR: Position brand as the go-to for safety and racing gear by providing hands-on safety demonstrations to at least 1,000 attendees and achieving a 10% increase in post-event sales inquiries.
- ENVIRONMENTAL WASTE SOLUTION: Implement sustainable waste management strategies at the event to achieve a 30% reduction in waste output and increase attendee participation in recycling initiatives by 25%.
- TRAXXAS: Enhance family entertainment engagement by offering remote-controlled racing experiences, aiming for 5,000+ participants and achieving a 15% increase in social media engagement from parents and young attendees.



- Local Food Trucks, Restaurants & Beverage companies: Improve event food and beverage experiences by introducing five new menu items and achieving a 20% increase in attendee satisfaction scores compared to previous events.
- NIKE: Increase event merchandise sales by 25% through exclusive co-branded product offerings and athlete collaborations, ensuring at least 50% of attendees engage with on-site merchandise displays.
- LIQUID I.V.: Promote hydration awareness by distributing 10,000+ electrolyte samples and hosting hydration education sessions, increasing brand recall by 20% post-event.



- DOSE: Establish wellness as a core event component by integrating recovery zones with interactive demonstrations, aiming for 3,000+ attendees engaging with wellness activations.
- CAMPING WORLD: Drive outdoor lifestyle brand awareness by creating immersive camping exhibits that attract 5,000+ visitors and generate a 20% increase in lead sign-ups for future promotions.



LOGISTICS

- DATE: 3rd Weekend in February
- LOCATION: Parker, AZ Desert Track, Activities at Fan Experience located inside the main spectator Location
- VENUE LAYOUT: Spectator seating, AR/VR Fan Zone, Traxxas RCA race course, Food and Beverage Court offering real-time ariel footage and display maps, and a family entertainment zone
- KEY PERSONNEL: Event director, race coordinators, marketing & media teams, staff (Operations, credentials, parking, security, entertainment, ticketing), and volunteers. Local authorities and emergency personnel. Key contact information is needed from each sponsor participating as a vendor in the fan experience section.





ACTIVITIES & ENTERTAINMENT

- AR-POWERED SCAVENGER HUNTS: Fans use Niantic's app to locate race highlights and earn rewards.
- PIT TOURS & MEET-AND-GREETS: Exclusive access to teams, vehicles, and drivers.
- LIVE ACTION RACING: High-intensity desert races showcasing cutting-edge off-road vehicle technology.
- VEHICLE SHOWCASES: Manufacturer and aftermarket exhibits displaying the latest in off-road technology.
- TRAXXAS RACING: RCA racing for adults and kids.
- FAMILY ENTERTAINMENT ZONE: inflatables, carnival games, model car building, signature sign-up, meet & greet sign-up
- FOOD COURT: Live Music with stage, local bands/DJs, food trucks
- SCIENCE SECTION: All about the desert interactive learning and sustainability





MARKETING & PROMOTION

- LEVERAGE IRONCLAD'S EXISTING MARKETING CHANNELS (social media, website, email newsletters) to promote the event and drive engagement.
- PARTNER WITH LOCAL MEDIA OUTLETS for advertising and promotional opportunities, including radio spots, print features, and TV coverage, ensuring widespread exposure.
- COLLABORATE WITH SPONSORS to integrate Ironclad event promotions into their brand campaigns, social media content, and customer outreach initiatives.
- OFFER TICKET PACKAGES AND VARIETY PROMOTIONS to attract a broader demographic and increase event attendance.
- LAUNCH INTERACTIVE CONTESTS AND GIVEAWAYS to engage fans, encourage user-generated content, and drive online conversations.





MARKETING & PROMOTION

- DIGITAL & SOCIAL MEDIA ACTIVATION:
 - INSTAGRAM & TIKTOK: High-energy race highlights, exclusive behind-the-scenes content, and fan challenges to engage younger audiences.
 - YOUTUBE: Long-form race recaps, driver interviews, and technical deep dives into off-road vehicle modifications.
 - o FACEBOOK: Community-building content, live Q&A sessions, and event countdowns to engage a more mature motorsports audience.





MARKETING & PROMOTION

- PRE-EVENT HYPE & INFLUENCER STRATEGY:
 - RED BULL COUNTDOWN SERIES: Teasers featuring high-energy stunts, race previews, and driver rivalries to build excitement.
 - EXCLUSIVE EARLY ACCESS FOR SUBSCRIBERS: VIP ticket presales and exclusive behind-the-scenes content to reward loyal fans.
 - INFLUENCER COLLABORATIONS: Partnering with off-road YouTubers and Instagram personalities to amplify reach and drive awareness.
 - o FAN MEETUPS & LOCAL ACTIVATIONS: Pre-event gatherings in key markets to generate buzz and encourage in-person engagement.





