



## QS Motorsport USA Marketing Program



# EXECUTIVE SUMMARY

PARADISE ISLANDERS

**MAXIMUM  
PARTNERSHIP**

**Szeréjko  
Malaszuk**

**Szeréjko  
Malaszuk**

# BRAND PERCEPTION

WOLFRUMS  
SPORT

WOLFRUMS  
SPORT

## > EXPOSURE. DELIVERED.

Marketing researchers estimate that the average consumer sees more than 3,000 brand messages every day. Yesterday's standard practices for creating brand awareness don't measure up to fresh ideas and the changing tastes of consumers.

Technologies such as TiVo have started to reduce the value of the 30-second prime-time TV spot. Print media has had to evolve to cater to an audience that demands to receive its information online immediately rather than waiting for the mailman. Radio, once the champion of local media in many markets, faces pressure from subscription-based satellite services. And marketers still haven't created the right formula to guarantee effective email or online advertising to drive site traffic.

By partnering with QS Motorsports, your brand can obtain national television and out of home exposure in a way that can't be skipped or deleted. Motorsports deliver your brand that is welcomed into the homes and minds of a specific and select target audience.



### RALLY RACING PROGRAM FEATURES:

- National television exposure via Discovery Channel's HD Theater and ESPN2
- Over 61.8 million households (TV)
- Clear, in focus exposure time valued at over \$5m
- Approximately 2 million spectators
- Events in major North American metropolitan areas

# EMOTION. DELIVERED. <

Motorsports marketing provides a stellar platform for communicating key brand messages. Rally is fast-paced and highly competitive, requiring stamina, aggression, analytical thought and risk management. Bold and brilliant driving, precision control and tight teamwork are some of the many things required to be successful.

The many facets of motorsports provide opportunities to align your brand with values and attributes that build the perception you seek. From the high technology of professional racing machines to the aggressive attitude of a winning driver — even the risk management of advanced safety systems. Motorsports delivers these attributes in the most effective way — through an emotional connection. Fans have a vested interest in whether “their” teams win or lose. Your brand will demonstrate these attributes in actions, not just words.

A partnership with QS Motorsports delivers a brand experience — the critical difference that sets top brands apart from their competitors. Driver and show vehicle appearances, programs supporting behind-the-scenes “Insider’s” view of a race weekend, and top quality hospitality close to the intense competition all support brand interaction that goes beyond mere advertising. Whether your business is B2C or B2B, QS Motorsports can provide programs to build a clear preference for your brand.



- **Build emotional connection to your brand**
- **Beyond words and images — delivered by actions**
- **Multiple facets of motorsports support multiple brand attributes**
- **Clear identity, strong perception and emotional connection to brand generates preference.**

## > OPPORTUNITIES. BEYOND REACH.

Achieve the maximum value from your partnership with QS Motorsports by looking beyond the rally course. Integrated marketing campaigns, promotions and employee events are just some of the valuable opportunities available.

Print advertising, online presence, press coverage, product promotions and POP materials can all be used to generate consumer interest and reinforce the on-track image. Extending visibility of your racing program beyond the limits of the track into direct marketing materials helps you reap maximum benefit and can serve as the basis for a nationwide or regional brand building effort or sales push. Promotions centered around your racing sponsorship can offer VIP-level event attendance as part of a prize package, generating sales or contact data.

Motorsports events can serve as a unique reward for the employees who contribute so much to your company's success. Seeing a highly efficient and competitive professional racing team in action is a tangible way to demonstrate how working together achieves results. Combined with hospitality, driver appearances and off-track events, QS Motorsports can help deliver powerful motivational and development tools for your workforce.



### INTEGRATED CAMPAIGNS:

- Reinforce visibility generated with on-track presence
- Provide engaging concept for product promotions
- Generate press coverage
- Drive traffic to web site
- Generate sales or consumer data with VIP event attendance promotions
- Tap into highly brand-loyal audience

### EMPLOYEE EVENTS:

- Event attendance reward program for special teams, top performers or sales team
- Show card and driver appearances at company facilities and events to help share excitement and success
- Corporate training events featuring driving themes to develop teamwork and communication

## > BUSINESS TEAM. RACE TEAM.

The exciting and entertaining world of motorsports offers solutions to businesses faced with the challenge of increasing competition for mindshare of customers and business partners. Introducing new networking opportunities, hosting executives, employees and clients in top-level hospitality and promoting brand awareness to a highly targeted audience are some of the opportunities provided by modern motorsports marketing programs.

