



## Corporate Sponsorship Proposal Guincho Racing Team

### Introduction

Guincho Racing is an ambitious amateur rally racing team with a passion for motorsports and a drive to succeed. Competing in the 2026 Africa Eco Race our team represents determination, skill, and the spirit of competition. We are seeking corporate sponsorship to support our journey and provide partners with valuable brand exposure in an exciting and growing motorsport industry.

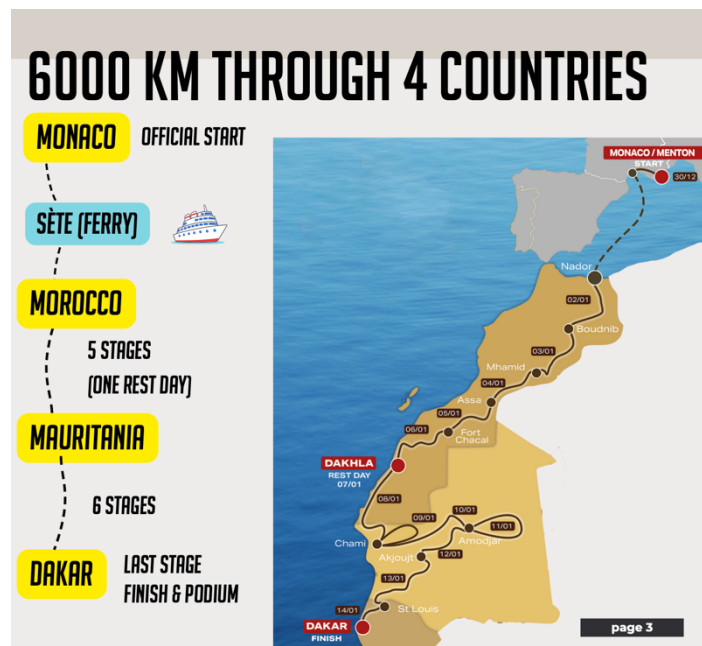
### Why Partner with Us?

Sponsoring Guincho Racing offers a unique opportunity to:

- Gain brand visibility through race participation, media coverage, and social media outreach.
- Engage a passionate and growing motorsport audience.
- Enhance brand image through association with a competitive and dynamic racing team.
- Partner with like-minded brands in support of an ambitious amateur race team
- Utilise our platform for marketing activations, customer engagement, and employee incentives.

### What is the Africa Eco Race

<https://youtu.be/ohrwHwoPk6k?si=PLayeoxf9XTwm1ow>





## **Sponsorship Tiers & Benefits**

We are offering three levels of sponsorship, each designed to provide high-value exposure and engagement opportunities:

### **Gold Sponsor - \$5,000**

- **Premium logo placement** on race car, race suits and helmet.
- **Exclusive brand mention** in all press releases, interviews, and social media posts.
- **Custom promotional content**, including branded videos and social media features.
- **Opportunity for branded team merchandise giveaways.**

### **Silver Sponsor - \$2,000**

- **Prominent logo placement** on race car, race suits and helmet.
- **Inclusion in social media campaigns and event updates.**
- **Acknowledgment in press releases and event reports.**
- **Opportunity for cross-promotional campaigns** (co-branded marketing efforts).

### **Bronze Sponsor - \$500**

- **Logo placement** on race car.
- **Mention in select social media posts and team updates.**
- **Access to professional photos and videos for promotional use.**

### **Sticker Sponsor – Invitation only**

We will be offering small businesses who keen to support the Guincho Race team with their own social media support opportunities to become one of our “Sticker Supporters” for the price of a beer and if you are nice to us you can add your sticker to the outside of the car so long as you promise to support the team in its social media efforts as we cover 2 continents in our old Range Rover.

