

FAST LANE MOTORSPORTS ASSOCIATION

Premium Sponsor-Focused Driver Resume

Official FLMA Athlete Branding Document

[DRIVER NAME]

FLMA Certified Driver • Professional Racing Athlete & Brand Partner

Location • Phone • Email • Website • Media Kit • Social Media

SECTION 1 — FLMA DRIVER BRAND SUMMARY

A sharp, sponsor-oriented introduction that positions the driver as a **marketable asset** under the FLMA banner.

Example:

As an FLMA-certified athlete, [Driver Name] delivers competitive performance and measurable brand value through high-engagement content, professional representation, and consistent sponsor activation. Known for discipline, reliability, and alignment with FLMA's standards of excellence, [Driver Name] brings both on-track results and off-track marketing impact.

SECTION 2 — SPONSOR VALUE SNAPSHOT

A clean, corporate-style metrics panel.

SECTION 3 — COMPETITIVE PERFORMANCE OVERVIEW

Key Metrics

- Championships: [#]
- Career Wins: [#]
- Podiums: [#]
- Poles: [#]
- Fastest Laps: [#]
- Best Lap: [Time] at [Track]

Recent Seasons

2025 [Series] – [Team] – [Class]

- Season finish: P[#]
- [#] wins, [#] podiums
- Technical contributions: [Setup development, data analysis]
- Sponsor activations completed

2024 [Series] – [Team] – [Class]

- Key accomplishments

- Improvement metrics
- Media or brand engagements

SECTION 4 — MEDIA, BRANDING & FLMA REPRESENTATION

- Professional photos & video assets available
- Media kit link
- TV/streaming appearances
- Podcast/print interviews
- Public speaking & fan engagement
- FLMA-approved branding materials
- Content specialties: reels, behind-the-scenes, product showcases
- Notable press features

SECTION 5 — CURRENT PARTNERS

Title & Primary Partners

- [Name]
- [Name]

Associate Partners

- [List]

Technical Partners

- [List]

Activation Examples

- FLMA event activations
- Branded content campaigns
- Hospitality & VIP experiences
- Product integration
- Community events
- Driver appearances
- Social media collaborations

SECTION 6 — TECHNICAL & PROFESSIONAL CAPABILITIES

- Advanced data analysis (AIM, MoTeC, etc.)
- Setup development & engineering feedback
- Race strategy & tire management
- Simulator development driver
- Mechanical understanding
- Endurance, sprint, or oval specialization

SECTION 7 — EQUIPMENT & TEAM

- **Car:** [Make/Model/Class]
- **Engine:** [Details]
- **Tires:** [Brand]
- **Team:** [Name]
- **Crew Chief / Engineer:** [Name]
- **Simulator Platform:** [iRacing, Assetto Corsa, etc.]

SECTION 8 — PARTNERSHIP GOALS

Short-Term

- [Example: Expand digital reach with strategic brand collaborations]

Long-Term

- [Example: Build multi-year partnerships with aligned brands]

Activation Goals

- [Example: Increase sponsor visibility through FLMA events, content, and community engagement]

SECTION 9 — CONTACT

Available upon request

(Optional: team owner, manager, or PR representative)