**Will McNeal 358 Sprint Car Sponsorship Proposal**

**Introduction**

Dear Potential Sponsor,

We are pleased to present an exciting opportunity for your company to partner with one of the most promising young drivers in the world of motorsports – **Will McNeal**. At just 16 years old, Will has already built an impressive career on the track, and with your support, we believe he has the potential to reach new heights in his pursuit of excellence in 358 Sprint Car racing.

Will has been racing since the age of 5, and his passion and commitment to the sport have propelled him to the top levels of competitive racing. Now, as he begins his career in the 358 Sprint Car division, Will is ready to take the next step in his journey, and we invite you to join us as a key sponsor.

**About Will McNeal**

* **Age:** 16
* **Years of Racing Experience:** 11
* **Racing Background:** Will began his racing career in quarter midgets at the age of 5, progressing through various divisions and showing consistent skill, determination, and passion for the sport. Over the years, Will has competed in various dirt track racing series and earned recognition for his exceptional talent and work ethic.
* **Notable Achievements:**
  + Multiple top-5 finishes in local, regional, and national races.
  + Regularly securing podium finishes across various racing divisions.
* **Current Racing Series:**
  + Competing in the 358 Sprint Car Division at various tracks in Central Pennsylvania.

**Sponsorship Opportunity**

As Will McNeal continues to grow as a racer, he is poised to be a prominent figure in the sport. Partnering with Will offers your brand a unique and exciting opportunity to reach a dedicated audience of motorsports enthusiasts. Sprint car racing is an intense, high-energy sport that attracts fans from all walks of life, and Will’s journey is one that fans and sponsors alike can connect with on a personal level.

**Sponsorship Levels & Benefits**

We offer several sponsorship opportunities, each designed to provide your brand with valuable exposure throughout the season.

**1. Title Sponsor**

* **Logo placement**: On the car, driver suit (If funding is received prior to the race suit being ordered), team apparel, and Will McNeal Racing Merchandise.
* **Brand visibility**: Prominent placement on all team marketing materials, including social media, website, and promotional items.
* **Exclusive promotional rights**: Your company name associated with Will McNeal Racing in press releases, interviews, and race broadcasts.
* **Personalized Marketing**: Co-branded content and promotional campaigns with Will McNeal on social media platforms.

**2. Associate Sponsor**

* **Logo placement**: On the car, and team apparel.
* **Brand visibility**: Featured in race day programs and select social media posts.
* **Exposure**: Your company’s logo on all marketing materials, team merchandise, and website.

**3. Supporting Sponsor**

* **Logo placement**: On Will McNeal Racing website and Facebook Page.
* **Brand visibility**: Smaller logo placement on Will's social media platforms and during select races.
* **Exposure**: Company recognition on the team’s website and at specific events.

**Why Sponsor Will McNeal?**

1. **Young Talent with a Bright Future**: Will McNeal has a promising future in the 358 Sprint Car division. His talent, combined with his hard work and dedication to improving his skills, makes him an ideal candidate for sponsorship.
2. **Engaged and Passionate Audience**: Sprint car racing fans are some of the most passionate and loyal in all of motorsports. By sponsoring Will, your brand will be associated with a young, dynamic athlete and will engage a dedicated fan base across social media, race days, and local events.
3. **Media Exposure**: Will’s racing career is poised for significant media attention, and through sponsorship, your brand will benefit from exposure through race coverage, social media, interviews, and race promotions.
4. **Return on Investment**: With the opportunity to display your brand at races, on merchandise, and through media exposure, your investment in Will McNeal will provide valuable ROI through brand recognition and loyalty from motorsports fans.
5. **Community Impact**: As a young racer, Will’s journey resonates with fans, particularly those who follow local and regional racing. By supporting Will, your brand will be seen as one that supports youth, perseverance, and passion for the sport.

**Next Steps**

We would love the opportunity to discuss this sponsorship proposal further and explore how we can tailor a package that best suits your company’s objectives. Together, we can build a partnership that propels Will McNeal’s racing career to new heights, while offering your brand unmatched exposure and engagement with a dynamic motorsports audience.

Please feel free to contact us at 717-215-3391 to schedule a meeting or for any questions.

We look forward to partnering with you for an exciting racing season!

Thank you for your time and consideration.

Sincerely,  
Will McNeal, Driver  
Billy and Tabatha McNeal, Team Owners  
Will McNeal Racing  
717-215-3391

WillMcNealRacing.com