The QS Motorsports team has been built on the philosophy of delivering the business benefits of motorsports with a focus on developing innovative, measurable marketing programs and intense efforts on the racetrack. To achieve this goal, the management of QS Motorsports is comprised of experts from throughout the business and racing world to deliver results in your market and on the racetrack.

QS Motorsports offers the opportunity for programs in both our rally racing and kart racing initiatives. Auto racing initiatives can be with rally car series such as the World Rally Championship, Rally America and the United States Rally Championship. Both mediums offer national television exposure via ESPN2 and multiple events covering major metropolitan areas across the country.

QS Motorsports is the partner to connect you with the results you require from motorsports marketing. Applying talent, innovation, business acumen and a motivated team of professionals, QS Motorsports will work with you to develop programs that meet your objectives.

- Build brand awareness
- Provide memorable customer experiences
- Connect with partners
- Motivate and reward staff

**"We chose motorsports over other sports properties because there's more value to the investment. Motorsports provides an opportunity for branding, a platform to implement promotions and an opportunity to entertain our dealers and customers in an exciting environment." ED SACHS,  
EXECUTIVE VICE PRESIDENT OF SALES, PIONEER ELECTRONICS USA**

# RELATIONSHIPS. SUPERCHARGED. <

In today's fast paced and competitive marketplace, relationships with customers, suppliers and partners are increasingly critical to success. These relationships can provide an avenue for feedback to enhance products or services, a competitive advantage or the opportunity to form strategic partnerships.

Motorsport events provide an excellent platform for building key relationships away from the confines of the conference room or sales call. Through a partnership with QS Motorsports, you can invite your guests to be more than just spectators — they join the team for the weekend. This “behind the scenes” experience combined with the exciting atmosphere of competition and top-tier hospitality is a much more engaging and interactive way to build relationships than the typical round of golf. With the series competing across the country, events can serve as hubs for a national business development program.

No other professional sport offers the level of access to competitors delivered by auto racing. Team partners have access to the garage, pit spaces, team meetings and race communications as well as direct interaction with drivers. The equivalent in other sports would be access to the dugout, sidelines or locker room.

Modern auto racing epitomizes the concepts of power, strength and precision. Engines shrieking to 10,000 RPM and beyond, the extreme stresses absorbed by vehicles and the intense concentration required to pilot a racing vehicle combine to provide an electrifying backdrop to your business networking.

- Opportunities for one-on-one meetings, small team gatherings or larger programs
- Hospitality and events available both at racing venues and surrounding community
- Off-track events can include dinners, cocktail parties, meetings, team-building events and more

**“Many companies sponsor for hospitality opportunities. ...giving sponsors the opportunity to spend a few hours with important customers and solidify business relationships. Events make great settings for this informal networking. They are unique and desirable, two things that are absolutely necessary to entice a business contact to join you during non-business hours.”**

**LEG GUIDE TO SPONSORSHIP**

## > RACING HEARTS. BUSINESS MINDS.

QS Motorsports is built on the foundation of providing our partners with programs and tools to achieve business objectives via motorsports marketing. Servicing the needs of our marketing partners is a core value of our organization and is delivered by all aspects of the business — from our championship results on the track to the breadth of our management team.

**QS Motorsports was formed by a group of individuals who share two key traits — a passion for motorsports and a keen sense for the business and marketing opportunities it provides. A diverse range of backgrounds and expertise — from sales and business training to marketing, event planning and motorsports — allows QS Motorsports to deliver a unique set of resources to our corporate partners.**

This combination of skills and experience allows QS Motorsports to be a team fully focused on identifying how motorsports programs can benefit your business. All aspects of the team are involved and committed to partner support. The integration of business knowledge across all facets of the team enables our company to be a collaborative partner in establishing a marketing program. There are no “standard packages” — each program is built based on the business needs of our client and delivering measurable returns on objectives.



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