TITLE SPONSOR: NIANTIC

- LOGO PLACEMENT: Prominent logo placement on race vehicles, track banners, digital event spaces, and official event merchandise.
- BRANDING THROUGHOUT VENUE: Niantic-branded signage in the fan experience section, AR/VR-powered engagement stations, and interactive race course overlays.
- PRODUCT DISPLAYS & GIVEAWAYS: Niantic-powered scavenger hunts leading to exclusive digital rewards and interactive experiences for fans.
- NAMING RIGHTS: "Niantic Fan Experience Zone," featuring cutting-edge AR/VR integrations.





OFFICIAL TIRE SUPPLIER: BF GOODRICH

- LOGO PLACEMENT: On participating race vehicles, tire barriers, pit zones, and trackside branding.
- PRODUCT DEMONSTRATIONS: Live tire performance showcases under extreme conditions.
- DRIVER TESTIMONIALS: Testimonials and live Q&A sessions with drivers discussing BF Goodrich's performance benefits.





ENERGY DRINK PARTNER: RED BULL

- LOGO PLACEMENT: Branded activation zones, Red Bull-sponsored race segments, and digital event branding.
- HIGH-ENERGY FAN ENGAGEMENT: Exclusive VIP lounges, branded hydration stations, and freestyle motocross stunt performances.
- INFLUENCER & ATHLETE INTEGRATION: Appearances by Red Bull-sponsored athletes for meet-and-greets and live demos.





SAFETY & GEAR PARTNER: Lifeline Race Gear

- LOGO PLACEMENT: Safety zones, trackside banners, driver suits, and pit crew gear.
- ON-SITE PRODUCT DISPLAYS: Safety gear demos and integration into racer pit zones.
- INTERACTIVE CONTESTS: "Lifeline Safety First Challenge" for attendees.





SUSTAINABILITY PARTNER: Environmental Waste Solution

- LOGO PLACEMENT: Recycling stations, sustainability education zones, and eco-conscious branding throughout the venue.
- WASTE REDUCTION INITIATIVES: On-site sustainability education and recycling programs.
- SPONSORSHIP ACTIVATION: "Green Racing Challenge," promoting sustainable off-road racing practices.





FAMILY ENTERTAINMENT PARTNERS: Niantic & Traxxas

- LOGO PLACEMENT: Designated family zones, branded interactive stations, and promotional materials.
- **EXPERIENTIAL ACTIVATIONS:** AR-powered scavenger hunts (Niantic) and remote-control racing zones (Traxxas).
- NAMING RIGHTS: "Traxxas Junior Off-Road Experience" for younger fans.





FOOD & BEVERAGE BRANDING RIGHTS: Cisco & Romer

- LOGO PLACEMENT: Branded food trucks, hydration stations, and concession stand wraps.
- VIP HOSPITALITY: Exclusive menu offerings for VIP ticket holders.
- BRANDED GIVEAWAYS: Special edition drinkware and snack packages featuring Cisco & Romer branding.





MERCHANDISE PARTNER: Nike

- LOGO PLACEMENT: Event-branded race apparel, official merchandise, and on-site storefronts.
- **EXCLUSIVE LIMITED-EDITION PRODUCTS:** Co-branded race gear sold at the event.
- ATHLETE COLLABORATIONS: Autograph sessions and meet-and-greets featuring Nike-sponsored drivers.





ADDITIONAL SPONSORS:

- LIQUID I.V.: Hydration partner with branded sampling stations and hydration awareness activations.
- DOSE: Wellness partner offering recovery zones, on-site wellness demos, and product samples.
- CAMPING WORLD: Outdoor lifestyle partner featuring camping exhibits, off-road gear displays, and adventure travel promotions.





PROJECTED BUDGET

- Event Production Costs: Venue rental, track preparation, staff, and logistics.
- Marketing Expenses: Paid ads, influencer fees, social media campaigns.
- **Technology & Infrastructure:** AR/VR setup, digital race tracking, interactive fan experiences.

REVENUE STREAMS

- Ticket Sales: General Admission (\$50-\$80), VIP Access (\$150-\$200).
- **Sponsorship Fees:** Multi-tier packages from title sponsors to vendor booth rentals.
- Merchandise Sales: Branded apparel, digital collectibles, exclusive event gear.
- Concessions & Vendor Sales: Food, drinks, and official race memorabilia.