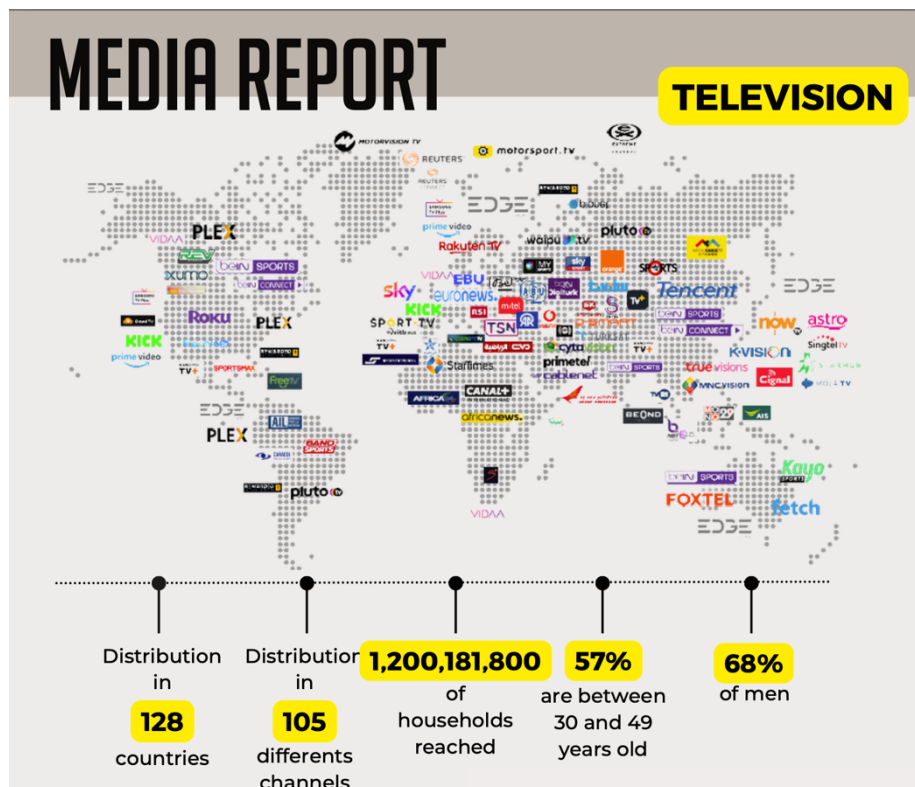
## **Additional Customisation Opportunities**

We understand that every brand has unique goals, and we are happy to discuss tailored sponsorship packages to meet specific marketing objectives. Let's collaborate to create a sponsorship plan that delivers maximum value to your brand.

## Join the Africa Eco Race media

With simultaneous broadcasting on over 50 online channels, this immersive experience transcends the traditional boundaries of television and media distribution. This 15th edition reached over one billion households across 5 continents.

<https://www.africarace.com/sites/default/files/2024-08/BILAN%20MEDIA%202024%20EN%20JULY.pdf>



## Marketing & Exposure Strategy

Your sponsorship will be amplified through our comprehensive marketing strategy, including:

- **Social Media Campaigns:** Regular race updates, behind-the-scenes content, and sponsor shoutouts on platforms such as Instagram, Facebook, and YouTube.
  - You Tube - <https://www.youtube.com/@GuinchoRacing>
  - Instagram - <https://instagram.com/guinchoracing>
  - Website - <https://guinchoracing.com>
- **Press Releases & Media Coverage:** Outreach to motorsport blogs, news websites, and local media outlets.
- **Event Appearances:** High-visibility branding at race venues, fan meet-and-greet sessions, and motorsport exhibitions.



## Conclusion

We believe that a partnership with Guincho Racing offers immense brand value and marketing potential. We are excited about the opportunity to represent your brand on and off the track and look forward to discussing how we can work together.

## Next Steps

Please contact us at [tom@guinchoracing.com](mailto:tom@guinchoracing.com) or +351 911 098 485 to discuss sponsorship opportunities further. We would love to set up a meeting and explore how we can collaborate for mutual success.

Thank you for your time and consideration and we look forward to hearing from you.

## Matt and Tom

Guincho Racing Team

[Info@guinchoracing.com](mailto:Info@guinchoracing.com)

