



# Driverz Cup Formula Road Racing Series

Partnerships





## Driverz Cup Overview

DC was founded in 2018 with the mission to share our passion for amateur open wheel racing and grow the sport by making it fun, cost effective and accessible to all



- Our series is **growing** every year, current driver participation is between 16 and 28 per event - adding friends, supporters and family totals 40-70+ in-person attendees
- Our race events are held the Southeastern US, partnered with Vintage Drivers Club of America and Sports Car Club of America - overall event attendance is more than **100 drivers and 500+ participants**
- Our Drivers are **diverse** in terms of age (15-65+), sex, occupation (engineers, real estate, architects, construction, automotive etc) and financial resources (regular Joe's through quite well to do) – we're a family!
- Our curated FB social channel has grown to **~400 members** from across the USA, Europe, S. America and Australia where similar series are popular
- In amateur racing there is no prize money, all costs are paid out of pocket and all work is done by volunteers. **We are always excited to find creative partnership opportunities to support our series!**







## Driverz Cup Partnership

We seek partners who support our passion for amateur motorsports and the value we can provide as a grass-roots marketing opportunity!

Current arrangements include:

- **Series Sponsor** – branding on all racecars, website and FB, marketing access to FB group, photo/videos for use in partner's social media, branding & recognition at each event social
  - Seeking \$3,500 - \$5,000 per year
- **Award Sponsors** – recognition at event social and awards ceremonies, FB access for group engagement
  - Seeking \$200 – \$2,000 per year

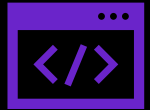


Sponsorship supports making event socials free to all drivers and guests, small cash rewards and subsidizes entry fees to lower participation cost. These programs align to our mission to grow the sport by driving engagement and improving affordability for current and prospective DC participants

We look forward to the opportunity to speak to you about partnership!



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