INCOME

Ticket Sales		\$282,500
General Admission (3,000 tickets at \$65)	\$195,000	
VIP Access (500 tickets at \$175)	\$87,500	
Sponsorship Fees		\$2,675,000
Title Sponsor (Niantic)	\$1,000,000	
Official Tire Supplier (BF Goodrich)	\$500,000	
Energy Drink Partner (Red Bull)	\$300,000	
Safety & Gear Partner (Lifeline Race Gear)	\$200,000	
Sustainability Partner (Environmental Waste Solution)	\$150,000	
Family Entertainment (Traxxas)	\$125,000	
Additional Sponsors	\$400,000	
Merchandise Sales (2,000 attendees at \$30 avg)		\$60,000
Vendor Sales (Food, Drinks, Entertainment %)		\$15,000
Total Revenue		\$3,032,500





EXPENSES

Venue Rental		\$35,000
Equipment Rentals		\$57,500
Bleachers (2,000 capacity)	\$30,000	
Large Tents (5)	\$7,500	
Barriers	\$5,000	
Production	\$15,000	
Staff Salaries		\$100,670
Race Director	\$15,000	
Race Coordinator	\$5,000	
Sponsorship Partner	\$7,000	
Marketing Director	\$12,000	
Chief of Staff & Operations	\$20,000	
Additional 10 Staff	\$41,670	
Marketing Expenses		\$45,000
Digital Advertising	\$20,000	
Traditional Advertising	\$15,000	
Promotional Materials	\$10,000	
Permits & Fees		\$4,500
Event Permit	\$2,000	
Safety & Health Permits	\$1,500	
Environmental Permits	\$1,000	
Entertainment Fees		\$5,000
Guest Speaker	\$2,500	
Additional Entertainment	\$2,500	1180 100 - 100
Total Expenses		\$247,670





NET PROFIT

Net Profit (Revenue - Expenses)		\$2,784,830
Total Revenue		\$3,032,500
Total Expenses	\$247,670	* * 1 * * \ * * 1





EXTRA SLIDE

Thank you





GLOBAL MARKETING

ASSIGNMENT #08

DUE DATE:

3 March, 11:59 PM GMT

GRADE:

20 points

GLOBAL MARKETING CAMPAIGN

GOAL

Design a comprehensive and innovative global marketing campaign for a chosen motorsports entity. This project will allow you to explore international marketing strategies, cultural considerations, and effective methods for reaching a global audience within the motorsports industry.

DESCRIPTION

Use your chosen motorsports entity

Target Market Analysis: Conduct a thorough analysis of potential target markets for your chosen entity on a global scale.

Consider factors like:

- Demographics (age, income, location)
- Psychographics (interests, values, media consumption)
- Motorsport viewing habits and preferences

Campaign Objectives: Define clear and measurable objectives for your global marketing campaign. These goals could include:

- Increased brand awareness in specific target markets
- Growth of the entity's global fanbase
- Engagement with new sponsors or partners
- Ticket sales or merchandise revenue growth in new regions



ASSIGNMENT #08

DUE DATE:

3 March, 11:59 PM GMT

GRADE:

20 points

GLOBAL MARKETING CAMPAIGN

Campaign Strategy: Develop a comprehensive marketing campaign strategy considering the following elements:

- Messaging & Content: Craft compelling messaging that resonates with your global target audience while maintaining brand consistency. This could involve content localization for specific markets.
- Marketing Channels: Identify the most effective marketing channels to reach your target markets globally. Consider options like:
 - Digital marketing (social media, website localization, influencer marketing)
 - Traditional media (targeted advertising, international broadcasts)
 - Public relations activities (global media outreach, partnerships with local motorsport media)
- Cultural Considerations: Adapt your campaign approach to account for cultural sensitivities and local preferences in different regions.
- Metrics & Measurement: Define key performance indicators (KPIs) tailored to your campaign goals to track its success and measure effectiveness in reaching global audiences.



DEMOGRAPHICS

- **Age:** 25–72 years old (young professionals, adventure enthusiasts, motorsports fans).
- **Gender:** Predominantly male (70%), but a **growing female fan base** due to inclusivity efforts.
- **Income:** Middle- to upper-income households (\$60,000–\$120,000 annually).
- Location: Focus on Mexico, Brazil, Argentina, and
 Chile—regions with strong off-road motorsports culture.
- **Education/Occupation:** Outdoor industry workers, engineers, mechanics, adventure travelers, and motorsports fans.





PSYCHOGRAPHICS

- Passionate about extreme sports, vehicle customization, and outdoor adventure.
- Strong sense of competition, resilience, and mechanical innovation.
- Engaged in motorsports, action sports, and endurance racing culture.
- High social media engagement, with an emphasis on video content and interactive experiences.





