

Marketing is NOT Just During Race Season

Maintaining sponsorships, and obtaining new ones is truly a year-round, full-time job. Some may think it's the off season but the next several months are the best times to work hard at reconnecting with your current marketing partners, and finding new ones.

Your success at this could mean the difference between having an outstanding season, or one that you have to scrape enough money together just to pay the pit pass.

Here are a few ideas how to get and KEEP your marketing partners:

1. Stay in touch with your marketing partners. How do you do that? My favorite way is using SendOutCards because you are able to quickly add a photo, add your personal message, and have it mailed to them, all from an app on your phone for as little as \$1.66 which includes postage.
2. Stop in once a month or more often if possible, just to say THANK YOU and invite them to come to a race. Give them a few tickets for the track that they can use or give away.
3. Have a "Marketing Partner Night" and invite them to join you in the pits, or if they prefer, to sit in the stands. Provide light snacks and beverages, and a photo opportunity.
4. Produce a professional looking flyer that tells about you and why you love to race; who your current marketing partners are; why you feel this would make a good partnership, and include testimonials from current partners about the benefits they have received by being your partner.
5. Have an agreement ready that they can sign so you don't have to go back later. Time kills deals.
6. Think about who would make a good partner for you. A tire company, a junk yard, a parts store? Those would all be great places to get products from. Some business owners would rather provide product instead of cash to be able to say, "Joe Driver uses XYZ Tires."
7. What are you going to give back to your marketing partners? Most business owners honestly don't care that much about how well you did last year. They want more customers. Perhaps you will have your car in a local holiday parade, or take your car to their place of business and offer to take photos with their customers. Kids love to sit in a racecar, and some adults too! What other community events would you have the opportunity to bring your racecar to show off your partner's graphics on your car? Do your partner's have a t-shirt you could wear on race day, or at the events?
8. Be mindful of social media and what you post. Marketing Partners want to maintain a good relationship with not only you, but everyone that reads your posts. What you say and do reflects on not only your family and team, but on them as well.
9. Work with the track owner and perhaps your marketing partner would enjoy waving the green flag for the start of a race.
10. Make sure the public address announcer welcomes your Marketing Partners to the track during pre-race chatter, and a couple of times during the night. Everyone loves hearing their name, especially if they own a business!