



# SPOTTER TIPS

## VIDEO 1: HOW TO SUCCEED IN RACING

### **SPOTTER TIP: 1:46 Marketing and sponsorship is more than a sticker on a car.**

- ⇒ You are ALWAYS representing the sponsor in everything you do, both on and off the track.
- ⇒ Sponsors/Partners are investing in you to be their voice...must make sure you fully understand what the sponsor's message is.

### **SPOTTER TIP: 2:30 A Sponsor is your partner.**

- ⇒ In a partnership, you (and your race team) become a part of the marketing team for your sponsor, helping them sell their product or service.
- ⇒ Part of your time on race day mornings is often spent with your sponsor & the people he has invited to the track. Your job is to talk to them not only about what's going on at the track that day, but to represent your sponsor's brand.
- ⇒ Race car drivers do much more than drive. They must be:
  - A speaker
  - A salesman
  - A "personality"- using their reputation & testimony to promote a sponsor's brand

### **SPOTTER TIP: 5:20 Habits you create today will stay with you forever.**

- ⇒ Even if you are currently only racing at local tracks, it's vital to do the right things, starting NOW.
- ⇒ You never know who may be watching you both on the track and off.
- ⇒ How you handle yourself is so important... how you react to setbacks, how you treat & interact with the fans could gain or lose you a sponsor.

### **SPOTTER TIP: 6:05 You represent the sponsor everywhere you go and with everything you do.**

- ⇒ How you behave and carry yourself is vitally important.

## **SPOTTER TIP: 7:23 Get yourself away from the pack; do what others are not.**

⇒ Always do things that will improve your image.

## **SPOTTER TIP: 7:55 Always give the sponsor the attention they deserve.**

⇒ Your sponsor is a vital part of your race team so always make him feel important by paying attention to him & introducing him to others.

## **SPOTTER TIP: 8:28 Create those habits at a young age.**

⇒ Moving up the ladder is always easier if you have created good habits to begin with.

- Your sponsor may be so happy with you that he will continue to sponsor you as you move up.
- Potential sponsors will look at the relationship you have with current sponsors to decide if they want to take you on.

⇒ ALWAYS do the right thing and it will pay off.

⇒ Do things that show your sponsor he is important to you: invite him to the track, bring your car to his place of business for a meet and greet, take him to dinner, bring pictures of yourself that show his business logo on your car that he can display in his business... these help him feel good about his investment.

## **SPOTTER TIP: 10:18 Keep in constant contact with your sponsor.**

⇒ Connect with him every Monday morning after a race to let him know how you did.

- Sponsors who bail after a year usually do so because of lack of communication.
- Remember to always treat your sponsor as a part of your race team.
- It's almost as important to have a marketing manager as it is to have a crew chief because racing is such a sponsor driven sport!

## **SPOTTER TIP: 11:30 Sponsorship is money. Branding is YOU and your actions.**

⇒ If you remember nothing else, remember this: Your brand stays with you FOREVER!

- That's why it is so important to treat everyone well & always put your best foot forward!

## **SPOTTER TIP: 13:18 Treat sponsor's guests the same as you would treat the sponsor.**

⇒ Guests are important to the sponsor, so they should be important to you, too.

**SPOTTER TIP: 13:28 Branding is how *other* people see you.**

⇒ Always keep this in mind and it will help you move forward.

**SPOTTER TIP: 13:45 You never know who is watching.**

- ⇒ Always ask yourself this question: “If someone is looking at me/us (the race team) right now, how do they see us?”
- ⇒ Your behavior, habits, the way you speak and dress all say a lot about who you are and will either attract or repel sponsors.

**SPOTTER TIP: 14:30 Treat your race team like a business and you are the CEO.**

⇒ You want to appear polished & attractive to current & potential sponsors.

**SPOTTER TIP: 15:00 Successful teams are businessmen first.**

⇒ Look at all the big names in racing and you will see this is true.

**SPOTTER TIP: 15:25 Sponsors want to be involved with teams that understand business.**

- ⇒ Always treat your race team as a business if you want to attract business partnerships (sponsors).
- ⇒ If you're a parent of a young driver, you must take on this role for them.
  - Remember that your child is learning from you & will watch the way you conduct yourself. Acting in a professional manner always is key.
- ⇒ Understand that the off-track activities (appearances, etc.) are necessary to fund the on-track activities, so you must make time for them.

**SPOTTER TIP: 17:47 Practice your marketing skills, speaking to people, and doing appearances.**

- ⇒ Do as much of this as you can NOW to help you improve and be prepared as you move up the ranks in racing.
- ⇒ Never forget that racing is a sponsor-driven sport. Without the financial support of sponsors, it is impossible to move up, so practice everything that is important for you to progress, not just your driving.