MOTORSPORTS VIEWING & ENGAGEMENT HABITS

- YouTube & TikTok: Preferred platforms for race highlights, behind-the-scenes content, and driver stories.
- Instagram & Facebook: Used for community engagement, event updates, and fan-driven discussions.
- Local TV Broadcasts: Popular in Mexico (TUDN, Fox Sports MX), Brazil (Globo Esporte), Argentina (ESPN LATAM), and Chile (Canal 13).
- WhatsApp & Telegram: Used for real-time race updates and fan discussions.
- Twitch & Discord: Growing among younger audiences for live streaming & interactive content.







INCREASE BRAND AWARENESS

- Achieve a 25% increase in social media followers across Instagram, TikTok, Facebook & YouTube.
- Drive 500,000+ monthly impressions across all digital platforms.
- Grow website traffic by 40% through event-driven content and sponsor activations.







ENHANCE FAN ENGAGEMENT

- Achieve a 30% participation rate in AR/VR activations at live events.
- Secure 50,000+ participants in Niantic-powered AR scavenger hunts & digital racing challenges.
- Drive a 25% increase in engagement (comments, shares, and video views) across social channels.







EXPAND SPONSORSHIP PORTFOLIO & ROI

- Secure 3–5 new multi-year brand sponsors per season.
- Increase sponsorship revenue by 15%
 YoY.
- Ensure 80% of sponsors achieve measurable brand visibility via social media, track branding, and AR integration.







DRIVE MERCHANDISE & TICKET SALES

- Grow online and on-site merchandise sales by 25% YoY.
- Ensure at least 50% of merch uses sustainable materials.
- Increase VIP ticket pre-sales by 50% before general release.





MESSAGING & CONTENT

- Core Brand Messaging: "Pushing Limits, Building Legends—The Future of Off-Road Racing."
- Localized Messaging: Tailored to each country (e.g., Baja heritage in Mexico, rally culture in Brazil, Dakar history in Argentina & Chile).
- Sustainability Focus: Highlight eco-friendly racing, sustainable merchandise, and partner commitments (Michelin, Petrobras, Nike).
- Digital Storytelling: YouTube docuseries, TikTok challenges, AR-enhanced race coverage, and fan-generated content.





MARKETING CHANNELS

- YouTube & TikTok: Long-form storytelling, viral highlights, and behind-the-scenes content.
- **Instagram & Facebook:** Interactive fan engagement, event promotions, and influencer partnerships.
- WhatsApp & Telegram: Fan groups, real-time race updates, and sponsor activations.
- Local TV Networks: Mexico (Fox Sports MX, TUDN), Brazil (Globo Esporte), Argentina (ESPN LATAM), Chile (Canal 13).
- Twitch & Discord: Live race commentary, driver Q&As, and eSports-style fan competitions.





CULTURAL CONSIDERATIONS

- Mexico: Emphasize Baja 1000 legacy, truck culture, and endurance racing.
- Brazil: Focus on Rally dos Sertões, high-speed rally action, and extreme weather racing.
- Argentina: Highlight Dakar Rally history, mechanical expertise, and motorsports heritage.
- Chile: Leverage Atacama Desert challenges, sand dune races, and adventure tourism.
- Language Localization: Spanish (Mexico, Argentina, Chile) & Portuguese (Brazil).





METRICS & MEASUREMENT

Brand Awareness & Digital Reach

- +25% social media growth across Instagram, TikTok, Facebook & YouTube.
- 500,000+ monthly impressions & 40% increase in website traffic.
- 35% increase in YouTube watch time & TikTok views.

Fan Engagement & Interactivity

- 30% on-site participation in AR/VR activations.
- 50,000+ digital racing challenge participants.
- +25% engagement growth (comments, shares, video views).





METRICS & MEASUREMENT

Sponsorship Growth & ROI

- 3–5 new multi-year brand sponsors per season.
- +15% YoY sponsorship revenue growth.
- 80% of sponsors achieving brand visibility through event activations.

Event Attendance & Merchandise Sales

- +15% YoY increase in live event attendance.
- 20% growth in virtual ticket purchases.
- 25% YoY merchandise sales increase with 50% of items using sustainable materials.





Conclusion

This global marketing plan strategically balances on-site experiences (30%) with digital reach (70%) to maximize Ironclad Off-Road's impact in Latin America. With a focus on localized messaging, sustainability, and immersive fan engagement, the campaign will elevate brand awareness, drive sponsorship growth, and deepen community connections across the region.

Thank you

Erin Uken

