



## BRANDING & MARKETING QUESTIONNAIRE

**What type of racer do you want to be known as?**

(What would others say about you and what you stand for?)

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**Describe your current BRAND.**

Your values:

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Your mission:

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Target demographics:

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Personality traits:

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**What is your 3-year plan?**

(Number of races, level of competition, geographic locations)

Year 1:

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Year 2:

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Year 3:

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**Who would be your top 4 picks for a sponsor?**

(Make sure these selections are achievable; you want to keep them local to your race venues)

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_

**What do you have in common with your potential sponsors?**

(What would make you a good spokesperson for a potential sponsor?)

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**What can you do to assist your sponsor selections get more exposure through racing?** (Example: Autograph/Personal appearances)

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**Of the following, what marketing tools/collateral do you have in place?**

- Website
- Hero Cards
- Marketing Proposal Deck
- Car Design Template
- Social Media

Facebook URL: \_\_\_\_\_

Twitter URL: \_\_\_\_\_

Instagram URL: \_\_\_\_\_

YouTube URL: \_\_\_\_\_

Other \_\_\_\_\_

- Mobile App
- Other