

LAUREN *Tayla* RACING
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Sponsorship Proposal 2023



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About Me

I'm a 28-year-old racing driver from Stockton on Tees. I'm on my journey to prove a point for all of the females with dreams, the mothers who think they can't achieve, to help build awareness and level out the playing field in a male-dominated sport.

I started racing at 9 years old in corporate karts and very quickly caught the motorsport bug, I continued into club and regional championships from the age of 11 to 16 gaining great consistent results throughout. For the next 11 years, I took time to concentrate on finding my career path and completing my family unit, and having accomplished this and completed another year in karts, I am now ready to compete in a higher grade of motorsport.



The Power Of Motorsport

The world of motorsport can be incredibly beneficial to almost every business with such a vast amount of spectators gathering year-on-year to watch the sport, exposure is one of the main benefits of working with an athlete. However, that is not the only benefit, with many more benefits such as having a product sampling platform, exhibition and conference displays, corporate social responsibility platform, use of display cars, consumer engagement, education platform, targeted introduction to the UK motorsport industry, academic relationships, business networking, brand awareness, hospitality and much more.

When you choose to work with me, you also choose to work with my marketing team. Using our strategies to drive more traffic to your website or social media platforms, we often come up with creative ideas on how to promote your business and ultimately generate more sales. It's not just online that we generate sales, we also actively promote your business at the track and on press days and events. We use every opportunity possible to give back and push sales so you get the best ROI.

Product Placement!



Budget



Cost	Per Meeting	Per Test Day	Annual Budget
Tyres	£902.40	£100	£5412
Fuel	£192.60	£100	£1540.80
Fees	£1,725	£350.00	£13,800
Team Costs	£2040	£400.00	£17,080



Lauren
TAYLA

Let's Talk About Your Business.

I am currently seeking partnerships for the 2023 season. To discuss how me and my team can elevate your business and how motorsport can have a positive impact on your company please contact me to arrange a meeting.

