

# Benefits

Did you know that auto racing attracts more corporate marketing dollars than any other sport? It is estimated that companies spend over \$? million annually using motorsports marketing in New Zealand. The biggest reason for this is that it is cost-effective! Just imagine standing with some of your most important clients as your corporate logo crushes cars to cheering crowds. Imagine using images from the racing to enhance and attract attention to any print ad or promotional material.

One only has to look across the entire spectrum of motorsports, from Formula 1 to Monster Trucks to Drag Racing to Road Racing, to see how popular it is with an entire spectrum of fans. That it is so popular with so many diverse societies and cultures around the world demonstrates what makes the sport so appealing. They are all for the adrenaline rush of seeing Monster Trucks thunder past with the smell of burning rubber, brakes, petrol cocktails & the vibrant colors of each Monster Truck.

Universally, the number of racing spectators continues to grow year after year and is made up from some of the most desirable demographic groups. That, coupled with the fact that race fans are the most loyal fans when it comes to purchasing products and services from sponsors makes motorsports marketing almost impossible to beat.

In business, there is really only one reason to invest in anything, to obtain a business advantage that provides a cost-effective return on investment. A motorsports marketing program is no different than any other investment. Motorsports marketing activities are proven to provide that advantage in a wide range of applications, from team building to securing/ maintaining an important business relationship to enhancing a brand image. That is why it is important to consider all of the facts before making a decision.

Consider some of the benefits that motorsports marketing could bring to your company:

- Exposure to over 200,000 spectators over 10 months of the year across New Zealand, and tens of thousands of people on the way to and from the events.
- Increased brand awareness and loyalty, with recent surveys showing 70% of spectators would "almost always" or "frequently" purchase a product involved in auto racing over one that is not, just because of the sponsorship.
- A one of a kind opportunity to provide incentives, entertainment and sales opportunities for key employees and customers. Clients who are entertained Motorsport events by a corporate partner would most likely increase/give new business with their corporate partner as a result of attending the event with them. Or, there can be special passenger days for sponsors and clients that would allow them to go for a thrilling ride in a real Monster Truck. Hospitality to build business relationships becomes much more personal when your customer can meet "your" driver and root for "your" team.
- Racing delivers sales and marketing images with maximum impact. Racecars offer a highly visible, exciting, and memorable advertising medium and can enhance the corporate image by conveying competitiveness, innovation and a winning attitude.
- It offers excellent team building opportunities that can be tailored to focus on high performing teams or goal setting. It can be used as part of employee incentive programs to recognize top employees.