

# Driver Portfolio

\$100 - \$200

(one time)

Example:

## Driver & Team Overview

- Competitive motorsports driver representing [Team Name]
- Competes in [series/class]
- Known for consistency, professionalism, and dedication on and off the track
- Supported by a committed team focused on performance and growth

## Racing Background

- Began racing at [age/year]
- Experience competing at [track names]
- Career highlights include:
  - [Wins / Top-5s / Championships / Notable finishes]
- Continual focus on improving racecraft, car control, and results

## Off-Track Presence

- Actively engages with fans and the racing community
- Maintains a strong, professional social media presence
- Represents sponsors with integrity and authenticity
- Builds long-term brand recognition beyond race weekends

# Sponsorship Package

(ONE TIME )

Here at NK Social & Co we offer Sponsorship Packages/ PR packages to all levels .We strive to make the most custom fit package deal for you that also best suits you .Our pricing with sponsorship packages is based on the scale of the package and can range from \$100/\$200 Dollars. We leave it up to you on if you want the custom package or if you would like the standard package . If a sponsorship package is something you or your team is interested in please feel free to contact us for more information.

Example:

- Competitive motorsports driver competing in [series/class]
- Represents [Team Name] with professionalism on and off the track
- Racing experience includes [years/age started] and competition at [tracks]
- Career highlights: [wins / top finishes / achievements]

## **What Sponsors Receive**

- Consistent brand exposure throughout the season
- Sponsor placement in race updates, performance highlights, and digital content
- Visibility across social media and race-weekend coverage
- Authentic promotion tied directly to the driver's journey

## **Partnership Goals**

- Seeking long-term partners who value performance and growth
- Support helps cover racing operations, equipment, travel, and development

## **Why Partner**

- More than a logo — a professional, engaged driver
- Year-round exposure and fan engagement
- A growing brand with measurable value

# Hollywood Package

\$400 Every 3 months

(\$83 Monthly)

Includes:

## **Team Media & Content Package**

- 1-2 dynamic posts weekly across all platforms
- Professional content creation (photos, clips, highlights)
- Social platform management (Facebook, Instagram, Twitter/X, etc.)
- Active engagement with fans through comments & messages
- Weekend Recap every Sunday — race results, team highlights, and on-track action
- Weekly crew & driver updates for consistent fan engagement

# Black and White Package

\$850 Every 3 months

( \$283 Monthly )

Includes:

## **Team Media & Management Package**

- 3 social media post interactions each week (across all platforms if needed)
- Weekend updates from racing events (timing, standings, and highlights)
- Tracking log of all finishes and DNFs
- Active fan engagement on posts and messages
- Weekly website maintenance and updates
- NK Social & Co will design all flyers and promotional content
- Sponsor shoutouts once a month
- Weekend replays (if offered by the track)

# To good Package

\$1,200 Every 3 months

( \$400 Monthly )

Includes:

## **Team Media & Management Package**

- 4 weekly posts across platforms
- Weekly driver and crew updates
- Weekly communication and comment management on all posts
- Race weekend nightly updates (2+ nights of racing)
- Tracking log of race timing and placement
- Weekly Q&A sessions with fans
- Sponsor shoutouts bi-weekly
- Website management and maintenance
- NK Social & Co provides high-quality content creation weekly
- Driver/Team Interviews — branded Q&A or behind-the-helmet features
- Pit & Crew Feature Videos — spotlight your crew and their hard work
- Sponsor Spotlights — dedicated posts/videos showcasing sponsor brands
- Professional Photo Shoots — pre-season, mid-season, or promotional sessions
- Custom Race Recap Videos — full-weekend edits with music and stats
- TikTok / Reels Series — trending short-form content for more reach

# Build your own package

\$1,000 (pricing may vary)

Our Build Your Own Package is designed to give you and your team a truly customized experience. We understand that every racing program is unique — and your media and management support should be too. Choose up to 6 key areas you'd like us to focus on, and we'll handle the rest. Whether it's race-weekend coverage, fan engagement, or sponsor promotion, we'll tailor your package to meet your specific needs.

Please note: Certain requests may incur additional costs depending on travel, content requirements, or production needs. NK Social & Co reserves the right to adjust or deny package elements if they exceed standard service scope.

# Add Ons Offered

## Digital & Web Add-Ons

- Website Overhaul or Redesign — modern, mobile-ready race team site
- Newsletter Campaigns — race recaps and sponsor updates
- Sponsor Landing Pages — highlight each partner with logo, info, and links
- Custom Driver Profiles — stats, bios, achievements for each team member

## Branding & Promotional Add-Ons

- Custom Team Graphics — car wraps, helmet designs, banner layouts
- Sponsor Deck / Presentation Design — professional sponsorship proposals
- Event Flyers & Posters — for race announcements or fan events
- Press Releases & Media Kits — written materials for sponsors or PR
- Season Highlight Video — end-of-year recap with stats and emotion
- Branded Merchandise Design — shirts, hats, decals, etc

## Professional Add-Ons

- Social Media Strategy Consultations — quarterly or monthly planning
- Crisis or PR Management — for professional response to incidents
- Sponsorship Activation Planning — help sponsors engage fans online
- Team Media Training — teaching drivers and crew on-camera confidence

# Add Ons Offered

## Engagement & Growth Add-Ons

- Live Race Weekend Coverage — real-time posts, photos, and updates
- Fan Giveaways & Contests — prizes for engagement or predictions
- Social Media Advertising — targeted ads to grow fans or sponsor reach
- Hashtag Strategy & Branding — create a consistent tag for your team
- Monthly Analytics Reports — performance breakdowns and growth tracking
- Community Management — handling DMs, comments, and fan questions

## **Content Creation Add-Ons**

- On-Track Highlight Reels — short cinematic videos from race weekends
- Driver/Team Interviews — branded Q&A or behind-the-helmet features
- Pit & Crew Feature Videos — spotlight your crew and their hard work
- Sponsor Spotlights — dedicated posts/videos showcasing sponsor brands
- Professional Photo Shoots — pre-season, mid-season, or promotional sessions
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# Information

## Payment:

- **Due Date:** All payments are due on the 1st of every month after time of contract signing
- **Contract:** All contracts are for 3 months
- **Accepted Methods:** Cash or check preferred.
- **Third-Party Payments:** A \$5.00 processing fee applies to any payments made through third-party platforms.

## Request:

### **Weekend Travel for Content**

- \$120.00 (includes travel + gas expenses)

### **Extra Content Options**

- Extra Post (2 platforms): \$20.00
- Extra Video (2 platforms): \$40.00
- Extra TikToks: \$25.00
- Add Ons: \$25.00

