



The Four Squares of Opportunity: What do YOU offer to SPONSORS?

To earn effective sponsorship, you have got to be able to deliver across 4 different areas for your sponsors. You don't need to do every single thing in every area for every sponsor, but you do need to know what you're capable of providing.

How can you **EXPOSE** sponsors to race fans?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
8. _____
9. _____

How can you **COMMUNICATE** the message of your sponsors to fans?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
8. _____
9. _____

How can you **SHOWCASE** your support of your sponsors?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
8. _____
9. _____

How can you **INTRODUCE** race fans to your sponsors?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
8. _____
9. _____